



2018 NYSRAEF ProStart Invitational®

Procedures and Rules for the Culinary and Management Competitions

****This event is open to all New York State and Vermont ProStart schools.****

Participating teams are responsible for understanding and following all of the procedures and rules contained in this document; they will not be reviewed at the NYSRAEF ProStart Invitational. Please read this document carefully to maximize your opportunity for success and to avoid receiving penalties during the competition. Refer all questions to Elizabeth Soscia, elizabeths@nysra.org, or Sarah Higgins, sarahh@nysra.org, prior to arrival at the NYSRAEF ProStart Invitational.

2018 NYSRAEF ProStart Invitational Procedures and Rules

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Purpose

Students participating at the 2018 NYSRAEF ProStart Invitational will demonstrate their knowledge of, passion for, and creativity in the restaurant industry through the Culinary and Management competitions.

Eligibility

Students

1. All high school students, currently enrolled in a confirmed ProStart program recognized by the New York State Restaurant Association Educational Foundation (NYSRAEF), who have been certified to represent their school at the 2018 NYSRAEF competition are eligible to compete. Participating teams will consist of two (2) to four (4) team members plus one (1) optional team manager (formerly known as alternate).
2. Students may participate in the NYSRAEF ProStart Invitational as a competitor for only two years which may be non-consecutive.
3. Students may compete in one or both of the Culinary and Management teams in any year.

Teams

1. The designated ProStart educator for recognized New York State or Vermont ProStart school may certify one Culinary team and one Management team to represent the school at the Invitational. The same team may compete in both competitions provided the ProStart educator certifies the team for both competitions.
2. Participating teams consist of two (2) to four (4) student competitors and one (1) optional team manager, for a maximum total of five (5) students.
3. Teams also consist of one educator and one optional restaurant/foodservice industry mentor.
4. The team manager may only take the place of another team member if an original team member is injured, sick or otherwise unable to participate. In such cases, the team manager, with a judge's approval, may replace the affected student.
5. Team managers may also participate in certain defined roles in the competitions. See the rules for details.

Attendees

Families and fans are encouraged to attend the Competition which is free to attend and open to the public.

General Disqualifications

1. Teams must attend a required event check-in/registration, as well as the Opening and Awards ceremonies, at a time and place designated by the NYSRAEF Event Organizers. Teams must attend the check-in or they will be disqualified. The only exception made will be for travel delays beyond the control of the team.

2. Competing students must arrive at the appointed time to compete or they will be disqualified. The only exception made will be for travel delays beyond the control of the team.
3. Competing students and team manager must not receive coaching or any form of communication from anyone during the competition time or they will be disqualified. There will be no verbal or non-verbal communication allowed between any spectators, educators, mentors or coaches and competing students. The determination of what constitutes coaching or communication is solely at the discretion of the NYSRAEF staff and the judges. No warnings will be provided; violations result in disqualification.
4. Misconduct includes any nonprescription drug use, alcohol use, or any activity that is illegal under federal, state or local laws, at the event, during competition, during unsupervised free time, during supervised competition social activities or in activities or locations related to the event. Should such alleged misconduct come to the NYSRAEF's attention, the matter will be investigated as the NYSRAEF deems appropriate. Any decision as to appropriate action due to misconduct, up to and including disqualification, is at the sole discretion of the NYSRAEF and is final. By entering into the contest, the student and the team he/she represents accept this requirement as well as all other conditions of the NYSRAEF ProStart Invitational.
5. Teams must participate in each event segment in the competition or they will be disqualified. For details on competition segments see Culinary and Management rules. Failure to compete in any segment will result in disqualification.

Final Scoring

All judges have been carefully selected by the NYSRAEF for their related skills, experience, and expertise. Judges have reviewed the rules in advance of the competition and participated in an orientation. By participating in the competitions, each team and its participants acknowledge that while every effort will be made to provide fair and impartial judging, some discretion and subjectivity is present in any judged competition. All decisions and scoring by judges is final. Any questions about scoring should be referred to Elizabeth Soscia, Educational Director for The NYSRAEF.

Schedules

Competition schedules will be distributed in advance of the event, once all teams have been identified. The schedule will include assigned start and finish times for all competition segments. All schedules are subject to change.

General Provisions

Teams will be using tools that may cause cuts, burns or injury if not used appropriately. Proper safety techniques must be followed by all team members. No horseplay or unduly hazardous behavior will be allowed or tolerated. The mentors, teachers, chaperones, and families are expected to ensure that the team members comply with all applicable laws, rules and regulations. Team members shall comply with all other written as well as verbal instructions or warnings provided by the Event Organizers.

2018 NYSRAEF Culinary Competition

Description

Teams demonstrate their culinary knowledge, skills, and creative abilities during the competition through demonstration of skills and the preparation of a unique three-course meal consisting of (i) a starter; (ii) an entrée; and (iii) a dessert. Performance during the Culinary event is observed and rated by judges from the foodservice industry and post-secondary schools. Teams demonstrate their ability to work together while creating and presenting their meal. Participation reinforces the skills and knowledge learned from the ProStart program and the “Foundations of Restaurant Management and Culinary Arts” curriculum.

Scoring

1. A maximum of 100 points can be earned by a team during the culinary competition.
2. In case of a tie: the tying teams will each be interviewed by a panel of judges for further insights into their performance. Teams will be asked questions to be answered verbally with regard to the methods, preparation and presentation of their meal. Judges will discuss and make a group determination as to the ranking of final winner(s).

Menu Planning and Preparation for Culinary Competition

1. Each team develops a unique three-course menu.
2. Each team prepares two (2) identical three-course meals, garnished and served appropriately. One meal is evaluated by the judges for both taste and presentation, and one meal will be used for display. The meal consists of:
 - A starter (such as soup, salad, or appetizer)
 - An entrée consisting of:
 - i. Center of the plate item: 4-6 ounces suggested
 - ii. Accompaniments such as vegetable or starch: 2-3 ounces each suggested
 - iii. Sauce
 - A dessert
3. Teams must employ a minimum of two cooking methods from the following list: Poach, Shallow Poach, Braise, Pan Fry, Steam, and Sauté.
 - Additional techniques are also permitted.
 - Molecular gastronomy in the competition:
 - i. Use of liquid nitrogen is not allowed.
 - ii. Spherification, foams, and meat glue (transglutaminase) are allowed.
4. Teams must bring all ingredients necessary to prepare the menu they have developed.
5. Educator and Mentor participation:
 - May assist teams in preparing for the competition.

- May not develop the menu.
- Expertise is limited to menu suggestions and technique advice.

Workspace and Equipment

6. The workspace consists of:

- Two (2) eight-foot tables set up in an “L” formation within a 10’ x 10’ space.
 - i. The station tables are skirted and covered with a tablecloth.
 - ii. *See Exhibit A for Culinary Station Blueprint.*
- Food preparation must be done within the workspace on the tables provided.
- Equipment and supplies must be contained within the allotted 10’ x 10’ space unless otherwise directed by event staff.
- Team members may only work on the tables from the interior of the space.

7. Event Organizers provide:

- Two (2) eight-foot tables
- One speed rack and four (4) full size sheet pans
- Sanitation buckets
- Access to ice
- Access to running water
- Butane for the burners. Burners will be provided if team specifies they will not be bringing their own on the official registration form.
- All presentation dishes. Teams may only use dishes and glassware provided by Event Organizers, no exceptions.

8. Team must provide/bring:

- All necessary supplies to prepare the food they have selected, such as small utensils, cutting boards, small hand tools, cookware, gloves, enough cloths for competition and clean-up. Teams also must bring their own butane burners, as well as table risers if they choose to use them.

Permitted Equipment	Prohibited Equipment
<ul style="list-style-type: none"> • Handheld whipped cream chargers • Butane torch for finishing any item, sweet or savory • Metal, stone or other types of plates or apparatus to extend the cooking surface of the burners • Audio recording device to record the critique and feedback sessions • Camping oven and/or smoker attachments for provided burner <ul style="list-style-type: none"> ➤ All equipment must be used in a safe manner and not obstruct proper butane function. 	<ul style="list-style-type: none"> • Fueled or mechanical heat sources other than provided event burners • MRE heater packs • Electric, battery-operated or compressed gas devices • Plastic or Plexiglas for the purpose of covering tables • Cell phones, tablets, or communication devices • Additional speed racks • Cutting guides i.e. cutting boards with rulers or other aids

Menu and Recipe Presentation

1. Each team prepares six (5) soft bound folders with the team's school name clearly shown on each cover. See *Exhibit B for Deliverables Checklist*. Each folder must contain a copy of:
 - a. Recipes: all recipes for the meal presentation, typed and submitted on the official recipe template. Acknowledgements and sources must be listed on each recipe. Must be written in a logical sequence. See *Exhibit C for Recipe example*.
 - b. Recipe Costing: all recipe costing sheets for the meal presentation. Recipe cost must be calculated for each individual recipe, typed and submitted on the official costing template. See *Exhibit D for Recipe Cost example*.
 - Small amounts of common dry spices and herbs may be priced at 1% of the total recipe cost.
 - Oil for frying may be priced at 2% of the total recipe cost.
 - c. Menu Pricing: one menu price worksheet for each of the three courses, based on the recipe costs and calculated at a 33% food cost percentage. See *Exhibit E for Menu Price example*.
 - Each course on the presentation menu is priced separately.
 - Menu price on the presentation menu may be rounded up after applying the 33% food cost percentage for a more realistic menu price.
 - Final calculation before rounding must be indicated on costing template.
 - **Total menu price for the three course meal may not exceed \$75.00 after applying the 33% food cost percentage.**
 - d. Color Plate Photographs: a color photo on an 8 ½ x 11 sheet of paper of each plate— one photo per page. Final plates presented to the judges are compared to the photos provided. The photos are a very important part of the team's overall performance, so make them as professional as possible.
 - e. Knife Skills: knife skills form indicating the selected cuts, ingredient used, dish to be utilized and designated team member. See *Exhibit F for Knife Skills example*.
 - f. Menu with prices: a simple, typed menu with menu prices printed on an 8 ½ x 11 sheet of paper.
2. Folders are submitted at Culinary Registration. Failure to submit the folders at Registration will result in a penalty.
3. Recipe, Recipe Costing, Menu Price, and Knife Skills templates can be found at www.nysraef.org.
4. Each participating team also provides one (1) copy of a framed presentation menu:
 - Presentation menu is kept with team equipment and not turned in with folders.
 - Must include descriptions and final menu prices for each course.
 - School name must be clearly identified on presentation menu.
 - Must be displayed on the team's table during competition and then moved to the display area with the team's display plates.
 - No other additions to the display are allowed.

