BRAND STANDARDS AUDIT CHECKLIST

Multi-Location Restaurants

Location name / no.		Audit date	
Auditor		Time in / time out	
Manager on duty		Audit type	☐ Announced ☐ Unannounced
Last audit date		Last audit score	_____ %

How to score: *Tick Pass, Fail, or N/A for each item. A Pass earns the points shown; a Fail earns 0; N/A items come off the points possible. Points: 1 = standard · 2 = key brand item · 3 = ★ critical (food safety). Any ★ fail goes on the Follow-Ups table and is fixed the same day.*

1. Exterior and Signage

TASK	POINTS	PASS	FAIL	N/A	EARNED	NOTES
Main sign lit, clean, and undamaged.	2	☐	☐	☐		
Window and door promotions current and brand-approved.	2	☐	☐	☐		
Exterior lights working.	1	☐	☐	☐		
Parking lot and walkways clean, no litter.	1	☐	☐	☐		
Windows and entrance doors clean.	1	☐	☐	☐		
Patio or outdoor seating clean and set.	1	☐	☐	☐		
Landscaping tidy; dumpster area closed and clean.	1	☐	☐	☐		

Section score: *Points earned _____ ÷Points possible _____ (max 9, minus N/A items) = _____ %*

Instructions:

Start in the parking lot, the way a guest arrives. The sign and windows are the first brand impression, and the easiest to let slide.

maintainIQ

Create custom digital checklists with the MaintainIQ mobile application.

MAINTAINIQ.COM (888) 534-0261

BRAND STANDARDS AUDIT CHECKLIST

2. Entrance and Dining Room

TASK	POINTS	PASS	FAIL	N/A	EARNED	NOTES
Guests greeted within the brand's standard time.	2	☐	☐	☐		
Décor, menu boards, and displays match the current brand package.	2	☐	☐	☐		
Lighting, music, and room temperature to brand standard.	2	☐	☐	☐		
Entrance clean; mats in place.	1	☐	☐	☐		
Tables, chairs, and booths clean and undamaged.	1	☐	☐	☐		
Floors clean, including corners and under tables.	1	☐	☐	☐		
Drink and condiment station clean and stocked.	1	☐	☐	☐		
High chairs and booster seats clean.	1	☐	☐	☐		

Section score: *Points earned _____ ÷Points possible _____ (max 11, minus N/A items) = _____ %*

Instructions: *Sit down for a few minutes as a guest would. Compare what you see to the brand package, not to how this location usually looks.*

3. Restrooms

TASK	POINTS	PASS	FAIL	N/A	EARNED	NOTES
Restrooms clean: toilets, sinks, mirrors, floors.	2	☐	☐	☐		
Soap, paper towels or dryer, and toilet paper stocked.	2	☐	☐	☐		
No odor; trash emptied.	1	☐	☐	☐		
Fixtures, locks, and baby-changing stations working.	1	☐	☐	☐		
Cleaning log on the door signed and up to date.	1	☐	☐	☐		
Handwashing sign posted in the employee restroom.	1	☐	☐	☐		

Section score: *Points earned _____ ÷Points possible _____ (max 8, minus N/A items) = _____ %*

Instructions: *Guests judge the whole kitchen by the restroom. Check the cleaning log against what you see — a signed log in a dirty restroom is its own finding.*

maintainIQ

Create custom digital checklists with the MaintainIQ mobile application.

MAINTAINIQ.COM (888) 534-0261

BRAND STANDARDS AUDIT CHECKLIST

4. Service and Team Appearance

TASK	POINTS	PASS	FAIL	N/A	EARNED	NOTES
★ Kitchen staff wear hair restraints.	3	☐	☐	☐		
Uniforms clean and to brand standard.	2	☐	☐	☐		
Orders taken accurately, using the brand greeting and script.	2	☐	☐	☐		
Order delivered within the brand's standard time.	2	☐	☐	☐		
Name tags worn.	1	☐	☐	☐		
Staff friendly; guests thanked on leaving.	1	☐	☐	☐		
Manager visible on the floor during service.	1	☐	☐	☐		

Section score: *Points earned _____ ÷Points possible _____ (max 12, minus N/A items) = _____ %*

Instructions: *Watch at least one full order from greeting to goodbye. Time it against the brand standard rather than estimating.*

5. Menu and Product Quality

TASK	POINTS	PASS	FAIL	N/A	EARNED	NOTES
Test item 1 (_____): portion matches spec.	2	☐	☐	☐		
Test item 1: presentation matches the spec photo.	2	☐	☐	☐		
Test item 1: recipe followed; tastes right.	2	☐	☐	☐		
Test item 2 (_____): portion matches spec.	2	☐	☐	☐		
Test item 2: presentation matches the spec photo.	2	☐	☐	☐		
Test item 2: recipe followed; tastes right.	2	☐	☐	☐		
Menu prices match the approved price list.	2	☐	☐	☐		
Only approved products and suppliers in use.	2	☐	☐	☐		
Current limited-time items available and made to spec.	1	☐	☐	☐		

Section score: *Points earned _____ ÷Points possible _____ (max 17, minus N/A items) = _____ %*

Instructions: *Order two items, one top seller and one the location makes less often. Weigh portions if you can and compare each plate to the spec photo.*

maintainIQ

Create custom digital checklists with the MaintainIQ mobile application.

