



Top 100 Chinese Restaurants General Performance Evaluation

Location #: 301355429	Location Name: Sampan Cafe	Address: 6116 Franconia Rd. Alexandria VA 22310	Telephone: 703-971-5404
	Restaurant Type: Dine in	Date of Visit: 07/13/2010	Hours of Operation: 11:00 AM - 11:00 PM
Traffic: Moderate	Day Part: 10 AM - 2 PM	Year: 2010	
Month: 07. July	Quarter: 3		

Décor & Atmosphere Total: 95.00%

Cleanliness & Sanitation Total: 100.00%

Service Total: 100.00%

Food Total: 94.12%

Bottom Line: 100.00%

Server/Order Taker's Name: Unknown

Exp: **Excellent**
Rec: **10**



**OVERALL EXCELLENCE
TOTAL:**

97.76% (131 of 134)

**GENERAL OBSERVATION
TOTAL POINTS: 4/8**

SCORING CRITERIA

10-1: 10-9 = Excellent, 8-7 = Above Average, 6-5 = Average, 4-3 = Below Average, 2-1 = Poor
4-1: 4 = Excellent, 3 = Good, 2 = Fair, 1 = Poor

N/A = Both the actual and the possible points are discarded, so as not to adversely affect the total score.

RP

- | | |
|--|---|
| 1. Choose the term that best describes the area in which this restaurant is located: | Metropolitan Suburban |
| 2. Choose the term that best describes the type of restaurant: | General full-service |
| 3. What is the seating capacity of this restaurant? | 130 |
| 4. What cuisine types are served in this restaurant (choose all that apply)? | American Chinese,
Szechuan/Hunan,
Cantonese, Hongkong
Dimsum |
| 5. What is the customer base of this restaurant?
If you answered "Other," please specify: | Asian American |
| N/A | |
| 6. Does the owner of this restaurant also own other Chinese restaurants? | Yes |
| 7. How long has this restaurant been in business? | More than 20 years |

8. Has this restaurant changed ownership within the last year? No

If additional comments or explanation are needed for any of your answers in this section, please provide them here:

Mr. Zhou took ownership of the restaurant five years ago, but it had been operating since 1977.

SHOPPER PROFILE

This section contains general information about the shopper.

SP

- | | | |
|----|---|-----|
| 1. | Are you the owner, manager or an employee of a Chinese restaurant? | No |
| 2. | Do you have a friend or relative who is the owner or manager of a Chinese restaurant? | No |
| 3. | Do you consider yourself a Chinese food enthusiast? | Yes |

D & A 95.00% (19 of 20)

- | | | | |
|----|---|----|-------|
| 1. | EXTERIOR AREAS: Was the exterior of the restaurant appealing and well maintained? | 9 | 9/10 |
| 2. | INTERIOR AREAS: Was the interior of the restaurant appealing and well maintained? | 10 | 10/10 |

Please explain your answers to the questions in this section:

The outside of the restaurant was plain and simple; a storefront in a strip mall. The inside of the restaurant was beautiful with dark wooden tables and chairs. There was an elegant gold leaf dragon on the rear wall.

CLEANLINESS & SANITATION

This section assesses the restaurant's observance of sanitation standards.

C & S 100.00% (40 of 40)

- | | | | |
|----|---|-----|-------|
| 1. | DINING AREA: Was the dining area clean and inviting? | 10 | 10/10 |
| 2. | TABLE: Were the plates, utensils, condiment containers and linens clean? | 10 | 10/10 |
| 3. | RESTROOMS: Were the restrooms clean and stocked with adequate supplies? | 10 | 10/10 |
| 4. | HEALTH DEPT: Was a Health Department Inspection Certificate posted in clear view? | Yes | 10/10 |
| 5. | STAFF: Did staff members dress neatly and practice good hygiene? | 10 | 10/10 |

Please explain your answers to all questions in this section:

The restaurant was neat and clean. All the tables were set with place-mats and clean utensils. There were two clean and full condiment cruets on my table. The restroom was also clean and without any odors. My server was dressed neatly, and the manager was dressed in a white shirt and tie.

SERVICE

This section assesses the level of service you received from the staff at this restaurant.

SVC 100.00% (30 of 30)

- | | | | |
|----|--|---------|-------|
| | Server/Order Taker's Name: | Unknown | |
| 1. | DEMEANOR: Were staff members courteous and friendly? | 10 | 10/10 |
| 2. | CUSTOMER SATISFACTION: Did staff members deliver good customer service? | 10 | 10/10 |
| 3. | EFFICIENCY: Were staff members efficient when taking orders and delivering food items? | 10 | 10/10 |

Please explain your answers to all questions in this section:

My server was friendly and attentive to my needs. She was able to answer my questions about the menu. When I asked for her recommendations, she told me about her favorite menu items. My food was served on a timely basis, and the dishes were removed as necessary. When I asked for a carryout box, she brought appropriate containers and helped me to package the food.