Role of the Optional Team Manager

- In the Culinary competition, the one optional team manager may serve as an expediter. The team manager may replace an original team member if a member is injured or unable to participate or continue.
 - If a team member cannot participate or continue, the team manager, with judge's approval, may replace that team member.
 - The replaced team member may not return/step in for the team manager. If the team manager replaces a team member, s/he must stay for the duration of the competition.
 - The replaced member should leave the culinary station and, at the discretion of the team's educator, may leave the event or may stay and watch as an observer.
- Take note of rules specific to the team manager in each competition category.
- The team manager may talk to the team at any time and have printed materials such as timelines, recipes or notes to assist in keeping the team on track.
- The team manager is considered a part of the team and may not have any verbal or non-verbal communication with anyone outside the competition area.
- The team manager is an optional position; there are no additional provisions for teams without a team manager.

Uniform

- Teams must present a uniform appearance from Product Check-in through Station Clean-up, pot and pan cleaning, packing and all critiques.
- Appropriate apparel required consisting of:
 - Long sleeve chef coats (white chef coats are required at The National Invitational)
 - Logos and sponsor names are permitted on chef coats
 - Accent colors are permitted provided the chef coat remains white
 - Checkered or black pants
 - Non-porous, closed toe, non-slip hard sole black shoes
 - Team manager will wear a colored arm band indicating his/her role
 - Colored arm band is provided by NYSRAEF staff at Culinary Registration

Competition Flow

Day Prior to Competition:

Culinary Registration & Product Check-in

Day of Competition:

Report to Product Check-In Area (20 Minutes)

Team & Menu Introduction (5 Minutes)

Knife Skills Pre-Set (5 Minutes)

Knife Skills (15 minutes)

Production Mise En Place (20 Minutes)

Cook (60 Minutes – may present up to 3 minutes early)

Skills & Organization Critique (7 minutes)

Judge's Tasting Critique (10 Minutes)

Recipe & Menu Critique (5 minutes)
Station Clean-Up (20 Minutes)
Sanitation Critique & Dismissal (5 Minutes)

1. Feedback occurs:
 - On the competition floor for the Product Check-in, Knife Skills, Sanitation and Work Skills segments.
 - In the reserved judging area for Tasting and Menu & Recipe segments.
2. Team members are encouraged to ask questions during Feedback to learn from the experience.
3. Designated teacher & mentor are allowed to be present to observe only during the Tasting & Menu critique sessions. *Note: Communication with the team is still prohibited.*

Product Check-in

1. Product Check-in is the first segment of the evaluation process. **The team manager is allowed to fully participate in the Product Check-In segment.** Team is judged according to:
 - Proper shipping and receiving procedures.
 - Complete printed product inventory list of every item contained in each cooler or other container holding food items must be attached to the inside and outside of the cooler and/or container. The list must be attached in a plastic sleeve.
 - All ingredients must be turned in at Product Check-in.
 - Proper temperature of ingredients must be maintained.
 - If an item has been found to be in the temperature danger zone, the item will not be available for use in the competition.
 - Proper packaging.
 - Items should either be in their original packaging, or wrapped and packaged properly (i.e., no liquid pooling from meats, poultry, or fish, no seeping liquid, vegetables and fruits in proper containers and/or bags), or they will be discarded.
 - Uniform and personal hygiene, including proper hand washing
 - Hand washing stations are available in the Product Check-in area.
2. Any team that has a product disallowed during check-in has until their assigned Meal Production time to present to the judges a new product for approval.
 1. Judging and scoring is based on the initial check-in by the team.
 2. Teams will lose points if their entire product list does not meet the established criteria at the original check-in.
 3. Replacement product that does not meet requirements at Meal Production will also be discarded. The team will be assessed an additional penalty for each failed submission.

3. All refrigerated product is placed on a provided speed rack. Teams are limited to the product that can fit on the speed rack due to limited walk-in cooler space. Freezer storage is not provided.
4. Each team's food is placed in an appropriate and secure location at the competition site until just prior to the designated Check-In Time on the day of the competition.
5. During Product Check-in, teams, educators and/or mentors have the opportunity to review the dishes they ordered for their meal presentation. It is the team's responsibility to review these dishes at that time. Event personnel are present with the original order forms the team submitted to confirm the order.
6. Equipment and presentation menu are not turned in at this time. If space allows, teams will have the option of leaving equipment under their designated competing area. This will be decided at a later date.
7. Pre-prepared ingredients:

Permitted Ingredients	Prohibited Ingredients
<ul style="list-style-type: none"> • Team-prepared stocks • Team-prepared clarified butter • Pre-measured staple dry goods: flour, sugar, salt, pepper, baking powder, baking soda, cream of tartar • Pre-measured butter and oil • Pre-washed produce* • Commercially manufactured food items such as jams, bread crumbs, bases and mayonnaise in the original container – must be used as an ingredient, not as a finished product 	<ul style="list-style-type: none"> • Pre-chopped, pre-sliced, or pre-prepared food not commercially manufactured • Reductions, finished sauces, and clarified broths • Items that risk food illness
<p><i>*Team may also wash produce during Production Mise en Place.</i> <i>Note: Follow your school guidelines concerning alcohol in your recipes. NPSI permits the use of alcohol in culinary competition recipes.</i></p>	

8. Should travel delays arise, the team must contact NYSRAEF staff to make arrangements to access the storage area.
9. Product Check-in Feedback will occur immediately following each team's check-in.

Report to Product Check-in

1. Team should arrive promptly at their assigned Report time to retrieve their cold and dry products.
2. Team members should be prepared to carry and/or roll all their equipment and products onto the competition floor.
3. The team manager may assist in transporting the equipment and food products to the team's station, but may not assist in any unpacking or set-up.

Team & Menu Introduction

Each participating team has five (5) minutes to verbally present its menu to judges. During this time, students can anticipate:

- Telling what each team member is charged with executing
- Describing their three course meal
- Explaining how they designed their unique menu

Pre-Set and Knife Skills

- Each participating team will have five (5) minutes to set their work areas to perform their specified knife cuts. Nothing other than what is needed to perform the cuts is allowed to be set up, or taken out at this time.
- Team should place the list of the four cuts selected by the team on the table next to the team's presentation menu.
- Teams then have fifteen (15) minutes to perform their designated knife cuts.
 - The team must demonstrate a minimum of four (4) of eleven (11) specified knife cuts to incorporate in their meal.
 - Cuts must be demonstrated on fruits, vegetables, or herbs only.
 - Rondelle: $\frac{1}{4}$ " thick disc shaped slices
 - Diagonal: $\frac{1}{4}$ " thick oval shaped slices
 - Batonnet: Cut into long, thin, rectangular pieces $\frac{1}{4}$ " x $\frac{1}{4}$ " x 2"
 - Julienne: Cut into long, thin, rectangular pieces. $\frac{1}{8}$ " x $\frac{1}{8}$ " x 2"
 - Large Dice: Cube shaped $\frac{3}{4}$ " x $\frac{3}{4}$ " x $\frac{3}{4}$ "
 - Medium Dice: Cube shaped $\frac{1}{2}$ " x $\frac{1}{2}$ " x $\frac{1}{2}$ ".
 - Small Dice: Cube shaped $\frac{1}{4}$ " x $\frac{1}{4}$ " x $\frac{1}{4}$ "
 - Brunoise: Very small dice. $\frac{1}{8}$ " x $\frac{1}{8}$ " x $\frac{1}{8}$ "
 - Paysanne: Square cut $\frac{1}{2}$ " x $\frac{1}{2}$ " x $\frac{1}{8}$ "
 - Chiffonade: Leafy green vegetables such as spinach or basil that are stacked, rolled tightly, and then cut into long thin strips. Approximate width is $\frac{1}{8}$ ".
 - Tourne: football shape, $\frac{3}{4}$ " diameter, 2" long, seven equal sides and flat ended
 - ??Team must complete the Knife Skills form to identify the selected cuts, ingredient used, dish to be utilized and designated team member.

