



Top 100 Chinese Restaurants

Location #: **301355429** Location Name: **Sampan Cafe** Address: **6116 Franconia Rd. Alexandria VA 22310** Telephone: **703-971-5404**

Restaurant Type: **Dine-In** Seating Capacity: **220** Day Part: **6 PM - 8 PM**

Competition Overall Category 1: **Excellence** Competition Category 2: **Asian Fusion** Competition Category 3:

Photo: **No** Traffic: **Light** Date of Shop: **10/03/2008**

Time of Shop: **05:10 PM** Month: **09. September** Quarter: **3** Year: **2008**

Décor & Atmosphere Total: 100.00%

Exterior: **100.00%**
Interior: **100.00%**

Cleanliness & Sanitation Total: 100.00%

Service Total: 100.00%

Server/Order Taker's Name: Kim

Food Total: 100.00%

Competition Category Total: 100.00%

Exp: **Delightful**
Rec: **Yes**



VISIT TOTAL:

100.00% (164 of 164)

A B  U T F A C E

www.aboutfacecorp.com

SCORING CRITERIA

10-0: 10-9 EXCELLENT, 8-7 ABOVE AVERAGE, 6-4 AVERAGE, 3-2 BELOW AVERAGE, 1-0 POOR
1-4: 4 = Excellent, 3 = Good, 2 = Fair, 1 = Poor
Yes = 10, No = 0

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

ATTACHMENTS

Please scan your receipt and attach it here or fax it to the number provided in the Shopper Directions. If you were assigned Take-Out or Dim Sum, please obtain, scan and attach a Take-Out or Dim Sum menu. Please print your name, date, name of location and time of visit on each item. Please write legibly. This shop will not be accepted without a receipt. [NOTE: If your assignment requires that you take a digital photograph of the front of the restaurant, please attach it to the shop or attach it to an email and send it to your Project Manager. See the information you received from your scheduler to see if a photograph is required.] Thank you!


sbs_chrstmn_sampan.jpg

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 |

Exterior

100.00% (10 of 10)

- | | | | |
|----|---|-----|-------|
| 1. | EXTERIOR AREAS: Was the exterior of the restaurant appealing and well maintained? | Yes | 10/10 |
|----|---|-----|-------|

Please explain your answer:

The windows and sidewalks were clean. The street sign and facility sign were visible from the street. The exterior was inviting and welcoming.

Interior

100.00% (10 of 10)

- | | | | |
|----|---|-----|-------|
| 1. | INTERIOR AREAS: Was the interior of the restaurant appealing and well maintained? | Yes | 10/10 |
|----|---|-----|-------|

Please explain your answer:

As I entered, I noticed two windows were in the shape of open fans. There was adequate space between tables to make the dining room feel open. There were three blue hanging lights over the bar, which were attractive. In the ceiling, there were two lit recesses, and one was illuminated in blue while the other was green. There was Asian art and artifacts on the walls. It made a great impression.

CLEANLINESS & SANITATION

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

CS

100.00% (50 of 50)

- | | | | |
|----|---|-----|-------|
| 1. | DINING AREA: Was the dining area clean and inviting? | Yes | 10/10 |
| 2. | TABLE: Were the plates, utensils and linen clean? | Yes | 10/10 |
| 3. | RESTROOMS: Were the restrooms clean and stocked with adequate supplies? | Yes | 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? | Yes | 10/10 |

Please explain your answers to all questions in this section:

Each table had a table cloth that was covered with glass. The table settings were then placed on placemats. The table settings included a fork, chopsticks and spoon. The condiments on each table included soy sauce, vinegar, salt, pepper, sugar and sweet and low. The tables looked beautiful, and each item was spotless. The restroom was clean and had a pleasant smell. There were three servers in clean black pants, white blouses and black vests. Their hands and nails were maintained and clean. I was able to spot the Inspection Certificate without difficulty.

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: Kim

Server/Order Taker's Description:

A. Gender: Female

B. Height: Average

C. Hair Length: Short

D. Hair Color: Black

E. Glasses? Yes

F. Other Descriptor: N/A

1. DEMEANOR: Were staff members courteous and friendly? Yes 10/10
2. CUSTOMER SATISFACTION: Did staff members deliver good customer service? Yes 10/10
3. EFFICIENCY: Were staff members efficient when taking orders and delivering food items? Yes 10/10

Please explain your answers to all questions in this section:

Kim greeted me after I was seated. She gave me the menu and asked if I would like tea. She brought tea and water while I read the menu. I asked what she suggested, and she eagerly suggested the triple delight, explaining what this was. I received my soup within two minutes of ordering, and I was checked on twice while eating my soup. Immediately after finishing my soup, my entree was placed on the table. During my meal, I was check on both by Kim and by the owner. I was thrilled with the personal attention I received.

FOOD

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

FD**100.00% (34 of 34)**

1. VARIETY: Was a good variety of food items available at this restaurant? Yes 10/10
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: Rice
 - Rate appearance of food item #2: 4 4/4
 - C. List food item #3: Triple delight
 - 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: Rice
 - Rate taste/ flavor of food item #2: 4 4/4
 - C. List food item #3: Triple delight
 - 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

Please explain your answers to all questions in this section:

The hot and sour soup was a pleasant surprise. It had lemon in it to give the sour bite. There was a nice blend of tofu in the soup, and a full saucer of noodles were provided as condiment for the soup. The rice was served in a small white bowl, and it was cooked to perfection. The Triple Delight was a wonderful blend of sauteed shrimp, beef and chicken with broccoli, mushrooms, bamboo shoots, chestnuts, carrots and a brown sauce. The serving was hot, and the correct portion for the amount of rice provided. The aroma of the dish was heavenly. It looked and tasted wonderful.

