**Garde Manger Project**

Your team has been given the task of creating a new garde manger menu item. Your mission is to unravel the mystery behind this food and present its uniqueness to the class. You will create a full color, highly visual marketing campaign/presentation on your menu item to include all the information below:

1. **Introduce the food**- Is it a cold soup, sauce, salad, sandwich, hors d’oeuvre, or dressing? Describe its appearance. Where does it originate in the world (what country, what region, what climate)? Does it have a “nickname”?
2. **Describe its flavor/Uniqueness**- Explain the main ingredients? Why did you choose to pair those ingredients together? How do locals eat it and/or cook it? Is it related to an event, celebration, holiday or ceremony? Explain.
3. **You have been challenged to “sell”** **this product to Americans in the good ole U.S.A.** Create a marketing campaign to get consumers hooked on this new food. Your tactic must include:
   1. Slogan or catchy phrase, jingle or tag line
   2. Advertising brochure, banner, poster, commercial –full color and exciting
   3. A convincing message to consumers of WHY this should be a staple in every American restaurant. Make ‘em want it!

**Presentations will be on Tuesday November 11th, 2019**