Production Mise en Place

1. The team has twenty (20) minutes to pre-set their station for the meal production segment. All of the team's equipment must be contained within the 10ft x 10ft work space.
2. Team manager must stay on the outside of the "L" of the tables in the designated team manager work space, and may not touch any equipment, products, or any other item on the table or production area.
3. During Production Mise en Place:

Teams are allowed to:	Teams are not be allowed to:
<ul style="list-style-type: none">• Set their station• Obtain water and ice from kitchen	<ul style="list-style-type: none">• Talk to any spectators, coaches, educators, or mentors• Heat water or any liquid

<ul style="list-style-type: none"> • Obtain sanitizing solution from kitchen (provided by Event Organizers) • Measure dry and liquid ingredients • Wash produce at the vegetable washing station located on the competition floor 	<ul style="list-style-type: none"> • Marinate any food (all marinating must be done during 60-minute meal preparation period.) • Perform any knife work • Begin cooking any items • Mix any ingredients
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4. A designated event timer will notify the team when the Production Mise en Place segment time ends and the Meal Production segment time begins.

Meal Production

1. Final meal production and all plating must be completed in the sixty (60) minute time period provided. Timers will announce the time at 15-minute intervals. It is the responsibility of each team to know their start time and be ready to begin when their assigned time is announced.
 - a. Teams may bring a manual or battery-operated timer; however, Event Organizers will keep and display the official time.
2. The team manager must stay on the outside of the “L” of the tables, and may not touch any equipment, products, or any other item on the table or production area.
 - a. The team manager may taste food throughout the competition. To do so, the team manager must carry his/her own supply of tasting spoons.
3. A team is considered done cooking when each requirement is met:
 - a. The food is plated.
 - b. The dishes are on the service trays.
 - c. All team members have stepped away from the trays and raised their hands to signal they are finished.
 - i. Teams may present plates to judges up to three minutes before the 60 minute cooking time has completed. (*See Penalties*).
4. After a team completes their two (2) identical meals, the team will determine which meal will be evaluated by tasting judges and which will be for display.
 - a. Team members transport both service trays and their presentation menu to the judges’ table and leave immediately. The team manager may accompany the team to the tasting area, but may not carry plates or the menu.
 - b. The evaluation plates receive the most critical judging.
 - c. There should not be a major variance in composition of the finished plates. If there is a great variance, then the team will be assessed a penalty (*See Penalties*). If the second meal is not presented, the team will be disqualified.
5. Team returns to their station for the Work Skills/Organization and Knife Skills feedback.
6. Judges have seven (7) minutes to evaluate the plates. At that time the entire team (including the team manager) returns to the tasting area for a ten (10) minute

feedback session. Only the designated teacher, and mentor may accompany the team and listen to feedback.

7. The team will proceed next to the menu and recipe judges for a five (5) minute feedback session. Only the designated teacher & mentor may accompany and listen to feedback.
8. Team then takes display plates and presentation menu to the display area.
Reminder: The team is still competing and students may only converse with their teammates.
9. Team returns to their station to begin Station Clean-up.

Station Clean-Up

1. Team has twenty (20) minutes to clean and vacate their station.
 - a. The team must return station to the condition it was in when they arrived.
 - b. The team manager is allowed to assist in during Station Clean-Up.
2. Team receives the Sanitation feedback and is released.
3. Once off the competition floor, the team has officially completed the competition and may communicate freely.

Event Personnel

1. Event Organizers (NYSRAEF staff members)
2. Volunteers assigned and trained by NYSRAEF, to assist with the event.
3. Timekeepers, personnel designated and trained by the NYSRAEF, who are charged with keeping the official time for teams during all segments of the competition.
4. Judges from post-secondary education and the restaurant and foodservice industry, including one lead official.
5. All judges will be consistent from team to team (i.e. judges scoring team presentation/work skills will be responsible for that category across all competitors)
6. Judges will be consistent from team to team and cover the following categories.
(See Exhibit H for sample Culinary Competition Rating Sheet).

Category – Estimated # of Judges		Category – Estimated # of Judges	
Product Check In	TBD	Safety and Sanitation	TBD
Knife Skills	TBD	Team Presentation/Work Skills/Org.	TBD
Taste and Finished Product	TBD	Menu and Recipe Presentation	TBD

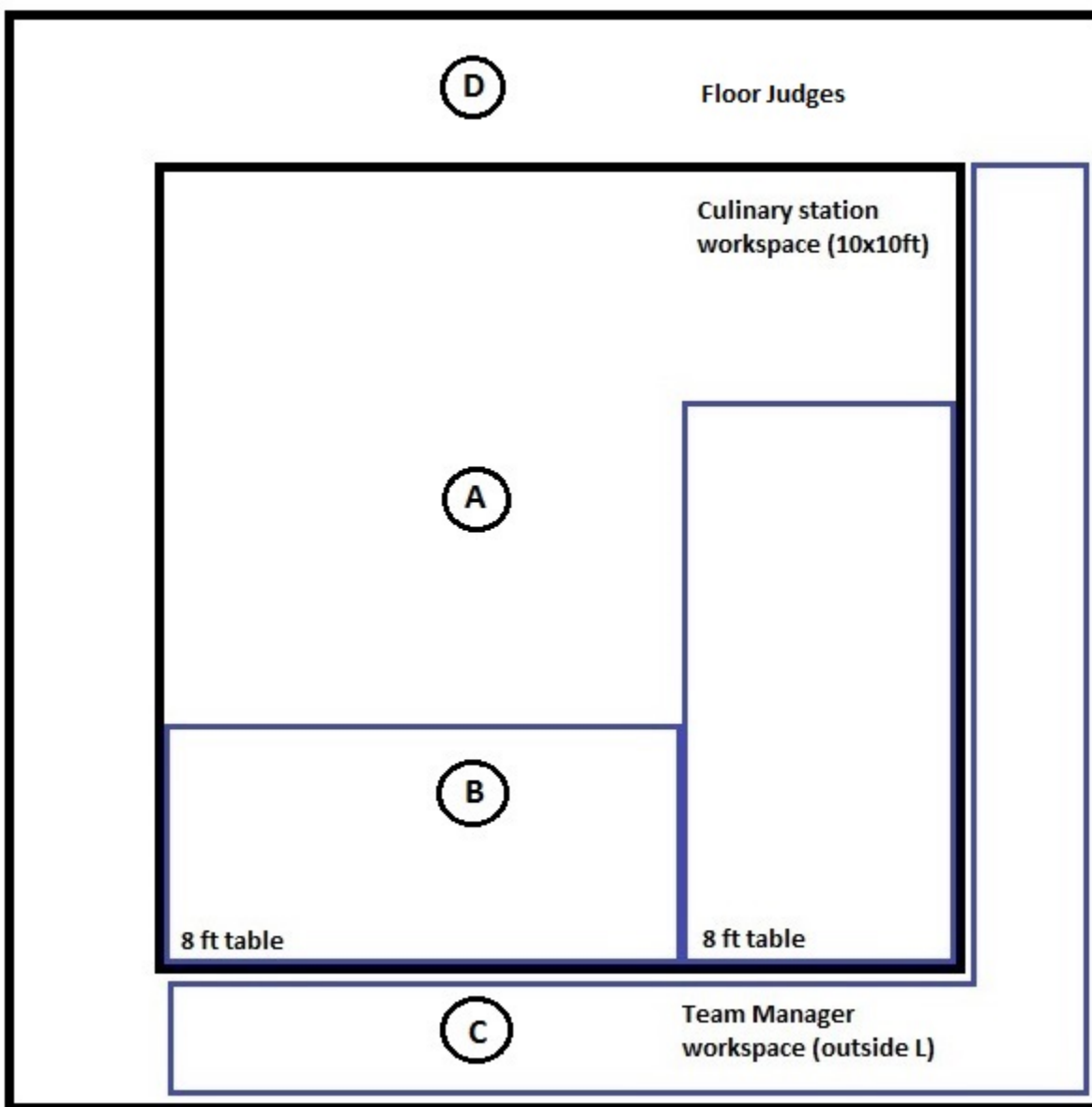
Post Competition

The soft bound folders and framed presentation menu must be picked up immediately following the Awards Ceremony, at the competition area or it will be disposed of by the Event Organizers. *NYSRAEF will retain one copy of the folder from each team.*

Exhibit A – Culinary

Culinary Station Blueprint

- A. Culinary station workspace (10x10ft) – Teams must keep all materials inside designated area.
- B. Two 8ft tables set up in “L” formation
- C. Team Manager must stay in his/her designated space. Floor judges and the team’s timer will also have access to this space.
- D. Competition floor outside of culinary station – No team equipment should be in this area. **Teams may pass through to access handwashing station at ANY time.** Floor judges have access to this space.



(Observers)
XXXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXX

Exhibit B – Culinary

Deliverables Checklist Present at Product Check-In

Five folders, each containing

Example 1: http://www.staples.com/Staples-Side-Lock-Report-Covers-5-Pack/product_SS1063064

Example 2: http://www.staples.com/JAM-Paper-Plastic-2-Pocket-Eco-School-Folders-with-Metal-Tang-Fastener-Clasps-Clear-6-Pack-382ECCLDD-/product_2329283

- ☐ School Name on cover
- ☐ Menu with Prices (simple typed menu 8 ½ x 11)
- ☐ Knife Skills form; typed on official template
- ☐ Plate Photographs
 - A separate color photograph for each course
 - Photographs printed on 8 ½ x 11 pages
- ☐ Recipes; typed on official template
- ☐ Recipe costing sheets; typed on official template
- ☐ Menu Price Sheets; typed on official templates

Checklists of other items required

- ☐ Complete printed list of the contents of each cooler or container on the inside and outside of each cooler or container in a plastic sleeve
- ☐ Knife Skills sheet with the four chosen knife cuts available for floor judges (bring day of competition)
- ☐ One copy of Presentation Menu; framed (bring day of competition)

Exhibit C – Culinary

Recipe Example

Culinary teams must complete this form prior to the competition. Make five (5) copies to include in the folders turned in at Product Check-in.