COMPETITION CATEGORY

This section contains questions specific to the competition category/categories of the restaurant you evaluated. NOTE: Your restaurant may compete in more than one category. Be sure to check your assignment carefully so you will know the appropriate competition category/categories. If you have questions about the competition category/categories of your assigned restaurant, please contact your Project Manager.

CC

100.00% (30 of 30)

1. REGIONAL CHINESE CUISINE: Answer these questions ONLY if the competition category of your assigned restaurant is Regional Chinese Cuisine. Otherwise, answer these questions N/A. (IMPORTANT: If you were assigned a Dim Sum restaurant, please obtain, scan and attach the Dim Sum menu to this shop.)

List the type of cuisine you evaluated at this restaurant: N/A

A. How authentic did the regional cuisine LOOK? N/A

B. How authentic did the regional cuisine TASTE? N/A

C. Rate the use of regional ingredients. N/A

Please explain your answers here:

N/A

2. TAKE-OUT: Answer these questions ONLY if the competition category of your assigned restaurant is Take-Out. Otherwise, answer these questions N/A. (IMPORTANT: If you were assigned a Take-Out restaurant, please obtain, scan and attach the Take-Out menu to this shop.)

A. Rate the packaging, including appropriate condiments and utensils. N/A

B. Rate the convenience of the location, including parking. N/A

C. How long did it take to receive your order? N/A

D. Rate the accuracy of your order. N/A

Please explain your answers here:

N/A

3. BEST DÉCOR: Answer this question ONLY if the competition category of your assigned restaurant is Best Décor. Otherwise, answer the question N/A.

A. Rate the use of space. (Take into consideration whether the restaurant was neat or whether it was cluttered.) N/A

B. Rate the condition and functionality of the furniture. N/A

C. Rate the artwork/decorations/lighting. N/A

Please explain your answer here:

N/A

4. SIGNATURE DISH: Answer these questions ONLY if the competition category of your assigned restaurant is Signature Dish. Otherwise, answer these questions N/A.

List the signature dish you evaluated at this restaurant: N/A

B. How uniquely appealing did the signature dish TASTE? N/A

Please explain your answers here:

N/A

5. BUFFET: Answer these questions ONLY if the competition category of your assigned restaurant is Buffet. Otherwise, answer these questions N/A.

A. Rate the variety of food items on the buffet. N/A

B. Rate how quickly depleted food items were replenished on the buffet: N/A

C. Rate the overall value of the buffet. N/A

Please explain your answers here:

N/A

6. RISING STARS: Answer these questions ONLY if the competition category of your assigned restaurant is Rising Star. Otherwise, answer these questions N/A.

A. Rate this restaurant's level of innovation and creativity in terms of restaurant concept/décor: N/A

B. Rate this restaurant's level of innovation and creativity in terms of menu offerings: N/A

C. Rate the amount of positive publicity you have seen or heard about this restaurant or awards this restaurant has received. N/A

Please explain your answers here:

N/A

7. HEALTHY MENU: Answer these questions ONLY if the competition category of your assigned restaurant is Healthy Menu. Otherwise, answer these questions N/A.

A. Rate the availability of healthy items (in terms of ingredients or cooking methods)? N/A

B. Did the restaurant claim to use little or no MSG? NA

C. Rate the restaurant's ability/willingness to accommodate your healthy dining requests. N/A

Please explain your answers here:

N/A

8. ASIAN FUSION: Answer these questions ONLY if the competition category of your assigned restaurant is Asian Fusion. Otherwise, answer these questions N/A.

A. Rate the presentation of the fusion dishes. 10 10/10

B. Rate the taste of the fusion dishes. 10 10/10

C. How successful was the fusion of Asian and non-Asian flavors? 10 10/10

Please explain your answers here:

The use of lemon in the hot and sour soup gave the soup a surprising taste and bite. The Triple Delight utilized a variety of tastes and ingredients for a unique look and a superb taste. I was pleased with the way the dishes were presented and with the fusion of flavors.

9. LOCAL FAVORITES: Answer this question ONLY if the competition category of your assigned restaurant is Local Favorites. Otherwise, answer the question N/A.

A. Did you observe any clearly posted awards or positive reviews? NA

B. Rate how busy the restaurant was. N/A

C. Rate the convenience of the hours and facilities. (Did this seem like a good gathering place? N/A

Please explain your answer here:

N/A

10. OVERALL EXCELLENCE: Please describe why you believe this restaurant achieved overall excellence in the categories of décor and atmosphere, cleanliness and sanitation, service and food:

Overall, the decor and atmosphere were superb. It was inviting and relaxed. All areas were spic-and-span, and the service was top notch. The food was amazing, and it had a unique taste.

THE BOTTOM LINE

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

BL

1. Choose one word to describe your experience at this location: Delightful

2. Would you recommend this restaurant to a friend? Yes

Please explain your answer:

The staff was friendly, and the food was both plentiful and tasty. I would return and recommend it to others.

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

A few of the chairs looked worn.

Additional Comments and Narrative

We have only asked specific service-oriented questions on this shop. 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.

N/A

Shopper

- Since you are judging someone else's performance in this report, how was your performance?
- Did you do the best job you are capable of doing?
- Would you be proud to sign your name to this job, as an example of your workmanship?

- If you have any questions, concerning making this shop the best, please e-mail your question / concern to qualitycontrol@aboutfacecorp.com.
- Before you hit SUBMIT, please make this your best, most descriptive work. Our clients deserve it, and you deserve to be paid our highest performance pay on every project.