



## 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**

Traffic: **Moderate**      Day Part: **6 PM - 8 PM**      Date of Visit: **05/19/2009**      Hours of Operation: **11:00 AM to 11:00 PM Sunday through Thursday. 11:00 AM through midnight on Friday and Saturday**

Month: **05. May**      Quarter: **2**      Year: **2009**

**Décor & Atmosphere Total: 100.00%**

**Cleanliness & Sanitation Total: 100.00%**

**Service Total: 100.00%**

**Food Total: 100.00%**

**Bottom Line: 100.00%**

**Server/Order Taker's Name: Unknown**

Exp: **Satisfying**

Rec: **10**



**OVERALL EXCELLENCE  
TOTAL:**

**100.00% (134 of  
134)**

**GENERAL OBSERVATION  
TOTAL POINTS: 7/10**

### 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.

### 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\_703-971-5404.jpg**

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

 **SBS\_301355429\_Sampan Cafe\_Menu\_703-971-5404.jpg**

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\_703-971-5404.jpg**

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

**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? 100
- 4. What cuisine types are served in this restaurant (choose all that apply)? Szechuan/Hunan, Cantonese
- 5. What is the customer base of this restaurant? Asian American

If you answered "Other," please specify:

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? Unknown

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

*The server told me the owner had changed since the last time I ate here which 20 years earlier, but she did not seem to know how long the new owner had been in place. She told me it was owned by a Chinese couple who also owned a restaurant on Route Seven.*

**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**

**100.00% (20 of 20)**

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

*This restaurant was clean. The floors were of a white stone which was 24 inches square with a high shine. The exterior was understated and simple. The chairs and woods were of a red cherry, and the tables were highly lacquered red wood. There were four tables which seated ten each, and the remainder of the tables accommodated four or five. There was bar seating for solo diners or for people to wait while take-out orders were prepared. I would describe the interior as understated elegance.*

**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 dining area was tidy and free of debris on the floor. The tables and chairs were clean. The shiny tables had no smudges or fingerprints on them. Plates and utensils were clean and free of traces of food or grease. Food was handled only by the kitchen staff. They placed the food items on plates, and servers brought the plate to the table. The Health Department Certificate was in plain view near the register. Kitchen staff wore large white bib aprons over their street clothes. Servers wore white blouses with black pants and vests. They were all clean and well groomed.

## 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:

I entered the restaurant at 6:18 PM and stood for a moment to get my bearings. Two gentlemen were talking at the bar, but I could see no staff person. I saw one table of ten dining and two more with five people at tables. As I started to walk further into the restaurant, a female server came from the kitchen, greeted me and inquired if I needed a table for one. She invited me to sit down at a table. In less than two minutes, she returned with a pot of tea and water and asked if I cared for anything else to drink. Two minutes later, my server came and brought me a menu. Several minutes later, she returned and took my order. She was pleasant, knowledgeable about the menu and eager to please. In less than one minute, she brought my soup. She efficiently brought the food items in sequence and bussed the used dishes appropriately.

## 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?          | 10              | 10/10 |
| 2. | PRESENTATION: Please list and rate the appearance of the food items you ordered: |                 |       |
|    | A. List food item #1:  | Egg Drop Soup   |       |
|    | Rate appearance of food item #1:   | 4               | 4/4   |
|    | B. List food item #2:  | Egg Roll        |       |
|    | Rate appearance of food item #2:   | 4               | 4/4   |
|    | C. List food item #3:  | Moo Goo Gai Pan |       |
|    | 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:  | Egg Drop Soup   |       |
|    | Rate taste/flavor of food item #1:   | 4               | 4/4   |
|    | B. List food item #2:  | Egg Roll        |       |
|    | Rate taste/flavor of food item #2:   | 4               | 4/4   |
|    | C. List food item #3:  | Moo Goo Gai Pan |       |
|    | 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:

*I had the Egg Drop Soup which was well presented and had an excellent flavor. The rich broth had ribbons of egg which floated throughout, and it was served piping hot. The Egg Roll was tasty with a crisp crust and moist filling of flavorful cabbage and seasonings. It was also hot and served with small dishes of spicy mustard and duck sauce. My entree was Moo Goo Gai Pan served with a bowl of white rice. The Moo Goo Gai Pan was attractive with lengthwise slices of carrot mixed in with the steamed broccoli and bamboo shoots. The chicken was cooked to perfection and remained juicy and tender in the clear sauce. It tasted as good as it looked. This dish was also nice and hot.*

## 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:                 |    | Satisfying |
| 2. | How likely are you to recommend this restaurant to a friend or family member? | 10 | 10/10      |

Why?

*The quality of food and the presentation could not be topped. The food was hot, tasty and attractive to view. The service was without a flaw. The atmosphere could only be improved upon by removing the Simpsons program from the large screen TV.*

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

*A better experience would involve removing the television so customers could dine in peace.*

## GENERAL OBSERVATIONS

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

### GO

7 of 10

- |    |   |  |                                |
|----|---|--|--------------------------------|
| 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:  |  | Wine menu (sake red wine etc.) |
|    | If you answered "Other," please specify:  |  |                                |
|    | N/A   |  |                                |
| 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.  |  | 8                              |
| 5. | Rate the timeliness of the service.   |  | 10                             |
|    | How long did it take from the time you placed your order until you received it?   |  | 2 minutes                      |
| 6. | Did this restaurant claim to use little or no MSG?  |  | No 0/1                         |
| 7. | Did this restaurant attempt to accommodate customers' special dietary needs (i.e., offer brown rice, provide low sodium soy sauce on table top, offer items containing reduced calories, fat, carbohydrates, sodium, etc.)? |  | Yes 1/1                        |
| 8. | Did you notice any awards or media coverage posted at this restaurant?  |  | Yes 1/1                        |
| 9. | 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.  |  | Yes 1/1                        |
|    | 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.   |  | Yes 1/1                        |

## 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.

*Menu specials were in Chinese and listed on a light board near the register. Non-Chinese would have no idea what those specials were unless they asked. I felt the servers made a special effort to make customers feel welcomed and special. They appeared to be caring individuals, and they were knowledgeable and answered questions about the menu. There was a banner at the entrance which discussed how the Sampan Cafe was one of the 100 top Chinese Restaurants in the United States in the year 2008. The decor here was far superior to the paper lanterns often seen in Chinese Restaurants. At this location, the food was the show.*