School Name	Awesome State
Educator Name	Chef Jane Doe

Menu Item	Ratatouille		
Number of Portions	6	Portion Size	5 ounces
Cooking Method(s)	Sauté		
Recipe Source	Lagasse, E. (n.d.) Retrieved from http://www.foodnetwork.com/recipes/emeril-lagasse/ratatouille-recipe0.html		

Ingredients	
Item	Amount
Olive oil	¼ c
Yellow onion, small dice	1 ½ c
Garlic, minced	1 tsp
Eggplant, medium dice	2 c
Thyme	½ tsp
Green bell pepper, diced	1 c
Red bell pepper, diced	1 c
Zucchini squash, diced	1 c
Yellow squash, diced	1 c
Tomatoes, peeled, seeded, and chopped	1 ½ c
Basil, chiffonade	1 tbsp
Parsley, chopped	1 tbps
Salt and black pepper	TT

Procedure
Set a large 12-inch sauté pan over medium heat and add the olive oil. Once hot, add the yellow onions and garlic to the pan. Cook the onions, stirring occasionally, until they are wilted and lightly caramelized, about 5 to 7 minutes. Remainder of procedures...

Exhibit D – Culinary

Recipe Cost Example

Culinary teams must complete this form prior to the competition. Make five (5) copies to include in the folders turned in at Product Check-in.

School Name	Awesome State		
Educator Name	Chef Jane Doe		
Menu Item	Ratatouille		
Number of Portions	6	Portion Size	5 ounces

Ingredient	Purchase Unit	Purchase cost	Unit cost	Amount Needed	Ingredient Cost
Olive oil	51 oz / 6.375 c	\$16.79	\$2.634 / cup	¼ cup	\$0.658
Yellow onion, small dice	1 lb / 4 cup	\$1.40	\$0.35 / cup	1 ½ cup	\$0.525
Garlic, minced	1 head	\$0.50	\$0.10 / tsp	1 tsp	\$0.100
Eggplant, medium dice	1 lb / 3 cup	\$2.05	\$0.683 / cup	2 cup	\$1.367
Thyme	1 bunch / 18 tsp	\$2.09	\$0.116 / tsp	½ tsp	\$0.058
Green bell pepper, diced	1 lb / 4 cup	\$2.30	\$0.575 / cup	1 cup	\$0.575
Red bell pepper, diced	1 lb / 4 cup	\$1.07	\$0.268 / cup	1 cup	\$0.268
Zucchini squash, diced	1 lb / 2.5 cup	\$1.93	\$0.772 / cup	1 cup	\$0.772
Yellow squash, diced	1 lb / 2.5 cup	\$1.93	\$0.772 / cup	1 cup	\$0.772
Tomatoes, peeled, seeded, and chopped	1 lb / 2 cup	\$2.40	\$1.20 / cup	1 ½ cup	\$1.80
Basil, chiffonade	1 bunch / 1 cup	\$1.54	\$0.096 / tbsp	1 tbsp	\$0.096
Parsley, chopped	1 bunch / ½ cup	\$0.53	\$0.066 / tbsp	1 tbsp	\$0.066

Subtotal	\$7.057
1 % for small amounts of spices (Q Factor)	\$0.071
Total Recipe Cost	\$7.128
Portion Cost	\$1.188

Exhibit E – Culinary

Menu Price Example

Culinary teams must complete this form prior to the competition. Make five (5) copies to include in the folders turned in at Product Check-in.

School Name	Awesome State
Educator Name	Chef Jane Doe

Menu Category	<input checked="" type="checkbox"/> Starter	<input type="checkbox"/> Entree	<input type="checkbox"/> Dessert
----------------------	---	---------------------------------	----------------------------------

Recipe	Portion Cost
Ratatouille	\$1.188
Couscous (from additional recipe and costing sheets)	\$0.972
Garnish (from additional recipe and costing sheets)	\$0.127

Total Plate Portion Cost	\$2.287
Menu Price at 33% Food Cost	\$6.930
Actual Price on Menu	\$9.00

Exhibit F – Culinary

Knife Skills Example

Culinary teams must complete this form prior to the competition. Make Five (5) copies to include in the folders turned in at Product Check-in. Make an additional copy to keep with presentation menu available for floor judges. Place Knife Skills sheet next to Presentation Menu day of competition.

School Name	Awesome State
Educator Name	Chef Jane Doe

#	Cut	Ingredient	Dish Featured	Designated Team Member
1	Batonnet	Sweet Potato	Entrée	Andrew
2	Chiffonade	Basil	Starter	Jessica
3	Medium Dice	Eggplant	Starter	Mary
4	Rondelle	Banana	Dessert	Daniel

Exhibit G – Culinary

Sample Culinary Competition Score Sheet

EVALUATION CRITERIA	POOR	FAIR	GOOD	VERY GOOD	EXCELLENT	SCORE
Product Check-In						
Product Check-In Including but not limited to: <ul style="list-style-type: none"> • Proper temperature • Proper packaging • Complete product inventory list(s) 	1	2	3	4	5	
Team Presentation/Work Skills/Organization						
Team Appearance Including but not limited to: <ul style="list-style-type: none"> • Chef coats, long sleeve • Black or checkered pants • Uniform clean & presentable • Hard sole shoes • Hats, aprons, and arm band • Team uniformity 	1	2	3	4	5	
Work Organization/ Teamwork Including but not limited to: <ul style="list-style-type: none"> • Utilization of a team plan • Mastery of skills required for individual tasks • Workload evenly distributed • Team cohesiveness • Communication • Professionalism • Proper Production Mise en Place • Proper time management 	1	2	3	4	5	
Proper Cooking Procedures Including but not limited to: <ul style="list-style-type: none"> • Appropriate cooking method for product used • Required cooking techniques used minimum of two cooking methods from provided list • Cooking procedures done in a time efficient manner • Proper amount of product for recipe requirements • Effective use of remaining product • Proper pans and tools for intended use 	1	2	3	4	5	
Knife Skills <ul style="list-style-type: none"> • Consistency • Accuracy • Safety • Waste 	1	2	3	4	5	

Degree of Difficulty	1	2	3	4	5	
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Including but not limited to: <ul style="list-style-type: none"> • Creativity • Complicated techniques • Preparation of item during competition rather than using commercial product 						
Safety and Sanitation						
Follows Safety and Sanitation Procedures Including but not limited to: <ul style="list-style-type: none"> • Personal hygiene • Proper knife safety • Proper use and handling of food contact surfaces 	1	2	3	4	5	
Proper Food Handling Including but not limited to: <ul style="list-style-type: none"> • Proper use of gloves • Appropriate temperature control of ingredients • Proper sanitation practices regarding food contact surfaces • Proper storage of food • Avoidance of cross contamination 	1	2	3	4	5	
Work Area Cleaned Including but not limited to: <ul style="list-style-type: none"> • Work area cleaned in appropriate time frame • Return of station to original condition 	1	2	3	4	5	
Product Taste						
Product Taste - Starter A subjective category based on tasting judges' expertise	1-2	3-4	5-6	7-8	9-10	
Finished Product						
Appearance - Starter Including but not limited to: <ul style="list-style-type: none"> • Balance of color • Shape • Texture • Portion size 	1	2	3	4	5	
Product Taste						
Product Taste - Entrée A subjective category based on tasting judge's expertise	1-3	4-6	7-9	10-12	13-15	
Finished Product						
Appearance - Entrée Including but not limited to: <ul style="list-style-type: none"> • Balance of color • Shape • Texture • Portion size 	1	2	3	4	5	

Product Taste						
Product Taste - Dessert A subjective category based on judge's expertise	1-2	3-4	5-6	7-8	9-10	
Finished Product						
Appearance - Dessert Including but not limited to: <ul style="list-style-type: none"> Balance of color Shape Texture Portion size 	1	2	3	4	5	
Menu and Recipe Presentation						
Presentation Including but not limited to: <ul style="list-style-type: none"> Typewritten Recipe structure Menu presentation Recipe costing Menu pricing Within food cost guidelines Sources and acknowledgements listed 	1	2	3	4	5	

DISQUALIFICATION	PENALTY
Reason for Disqualification:	Reason for Penalty:
_____ Team received coaching during the event.	_____ Team did not leave station in a sanitary manner. 3 points.
_____ Team used an electric/battery operated device or additional butane burner.	_____ Team begins any competition segment before their assigned start time. 1/4 point per 15 seconds up to 10 minutes.
_____ Team did not produce two (2) complete meals.	_____ Team did not complete within allotted time. 1/4 point per 15 seconds up to 10 minutes.
_____ Team started Meal Production more than 10 minutes early.	_____ Team started early. 1 point/min. up to 10 minutes.
_____ Team completed Meal Production more than 10 minutes late.	_____ Team used prohibited pre-prepared ingredient. 5 points.
_____ Team did not arrive at proper time.	_____ Team produced two meals, but not identical. 2 points.
_____ Team did not compete in each segment.	_____ Team used dishes/glassware other than those provided by Event Organizers. 5 points.
_____ General disqualifications listed on page 5.	_____ Replacement product did not meet requirements and was discarded. 3 points.
	_____ Team did not submit folders with menu, plate photographs, recipe and recipe costing at Product Check-in. 2 points.
	_____ Team did not utilize knife cuts in final plate presentation. 2 points
	_____ Team manager handled equipment or food during competition. 5 points

2018 Management Competition

Description

Participating teams will demonstrate their knowledge of the restaurant and foodservice industry by developing a new restaurant concept and presenting to a panel of judges at a simulated business exposition. The teams will also submit a written proposal for review and will present their concepts to various groups of judges through verbal presentations, question and answer periods, and posters.