FOOD

This section assesses the variety, presentation and taste of the food you ordered.

FD

94.12% (32 of 34)

1. VARIETY: Was a good variety of food items available at this restaurant? 5 5/5
2. PRESENTATION: Please list and rate the appearance of the food items you ordered:
 - A. List food item #1: Hot and sour soup
Rate appearance of food item #1: 4 4/4
 - B. List food item #2: Spring rolls
Rate appearance of food item #2: 3 3/4
 - C. List food item #3: Roast duck on rice
Rate appearance of food item #3: 4 4/4
 - D. List food item #4: N/A
Rate appearance of food item #4: N/A
3. TASTE: Please list and rate the taste/flavor of the food items you ordered:
 - A. List food item #1: Hot and sour soup
Rate taste/flavor of food item #1: 4 4/4
 - B. List food item #2: Spring rolls
Rate taste/flavor of food item #2: 3 3/4
 - C. List food item #3: Roast duck on rice
Rate taste/flavor of food item #3: 4 4/4
 - D. List food item #4: N/A
Rate taste/flavor of food item #4: N/A

Describe the presentation and taste of each item you ordered. Give MANY specific details.

N/A

4. HEALTHY CHOICES: Rate the restaurant's ability/willingness to accommodate your healthy dining requests 5 5/5

Please explain your answers to all questions in this section:

The soup was a delicate brown color and loaded with vegetables. It was served in a pretty cup and accompanied by a small dish of fried noodles. The dish was well seasoned and had a hot tang flavor with a mildly sour taste. The spring rolls were served crispy and light brown along with a small bowl of duck sauce and a spoonful of mustard. The rolls had an overly oily wrapper, though the filling tasted excellent and contained both vegetables and shrimp; however, the shrimp tasted somewhat mushy. The roast duck on rice was beautifully arranged with two rows of dark duck pieces situated on a plate of rice. The dish was lined on the outside with steamed Chinese broccoli, which made a lovely green frame. The duck tasted braised rather than roasted and pleasantly flavored with a soy and five spice flavor. The rice was cooked properly and tasted especially delicious because some braising liquid was poured over it. The Chinese broccoli was properly cooked and tasted fresh. There were vegetarian dishes offered on the menu.

THE BOTTOM LINE

The Bottom Line is a qualitative category, which sums up the diner's experience.

BL

100.00% (10 of 10)

1. Choose one word to describe your experience at this location: Excellent
2. How likely are you to recommend this restaurant to a friend or family member? 10 10/10

Why?

This restaurant was pretty inside. The service was attentive, and the menu contained many unusual dishes not commonly found in other Chinese restaurants.

3. What, if anything, would have made this experience better?

The spring rolls could have been less greasy.

GENERAL OBSERVATIONS

This section contains questions designed to show distinctions among restaurants competing in the same category.

1.	Did you see a “specialty dish” section on the menu?	Yes	1/1
2.	Did the restaurant offer a specialty drink/beverage/wine?	Yes	1/1
	If YES, please choose the specialty drink/beverage/wine offered:	Other	
	If you answered “Other,” please specify:		
	<i>The menu had a full bar menu, including specialty drinks.</i>		
3.	Rate the level of innovation and creativity in terms of restaurant concept/décor.	8	
4.	Rate the extent to which you felt the quality of this restaurant’s menu offerings were a good value in comparison to the cost.	10	
5.	Rate the timeliness of the service.	10	
	How long did it take from the time you placed your order until you received it?	4	
6.	Did this restaurant claim to use little or no MSG?	NA	
7.	Did you notice any awards or media coverage posted at this restaurant?	Yes	1/1
8.	Did this restaurant demonstrate that they used eco-friendly products and made an effort to save energy in any of the following ways?		
	A. Provided food take-out packaging made of biodegradable materials.	No	0/1
	B. Used energy-saving light bulbs.	No	0/1
	C. Claimed to use local produce or organic produce.	No	0/1
	D. Gave guests an option of different portion sizes to minimize food waste.	No	0/1


Additional Comments and Narrative

We have only asked specific service-oriented questions on this visit. If you have any additional information concerning this visit, you may tell us below. It can be on anything the client/partner would want to know to assist them in maintaining the best service in the industry.


The entree was served quickly after the appetizer. I would have preferred more time to eat the appetizer first.

ATTACHMENTS


Please scan your receipt and attach it here or fax it to the number provided in the Shopper Directions. This shop will not be accepted without a receipt.

 SBS_301355429_Sampan Cafe_receipt_7039715404.pdf

Please obtain, scan and attach the first page of a menu.

 SBS_301355429_Sampan Cafe_menu_7039715404.pdf

Your assignment requires that you take a digital photograph of the storefront with its signboard. Please attach the photo to the shop or attach it to an email and send it to your Client Services Manager.

 SBS_301355429_Sampan Cafe_photo_7039715404.jpg

Please print your name, date, name of location and time of visit on each item. Please write legibly. Thank you!