MAINTAINIQ.COM (888) 534-0261

BRAND STANDARDS AUDIT CHECKLIST

6. Food Safety and Temperatures

TASK	POINTS	PASS	FAIL	N/A	EARNED	NOTES
★ Certified food protection manager on duty or on staff.	3	☐	☐	☐		
★ Handwashing sinks stocked and not blocked.	3	☐	☐	☐		
★ Sanitizer at the right strength (checked with a test strip).	3	☐	☐	☐		
★ Prepped food labeled and dated; nothing past its use-by date.	3	☐	☐	☐		
★ Raw meat stored below ready-to-eat food.	3	☐	☐	☐		
★ No signs of pests.	3	☐	☐	☐		
★ Walk-in cooler at 41°F or below. Reading: _____ °F	3	☐	☐	☐		
★ Prep-line cooler at 41°F or below. Reading: _____ °F	3	☐	☐	☐		
★ Hot-held food at 135°F or above. Item: _____ Reading: _____ °F	3	☐	☐	☐		
Today's temperature logs filled in and signed.	2	☐	☐	☐		

Section score: *Points earned _____ ÷Points possible _____ (max 29, minus N/A items) = _____ %*

Instructions: *Probe the food, not the air, and write the reading in. Every ★ fail is fixed before you leave and goes on the Follow-Ups table, whatever the overall score.*

maintainIQ

Create custom digital checklists with the MaintainIQ mobile application.

MAINTAINIQ.COM (888) 534-0261

BRAND STANDARDS AUDIT CHECKLIST

7. Kitchen Cleanliness

TASK	POINTS	PASS	FAIL	N/A	EARNED	NOTES
★ Dish machine wash and sanitize temperatures or strength at spec.	3	☐	☐	☐		
Hood filters clean, no grease buildup.	2	☐	☐	☐		
Food stored at least 6 inches off the floor.	2	☐	☐	☐		
Floors and drains clean.	1	☐	☐	☐		
Under and behind equipment clean.	1	☐	☐	☐		
Walls and ceilings clean.	1	☐	☐	☐		
Walk-in clean and organized.	1	☐	☐	☐		
Cleaning schedule up to date and signed.	1	☐	☐	☐		

Section score: *Points earned _____ ÷Points possible _____ (max 12, minus N/A items) = _____ %*

Instructions: *Look where the daily clean doesn't reach: behind the fryer, under the prep table, the walk-in floor. That shows whether deep cleaning actually happens.*

8. Equipment

TASK	POINTS	PASS	FAIL	N/A	EARNED	NOTES
★ Fire suppression system tag current (serviced within 6 months).	3	☐	☐	☐		
★ Ice machine clean inside; scoop stored outside the ice.	3	☐	☐	☐		
All coolers and freezers working.	2	☐	☐	☐		
Cooking equipment working and calibrated.	2	☐	☐	☐		
Fire extinguishers mounted, charged, and tagged.	2	☐	☐	☐		
Preventive maintenance up to date.	2	☐	☐	☐		
Open repairs logged with a date requested.	1	☐	☐	☐		
Smallwares in good repair; nothing chipped or broken.	1	☐	☐	☐		

Section score: *Points earned _____ ÷Points possible _____ (max 16, minus N/A items) = _____ %*

Instructions: *Check the tags and the maintenance log, not just whether things are switched on. Equipment that is overdue for service is the next breakdown.*

maintainIQ

Create custom digital checklists with the MaintainIQ mobile application.

MAINTAINIQ.COM (888) 534-0261

BRAND STANDARDS AUDIT CHECKLIST

9. Required Postings and Records

TASK	POINTS	PASS	FAIL	N/A	EARNED	NOTES
Health permit posted and current.	2	☐	☐	☐		
Food handler and manager certificates on file and current.	2	☐	☐	☐		
Allergen information available to guests.	2	☐	☐	☐		
Pest control service reports on file.	2	☐	☐	☐		
Temperature and cleaning logs kept on file.	2	☐	☐	☐		
Latest health inspection report available (posted where required).	1	☐	☐	☐		
Required labor law posters displayed.	1	☐	☐	☐		
Other locally required posters displayed (e.g. choking first aid).	1	☐	☐	☐		

Section score: *Points earned _____ ÷Points possible _____ (max 13, minus N/A items) = _____ %*

Instructions: *Requirements vary by city and state; check against your own list for this location. A missing record is scored as a fail even if the work was done.*

10. Overall Score and Comparison

SECTION	MAX POINTS	POSSIBLE*	EARNED	SCORE %	LAST AUDIT %
1. Exterior and Signage	9				
2. Entrance and Dining Room	11				
3. Restrooms	8				
4. Service and Team Appearance	12				
5. Menu and Product Quality	17				
6. Food Safety and Temperatures	29				
7. Kitchen Cleanliness	12				
8. Equipment	16				
9. Required Postings and Records	13				
TOTAL	127				

**Possible = max points minus any N/A items.*

Overall score: *_____ %* ***Last audit:*** *_____ % (date _____)* ***Change:*** *□ Up□ Down _____ points*

Suggested rating: 90% or more *meets brand standard ·* ***80–89%*** *needs improvement ·* ***under 80%, or any ★ fail not fixed*** *= re-audit within 30 days.*

Rating: □ Meets brand standard □ Needs improvement □ Re-audit required

maintainIQ

Create custom digital checklists with the MaintainIQ mobile application.

MAINTAINIQ.COM (888) 534-0261

BRAND STANDARDS AUDIT CHECKLIST

11. Follow-Ups

#	WHAT FAILED	WHO FIXES IT	BY WHEN	DONE (DATE)
1				
2				
3				
4				
5				
6				
7				
8				

Instructions: *List every Fail, starting with the ★ items. Agree each one with the manager on duty before you leave: one owner and one date. The next audit starts by checking this table.*

12. Sign-Off

ROLE	SIGNATURE	DATE	SCORE AGREED?
Auditor			☐ Yes ☐ No
Manager on duty			☐ Yes ☐ No

maintainIQ

Create custom digital checklists with the MaintainIQ mobile application.

MAINTAINIQ.COM (888) 534-0261