The competition is designed for students to present their restaurant concept to judges as they rotate throughout the competition floor. The students will set up a 10 x 10 foot trade show booth to demonstrate their restaurant concept. In the booth, students will have a copy of their written proposal and 2 (two) 24 x 36 inch posters. More information on the requirements for the written proposal, booth display, and posters are found on the following pages.

Uniform

Each team is required to dress in uniform during all portions of the competition. This includes Team Check-in, as well as feedback sessions. The uniform should consist of: solid color, long sleeve (females may wear $\frac{3}{4}$ length sleeves), collared dress shirts, dress pants or skirts and professional footwear suitable for a business meeting, with heel height no more than 3 inches. The ProStart logo must be displayed on the participants' right or left chest. All team members should wear the same style of shirt, and pants should be worn appropriately and professionally (not sagging, etc.). Khaki pants may be worn as appropriate for the restaurant concept. Jeans are not permitted. Sponsor logos are allowed on the shirts. The team's uniform should reflect a professional event, not their concept, as concept logos are prohibited on their uniforms.

Role of the Optional Team Manager

The team manager is an important asset to the team who also serves as the alternate. The team manager will not be permitted on the competition floor and must stay in the designated team manager seating area. The team manager may be introduced and shake hands at the end of the feedback session. The team manager may not communicate with the other team members, or their educator, to collaborate on answers during the competition period.

In the event a team member is unable to compete, the team should notify a NYSRAEF staff member. Only with approval from the lead official, the team manager may permanently replace that team member. The replaced member should leave the competition area and, at the discretion of the educator, may leave the event or may stay and watch as an observer.

Preparation for Management Competition

1. Mentors and educators may assist teams in preparation for the competition; however, they may not prepare the written proposal or posters. Their expertise is limited to acting as a sounding board for concept development.
2. The team's work must be unique and not built off a previously submitted work. Submitting any work, or parts of work, that was previously submitted will result in immediate disqualification. See *Management Specific Disqualifications*.
3. The Management team may collaborate with the Culinary team on the menu and recipe items, including recipe development, costing, pricing and photography.
4. Requirements
 - a. Restaurant Concept must be located in ProStartville. The city's description will include demographics and local points of interest. For the 2018 description of ProStartville please see Exhibit A.
 - b. Students will select 1 of the 4 provided restaurant space scenarios provided in Exhibit C.

Team Check-in

1. An open team registration/check-in period will take place on March 23, 2018. Teams should schedule their travel so they arrive with sufficient time to check-in their materials. *Team check-in is first come, with no assigned times given.* ?? Is this right?
2. Should travel delays arise, and as a result a team is unable to check-in their materials during the times specified, the team must contact a NYSRAEF staff member to make arrangements to submit materials.
3. At check-in, teams will submit the following items:
 - a. Fifteen (15) copies of the written proposal (See items 4- 20 below for details)
 - b. Two copies of Menu and Costing information in a separate manila folder (See items 14-17 below for details)
 - c. Two (2) 24 x 36 inch posters (See item 21 below for details)
4. General Guidelines for the Written Proposal (See Exhibit B for Outline and Checklist)
 - Typed, 12 point, Times New Roman or Arial font, 1 inch margins
 - Printed on white paper, single-sided and stapled
 - The front cover must include only the following information: school name, names of team members, and concept name
 - Sections should be separated by tabs
 - All 15 copies must be identical
5. Teams must prepare two additional copies of just the menu listing and sample, the recipes, photographs, costing and menu pricing worksheets in a manila folder. The team's school name must be listed on the front of this folder.
6. One copy of the written proposal will not be returned to teams at the conclusion of the competition and may be used by NYSRAEF for promotional, educational,

research or other purposes. The remaining written proposals will be available for pick up at the end of the competition.

7. The Written Proposal will consist of the following items:
 1. Restaurant concept description, including purpose and impact (maximum page count: 2)
 2. Floorplan of selected restaurant space scenario (See Exhibits C & D; maximum page count: 1)
 3. Description of interior and décor (maximum page count: 2)
 4. SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis (maximum page count: 1)
 5. Organizational Chart (See Exhibit E; maximum page count: 1)
 6. Sample menu (maximum page count: 1)
 7. Costing, Menu Pricing and Recipe(s) for one menu item (See Exhibits F, G, H, and I)
 8. Photos of up to 4 menu items (maximum page count: 2)
 9. Two marketing tactics including:
 - i. Description, Goal, Budget and estimated Return on Investment (ROI) (See Exhibit J; maximum page count per tactic: 2)
8. The following information must be included in the description:
 1. Type of establishment (*see Foundations of Restaurant Management & Culinary Arts Level 1, pg. 8 for descriptions*)
 2. Purpose and impact
 3. Meals served (breakfast, lunch, dinner, etc.)
 4. Hours of operation
 5. Type of cuisine served
 6. Target market within the fictional city of ProStartville (defining characteristics, demographics, business/leisure, etc.)
9. NYSRAEF will provide four (4) restaurant space scenarios to choose from. Students must use one of the four scenarios provided to create a unique floorplan. See Exhibit C for Restaurant Space Scenario Options. A basic floorplan of the restaurant's layout (front-of-the-house and back-of-the-house) must be provided. The floorplan may be handwritten or electronically diagrammed. Students are encouraged to make it as much to scale as possible; however, the floorplan will not be judged on scale and proportions, but on how well it conveys the restaurant's flow and the inclusion of features necessary to run a restaurant. (See Exhibit D for Sample Floorplan.)
10. Teams will prepare a SWOT analysis for their concept. Refer to Foundations of Restaurant Management & Culinary Arts Level 2, pg. 442, for additional information.
11. Teams must include an organizational chart that lists the positions that will be necessary to staff the restaurant. It is not mandatory to include how many staff will fill each position. (See sample in Exhibit D). Refer to Foundations of Restaurant Management & Culinary Arts Level 1, pg. 661 for additional information.
12. Teams must develop a menu to support the restaurant concept that includes exactly twelve (12) menu items. The menu should be representative of how this information would be communicated to customers, including pricing, and should include all

necessary descriptions. The menu may not exceed a standard 8.5" x 11" sheet of paper.

13. For one (1) of the twelve (12) menu items, teams will prepare and provide recipes. Typewritten recipes must be submitted on the official recipe template supplied by Event Organizers. Acknowledgements and sources must be listed on each recipe. Recipes must be written in a logical sequence. Refer to Foundations of Restaurant Management & Culinary Arts Level 1, pg. 245, for additional information. See Exhibit G for a sample recipe example. Small amounts of dry spices and herbs may be priced as 1% of the total recipe cost. Oil for frying may be priced at 2% of the total recipe cost. Refer to Foundations of Restaurant Management & Culinary Arts Level 1, Chapter 4, page 258 for more information.
14. Teams will prepare and photograph up to four menu items to be included in the written proposal. Photographs must be of items made by the team. The photographs play a very important role in the overall performance of a team, so they should be presented as professional as possible.
15. Teams will prepare recipe costs, typed and submitted on the official costing template supplied by Event Organizers. Refer to Foundations of Restaurant Management & Culinary Arts Level 1, pg. 258, for more information. See Exhibit H for a recipe cost example. NOTE: The recipe may be for one (1) portion.
16. Prices must also be developed for the same one item costed in item 9 above—calculated at a 33% food cost percentage. The menu price may be rounded up after applying the 33% food cost percentage for a more realistic menu price. For example, if the menu price is calculated to be \$7.67, it would be acceptable to have a price of \$7.95 or \$8.00. However, the final calculation before rounding must be indicated on the menu pricing template. Refer to Foundations of Restaurant Management & Culinary Arts Level 2, page 483. See Exhibit I for details on menu pricing.
17. Teams will develop two (2) marketing tactics to launch their restaurant concept. For information on the different tactics please see Exhibit E. Alcohol-related activities or promotions may not be used as one of the marketing tactics. For each marketing tactic, teams must submit a description of the tactic, the goal of the tactic and a detailed budget that shows all associated costs. Students are encouraged to use creativity to develop their tactics. For the budget for each tactic, teams must use local rates and list the rate source. Teams may not enlist the services of a PR firm, or a 3rd party agency, as a marketing tactic. Website and social media presence are not tactics in and of themselves. For examples and more information, please see Exhibit E.
18. For the two marketing tactics, teams must submit a paper-based sample (maximum 8½" x 11" paper) of the tactic. Examples of acceptable samples could include:
 1. Newspaper ad – mockup of ad
 2. Radio commercial – script
 3. TV commercial – storyboard
 4. Public relations campaign – sample press release
 5. Promotional giveaway items – photo or mockup of item
 6. Email campaign – email text and mockup of accompanying artwork

19. Teams will prepare two posters, no larger than 24 x 36 inches. Posters must be entirely flat and may not include 3 dimensional objects. For example, the poster, when fully constructed, should be able to be rolled up. Event organizers will provide 2 easels for display of the posters.

1. One poster should display the menu; the second poster should display a marketing tactic.

Competition Flow: subject to change

Report to Assigned Booth (15 minutes prior to start time)

Booth set up (5 minutes)

Five Verbal Presentations (7 minute sessions with a 3 minute break between)

Feedback (10 minutes)

Day of Competition

1. Teams will report to the Management Competition floor and their assigned booth 15 minutes before their scheduled start time. Their team posters will be available for pick up from Event Organizers at this time, at this location. Teams will have an additional 5 minutes to set up their booth. Inside the booth will be one 6 foot table, and two easels, for poster display. Teams may have one copy of the written proposal and no other props. Students may bring a bottle of water and notecards into the booth. No other items will be permitted.
2. At the designated time, the competition will begin and will include 7 minute presentation segments. During this time, students will present on the relevant section of their concept, reference their posters, and answer judge questions. Each set of judges will rotate to the next booth at the conclusion of this 7 minute period. There will be a 3 minute break, and announcement of the next group of judges before the next judges arrive.
3. Teams may not distribute materials to judges or use additional materials (business cards, promotional items, props, etc.) during the competition segments. Any relevant materials must be included in the written proposal.
4. Critical Thinking Judges will question each team and evaluate their critical thinking skills and ability to react to management challenges. The judges will present each team mini-scenarios from four of the following categories: 1) safety and sanitation, 2) customer service, 3) social media, 4) human resources and staffing, 5) menu development and design, 6) marketing, and 7) concept knowledge. All teams will be evaluated on the same categories – the chosen categories will NOT be distributed at check-in. The team will then present how they would address that scenario from the context of their unique restaurant concept. (*For sample scenarios, see Exhibit K*).

Scoring

The total points possible in the Management Competition are 195 points. The Concept is worth 30 points, the Menu and Costing is worth 35 points, the Marketing is worth 40, the Operations is worth 30, Critical Thinking is worth 55, and Menu and Recipe Costing is worth 5 points. If there is a tie, the tied team with the highest number of Critical Thinking points will be awarded one (1) additional point to break the tie. Teams will only be evaluated on the information and materials requested in these rules. *See Exhibit L*.

Penalties

The following are fixed deductions.

1. The team is not dressed in uniform – 5 points
2. Restaurant concept is not located in ProStartville or does not match one of the provided restaurant space scenarios – 5 points
3. Team submits more or fewer than 12 menu items – 5 points
4. Team includes an alcoholic beverage as one of their menu items – 5 points
5. Team submits recipes for more or fewer than 1 menu item – 5 points
6. Team submits food costing worksheets for more or fewer than 1 menu item – 5 points
7. Team submits more or fewer than 1 menu pricing worksheet – 5 points
8. Team submits more or fewer than 2 marketing tactics – 5 points
9. Team uses an alcohol-related activity or promotion as one of their marketing tactics – 5 points
10. Written proposal does not meet specifications – 5 points
11. Menu and Costing information not presented in a separate manila folder – 5 points
12. All 15 copies of the written proposal are not identical – 5 points

Management Specific Disqualifications

1. Team submitted work, or parts of work, that was previously submitted.
2. Violation of the General Disqualifications on page 5.

Event Personnel

1. Event Organizers (NYSRAEF staff members)
2. Volunteers assigned and trained by NYSRAEF, to assist with the event.
3. Judges from post-secondary education and the restaurant and foodservice industry, including one lead official.
4. All judges will be consistent from team to team (i.e., judges scoring Restaurant Concept will be responsible for scoring that category for all teams).

Post Competition

The written proposal and posters must be picked up by 5:45 pm on March 24, 2018 at the competition area immediately following the awards ceremony or it will be disposed of by the Event Organizers. NYSRAEF will retain one copy of the written proposal from each team.

Exhibit A – Management

2018 Location Description – ProStartville, USA

Demographics:

- **WAITING ON NATIONAL**

Exhibit B – Management

Written Proposal Outline and Checklist

The information in the fifteen written proposals must be presented in the following order in sections separated by tabs:

- ☐ Restaurant concept description
 - Type of establishment
 - Type of cuisine served
 - Meals served
 - Hours of operation
 - Target market
- ☐ Floorplan of selected Restaurant Space Scenario
- ☐ Description of interior and décor
- ☐ Organizational Chart
- ☐ Sample menu
- ☐ Recipe(s) for one menu item
- ☐ Costing worksheet(s) for one menu item
- ☐ Menu pricing worksheet(s) for one menu item
- ☐ Photo of one menu item
- ☐ Two marketing tactics
 - Description
 - Goal
 - Budget
 - Sample

Manila Folder- Teams must prepare one additional copy of just the sample menu, the recipes, photographs, costing and menu pricing worksheets in a manila folder. The team's state must be listed on the front of the folder.

Exhibit C – Management

Restaurant Space Scenario Options

There are four scenarios available to choose from. The management team may enhance their selected scenario but the team may not change the set parameters.

Example – A team selects the airport option but explain that they will have their location before people pass through TSA security so that they can attract customers who are picking up and dropping off loved ones too.

- A. Freestanding – Located in the heart of Main Street, a spot just opened up in between the county court house and the ProStartville Community Center.
 - i. Pro: There's plenty of activity in the area to draw in customers by foot traffic.
 - ii. Con: Location in business district lends itself to busy days and quiet nights.
- B. Airport – Restaurant space available in the ProStartville Regional Airport in Concourse B after passengers pass through TSA security.
 - i. Pro: People are always traveling and the seasonal busy times mean big business.
 - ii. Con: The customer base is limited to travelers and airport employees.
- C. Food Truck – Perhaps the most flexible option. You are bringing the food to the masses.
 - i. Pro: You can bring your business to busy locations and popular events.
 - ii. Con: Limited working space within the truck so a dependable staff is crucial.
- D. Strip Mall – The strip mall is located near the large university and contains a nail salon, a craft store, a bank, and a few other new businesses opening up.
 - i. Pro: With new businesses opening up, they are sure to draw attention.
 - ii. Con: Due to the increased activity, parking may be a challenge.

Exhibit D – Management

Sample Restaurant Floorplan

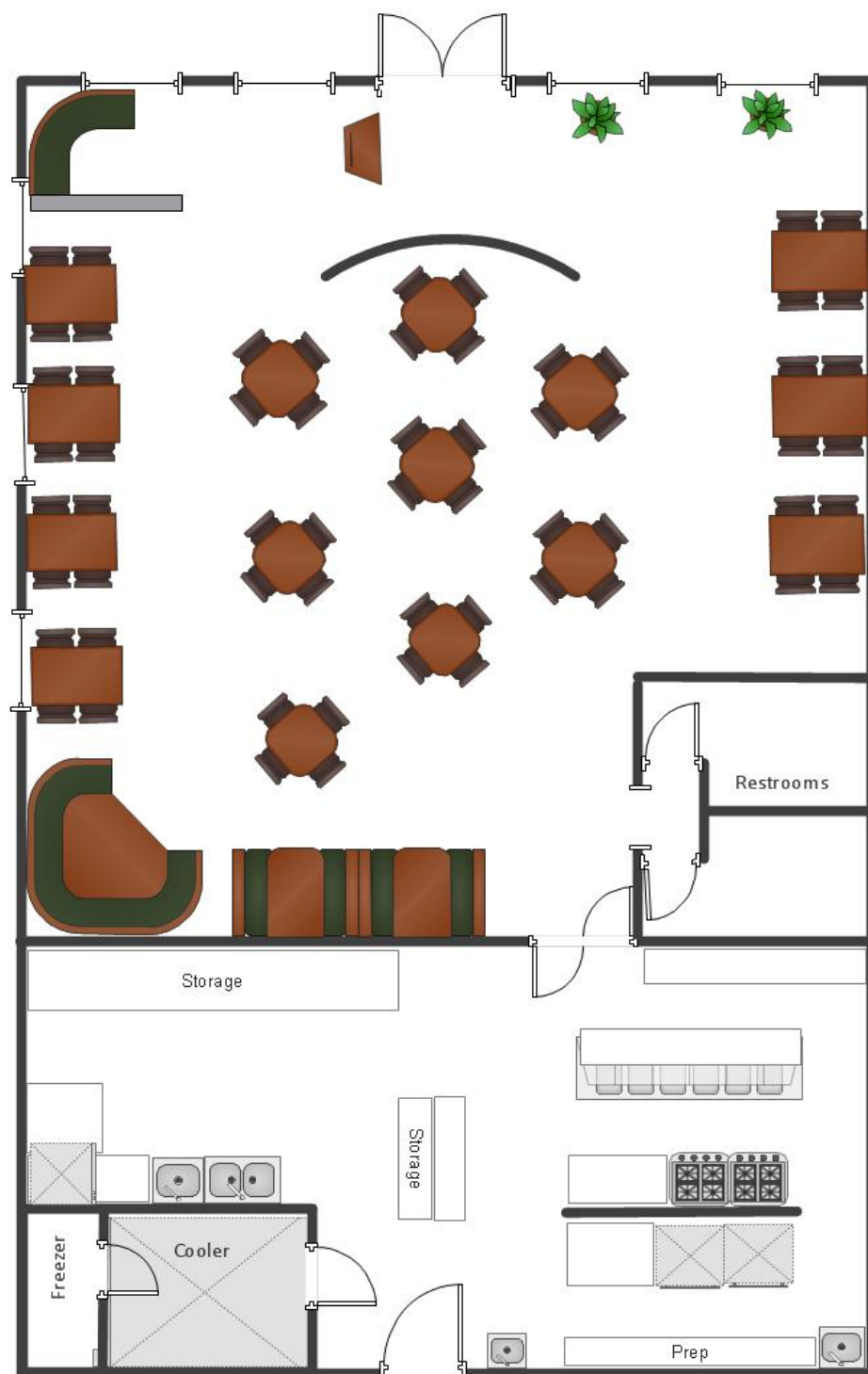


Exhibit E – Management

Sample Organizational Chart

The Organizational Chart below is an example of the positions needed to staff a full service restaurant with catering functions.

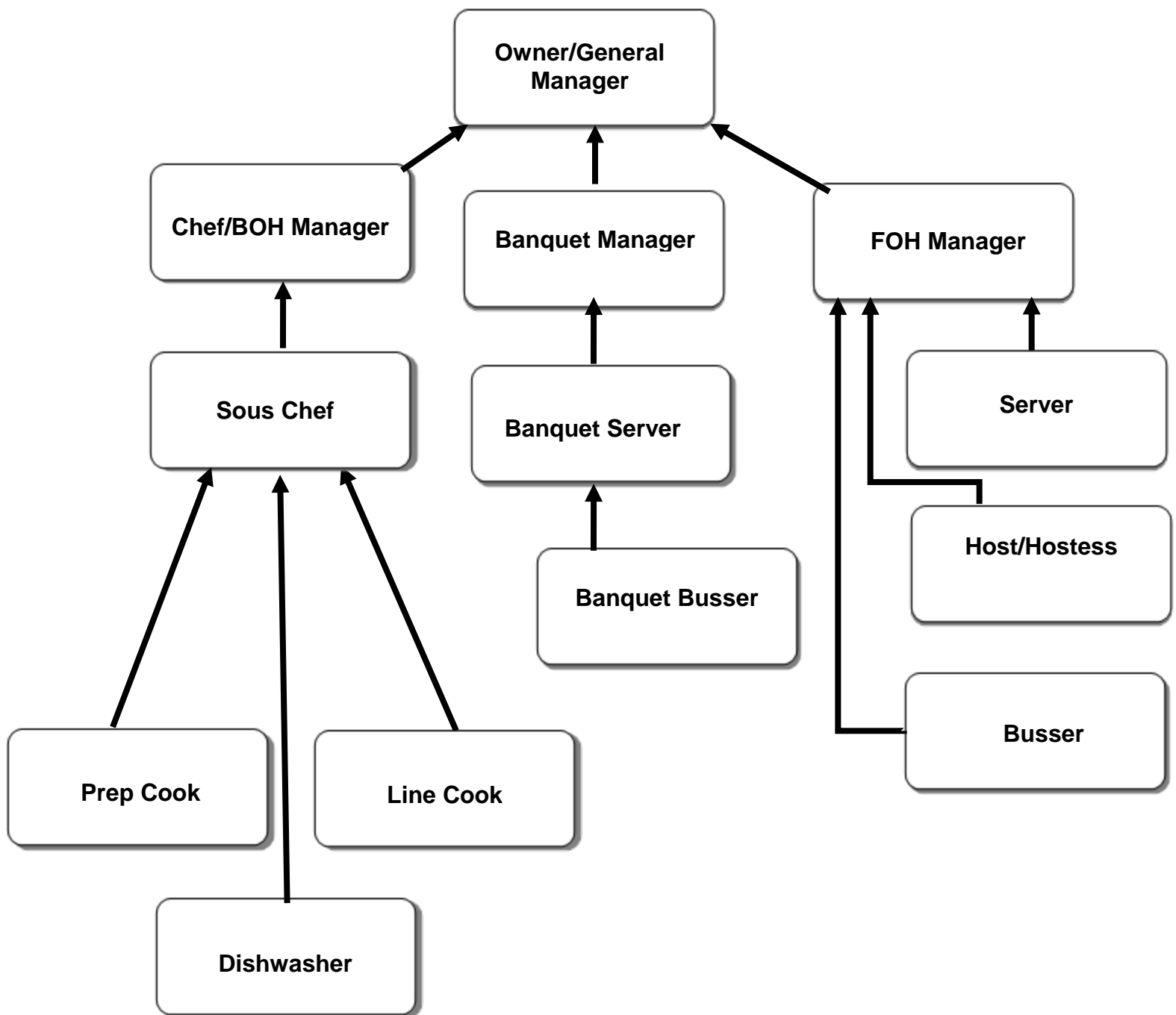


Exhibit F – Management

Menu Item Clarification

The intent is for teams to develop a menu featuring only twelve menu items. This may be treated as a representative sample that is reflective of the concept's broader menu. Please see the below information on what constitutes a menu item.

Menu Item Clarification

The general rule of thumb for what counts as a menu item is that anything that is packaged together for one price counts as one item. Please see the examples below for further clarification.

An exception is a table d'hôte menu (see *Foundations of Restaurant Management & Culinary Arts Level 2*, pgs. 473-74) or prix fixe menu. In those cases, each dish that makes up the table d'hôte or choice for prix fixe counts as one menu item.

For a “build your own” concept, ingredients that are individually priced would count as one menu item. The example below includes 9 menu items and are noted in red below.

Bayside Burrito Grille

Item Type Choose 1	Protein Choose 1	Toppings Choose 2 (\$1 for additional topping) ⁵	Extras
Burrito	Chicken ¹ \$6.25	Beans and Rice	Chips and Salsa ⁶ \$3.00
Bowl	Steak ² \$6.50	Cheese	Guacamole ⁷ \$4.00
Tacos	Ground Beef ³ \$5.95	Salsa	Chips and Guacamole ⁸ \$6.00
Salad	Vegetarian ⁴ \$5.75	Sour Cream	Chips only ⁹ \$2.00

For beverages, each item that is individually priced would count as a menu item. The example below includes 20 items. **NOTE:** The Cappuccino and Café Latte, while priced the same, are two separate menu items as they are substantially different items. The Brewed and Iced Coffee are two separate menu items as they are priced differently.

Central Perk Coffee Shop

Item	Small	Medium	Large
Espresso	1.75 ¹	1.95 ²	--
Cappuccino	2.95 ³	3.65 ⁴	3.95 ⁵
Americano	2.15 ⁶	2.55 ⁷	2.95 ⁸
Café Latte	2.95 ⁹	3.65 ¹⁰	3.95 ¹¹
Vanilla Latte	3.45 ¹²	4.15 ¹³	4.45 ¹⁴
Brewed Coffee	1.95 ¹⁵	2.45 ¹⁶	2.95 ¹⁷
Iced Coffee	2.15 ¹⁸	2.65 ¹⁹	3.15 ²⁰

On the sample menu below, there are examples of how to count menu items.

- Each Appetizer and Salad counts as one menu item
- Each Sandwich counts as one menu item, the costing for each item would include the most costly of the side choices
- Each Dinner item counts as one menu item, costing would include all sides and sauces
- Each Dessert is one item, Each Beverage is one item
- Total menu items count for this menu is: 16

<p style="text-align: center;">Appetizers</p> <p>Calamari ¹ \$8.00 Fresh, tender squid lightly floured then deep fried, served with lemon wedges and homemade marinara sauce.</p> <p>Spinach and Artichoke Dip ² \$7.50 Warm blend of creamy spinach, tender artichokes, and melted Asiago and Parmesan cheeses. Served with tortilla chips.</p>	<p style="text-align: center;">Salads</p> <p>House ³ \$6.50 Spring greens, avocado, roasted peppers, onions, shredded carrots, tomatoes & balsamic dressing</p> <p>Crazy ⁴ \$8.50 Chicken breast, goat cheese, spring greens, crushed walnuts, bacon, roasted peppers, onions & balsamic dressing</p> <p>Wild Alaska Salmon ⁵ \$10.50 Alaska salmon, spring greens, tomatoes, sliced lemon & balsamic dressing</p>
<p style="text-align: center;">Sandwiches</p> <p>Available with your choice of potato, pasta or green salad</p> <p>Best Burger ⁶ \$8.50 ¼ lb. beef patty, pickle, tomatoes, sautéed onions, spring greens, cheddar cheese</p> <p>Best Chicken ⁷ \$8.00 Chicken breast, spring greens, tomatoes, onions & basil mayo</p> <p>Garden Burger ⁸ \$7.00 Veggie patty, sun-dried tomato pesto, spring greens, avocado, tomatoes, onions, shredded carrot & basil mayo</p>	<p style="text-align: center;">Entrees</p> <p>Pot Roast Dinner ⁹ \$15.75 Piled high with cipollini onions, carrots & mushrooms over mashed potatoes, served au jus</p> <p>Chili Glazed Salmon ¹⁰ \$16.50 Served over a roasted vegetable & quinoa pilaf finished with micro greens</p> <p>Chicken Pot Pie ¹¹ \$13.00 Roasted chicken in an herbed cream sauce with leeks & carrots under a pastry crust</p>
<p style="text-align: center;">Desserts</p> <p>Cake of the day ¹² \$4.00 Ice Cream Sundae ¹³ \$3.50 Choice of chocolate or caramel sauce</p>	<p style="text-align: center;">Beverages</p> <p>Soda ¹⁴ \$2.00 House made Lemonade ¹⁵ \$2.50 Brewed Coffee, Regular or Decaf ¹⁶ \$1.50</p>

Exhibit G – Management

Recipe Example

NOTE: For a menu item consisting of Chicken Gruyere served with sautéed spinach, and roasted potatoes, you should include separate recipes for the chicken, the spinach, the potatoes and the sauce.

Management teams must complete this worksheet prior to the competition and include in both the written proposal and costing folder. Portion size is at your discretion.

School Name	Awesome State
Educator Name	Chef Jane Doe

Menu Item	Chicken Gruyere		
Number of Portions	4	Portion Size	1 breast / approx. 8 oz.
Cooking Method(s)	Sauté, bake		
Recipe Source	Chef		

Ingredients	
Item	Amount
Butter	2 oz.
Onion, sliced	8 oz.
Swiss Cheese, shredded	3 oz.
Bread Crumbs	3 oz.
Paprika	1 teaspoon
Chicken Breast, Airline, skinless	4, approx. 8 oz. each
Salt and Pepper	To taste
White Wine	3 oz.
Chicken Stock	3 oz.

Procedure
<ol style="list-style-type: none">1. Sauté onions and ½ butter until soft but not brown.2. Combine cheese, bread crumbs and paprika3. Sprinkle chicken breasts with salt and pepper <p>Remainder of procedures...</p>

Exhibit H – Management

Recipe Cost Example

NOTE: For a menu item consisting of Chicken Gruyere served with sautéed spinach, and roasted potatoes, you should include separate recipe costing sheets for the chicken, the spinach, the potatoes, and the sauce.

Management teams must complete this worksheet prior to the competition and include in both the written proposal and costing folder.

School Name	Awesome State		
Educator Name	Chef Jane Doe		
Menu Item	Chicken Gruyere		
Number of Portions	4	Portion Size	1 breast/ approx.8 oz.

Ingredient	Purchase Unit	Purchase cost	Unit cost	Amount Needed	Ingredient Cost
Butter	1 pound	\$4.59	\$0.287/oz.	2 oz.	\$0.574
Onion	3 lbs.	\$1.98	\$0.041/oz.	8 oz.	\$0.328
Swiss Cheese	1 pound	\$5.99	\$0.374/oz.	3 oz.	\$1.122
Bread Crumbs	15 oz.	\$1.75	\$0.117/oz.	3 oz.	\$0.351
Paprika	2 oz. / 12 tsp	\$1.79	\$0.895/oz.	.167 oz./1 tsp	\$0.149
Chicken Breast	1 pound	\$1.98	\$1.98/#	2 #	\$3.96
White Wine	750 ml / 25.4 oz.	\$12.00	\$0.472/oz.	3 oz.	\$1.416
Chicken Stock	1 gallon	\$6.00	\$0.047/oz.	3 oz.	\$0.141

Subtotal	\$8.041
1 % for small amounts of spices (Q Factor)	\$0.08
Total Recipe Cost	\$8.121
Portion Cost	\$2.03

Exhibit I – Management

Menu Price Example

NOTE: For a menu item consisting of Chicken Gruyere served with sautéed spinach, and roasted potatoes, you should include one (1) menu price sheet for the completed menu item.

Management teams must complete this worksheet prior to the competition and include in both the written proposal and costing folder.

School Name	Awesome State		
Educator Name	Chef Jane Doe		

Menu Category	<input type="checkbox"/> Starter	<input checked="" type="checkbox"/> Entree	<input type="checkbox"/> Dessert
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Recipe	Portion Cost
Chicken Gruyere	\$2.03
Sauteed Spinach (from additional recipe and costing sheets)	\$0.753
Roasted Potatoes (from additional recipe and costing sheets)	\$0.961
Sauce (from additional recipe and costing sheets)	\$0.354

Total Plate Portion Cost	\$4.098
Menu Price at 33% Food Cost	\$12.418
Actual Price on Menu	\$12.75

Exhibit J – Management

Marketing Tactic Clarification (CONFIRMING)

Teams must include two marketing tactics as a part of their presentation. The below categories, taken directly from the curriculum, will help identify what qualifies as a marketing tactic and what can be seen as specific examples of each tactic.

Website and social media presence are not tactics in and of themselves. For example, Sprinkles Cupcakes uses twitter for a “whisper words” promotion. Each day a “whisper word” is announced via the official Sprinkles twitter account, and the first 50 patrons to whisper the word of the day receive a free cupcake. In this example, twitter is a vehicle for the promotion. The promotion is actually sample/free product.

Advertising – Paying to present or promote an operation’s products, services, or identity.

- Newspaper
- Radio
- Magazine
- Billboard
- Metro Transit
- Digital advertisements on social media

Promotions – Incentives to entice customers to patronize an operation.

- Frequent shopper program
- Special Pricing
- Special Events
- Samples
- Contest/sweepstakes
- Signage & display materials
- Merchandising
- Carryout & door hanger menu

Public Relations – The process by which an operation interacts with the community at large.

- Hosting a charity event
- Press release
- Sponsoring a team or event

Direct Marketing – Making a concerted effort to connect directly with a certain segment of the market.

- Post Card mailing campaign
- E-mail campaign
- Deal of the Day website (Groupon, Living Social, etc.)
- Smart phone application that updates and informs customers directly
- Flyers

Exhibit K – Management

Sample Critical Thinking Scenarios (CONFIRMING)

Social Media

- A guest leaves a negative comment of your restaurant on a popular restaurant review website. How would you handle?
- Someone posts a bad comment on your restaurant's Facebook page – what should you do?

Safety & Sanitation

- While pulling out the beef for your signature ribeye, your prep cook notices that the walk-in seems a bit warm. What do you do?
- While cutting lemon wedges for iced teas, your server finds a moldy lemon halfway through the box of lemons. What should the server do?
- We see that you have a line cook position. While the line cook is carrying your signature soup, he slips in a puddle of water by the dish area. What do you do?

Customer Service

- A reservation for a party of 4 is showing up in your system as cancelled, yet they have arrived and checked in – what will you tell them?
- A guest chokes on a toothpick on their way out the door - what do you do?

Human Resources & Staffing

- One of your employees reports that he is being bullied by another employee. How would you address this? Who would you speak to first?
- A guest calls the day after dining and complains that the server added an extra \$5 to the tip the guest left. How do you address this?

Marketing

- In the coupon you printed in the newspaper, you forgot to put an expiration date. Two months later, a table presents it for redemption- what do you do?

Menu Development and Design

- You don't sell as much of the filet as you anticipated on Friday night, what will you do with the extra filets?
- A guest at your steakhouse is a vegetarian – what can you serve him/her?

Concept Knowledge

- Due to your location you serve a high volume during lunch. However, dinner tickets are down. What can you do to increase dinner volume?
- A restaurant very similar to yours opens up across the street – how do you compete?

Exhibit L– Management

Sample Management Competition Score Sheet

EVALUATION CRITERIA	POOR	FAIR	GOOD	VERY GOOD	EXCELLENT	SCORE
Concept (30 points)						
Description of Concept	1-2	3-4	5-6	7-8	9-10	
SWOT Analysis	1-2	3-4	5-6	7-8	9-10	
Presentation Skills	1	2	3	4	5	
Q & A- Depth of Knowledge	1	2	3	4	5	
Menu and Costing (35 points)						
Menu Matches Concept	1	2	3	4	5	
Description of 12 items	1	2	3	4	5	
Sample of how presented	1	2	3	4	5	
Photos	1	2	3	4	5	
Presentation Skills	1	2	3	4	5	
Q & A- Depth of Knowledge	1	2	3	4	5	
Menu Poster	1	2	3	4	5	
Marketing (40 points)						
Matches Concept	1	2	3	4	5	
ROI	1	2	3	4	5	
Tactic Budgets	1	2	3	4	5	
Samples	1	2	3	4	5	
Creativity	1	2	3	4	5	
Presentation Skills	1	2	3	4	5	
Q & A- Depth of Knowledge	1	2	3	4	5	
Marketing Poster	1	2	3	4	5	
Critical Thinking (55 points)						
Teamwork	1	2	3	4	5	
Presentation Skills	1	2	3	4	5	
Q & A- Depth of Knowledge	1	2	3	4	5	
Category 1	1-2	3-4	5-6	7-8	9-10	
Category 2	1-2	3-4	5-6	7-8	9-10	
Category 3	1-2	3-4	5-6	7-8	9-10	
Category 4	1-2	3-4	5-6	7-8	9-10	
Operations (30 points)						
Layout Selection & Floorplan	1-2	3-4	5-6	7-8	10	
Interior and décor	1	2	3	4	5	
Organizational chart	1	2	3	4	5	
Presentation Skills	1	2	3	4	5	
Q & A- Depth of Knowledge	1	2	3	4	5	
Menu and Costing (5 points)						

Recipes, Costing, Pricing	1	2	3	4	5	
DISQUALIFICATION			PENALTY			
Reason for Disqualification:			Reason for Penalty:			
_____ Team missed Orientation.			_____ Team uniform does not fit competition guidelines. 5 points.			
_____ Team missed appointed time to compete.			_____ Restaurant concept not located in ProStartville or does not match provided restaurant space scenarios. 5 points.			
_____ Team received coaching/communication while competing.			_____ Menu includes more or less than 12 menu items. 5 points.			
_____ Team used parts of a previously submitted team's work			_____ Includes food costing worksheets for more or fewer than 1 menu item. 5 points.			
_____ Team did not compete in each event segment (written, verbal, critical thinking)			_____ Includes more or less than 1 menu pricing worksheet. 5 points.			
_____ General disqualifications listed on page 5.			_____ Includes more or less than 2 marketing tactics. 5 points.			
			_____ Written proposal prepared incorrectly (not typewritten, not stapled, extra pages included). 5 points.			
			_____ All 15 written proposal copies are not identical. 5 points.			
			_____ Team includes an alcoholic beverage as one of their menu items. 5 points.			
			_____ Team uses an alcohol-related activity or promotion as one of their marketing tactics. 5 points.			
			_____ Team does not use one of the four NRAEF provided restaurant space scenarios. 5 points.			