



# National ProStart Invitational

## **2018 National ProStart Invitational®**

### **Procedures and Rules for the Culinary and Management Competitions**

Participating teams are responsible for understanding and following all the procedures and rules contained in this document; they will not be reviewed at the National 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 the appropriate state ProStart® Coordinator prior to arrival at the National ProStart Invitational.

# 2018 National ProStart Invitational Procedures and Rules

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## **Purpose**

Students participating at the National ProStart Invitational (NPSI) will demonstrate their knowledge of, passion for, and creativity in the restaurant industry through the Culinary and Management competitions. Participation reinforces the skills and knowledge learned from the ProStart program and the “Foundations of Restaurant Management and Culinary Arts” curriculum.

## **Eligibility**

### **Students**

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

### **Teams**

1. The designated ProStart Coordinator for each NRAEF-recognized ProStart state, territory or DoDEA region may certify one Culinary team and one Management team to represent the state, territory or DoDEA region at NPSI. The same team may compete in both competitions provided the ProStart Coordinator certifies the team for both competitions.
  - a. Participating states, territories, and regions must compete in both categories: Culinary and Restaurant Management.
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 compete 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 manager 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. Awards Dinner tickets are available for purchase and, if possible, should be acquired in advance since space is limited and it has historically sold out.

## **General Disqualifications**

1. Teams must attend a required Opening Ceremony at a time and place designated by the NRAEF Event Organizers. Teams must attend the orientation 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 NRAEF 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 NRAEF's attention, the matter will be investigated as the NRAEF deems appropriate. Any decision as to appropriate action due to misconduct, up to and including disqualification, is at the sole discretion of the NRAEF 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 National 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 Event Organizers 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 the National ProStart Coordinator.

## **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 NPSI 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.

## 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 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 (available prior to and after the competition only)
- Optional table risers that will raise the tables to a working height of approximately 36 inches (must be requested during online registration)
- Two Sterno Model 50108 15,000 BTU burners (or equivalent) and necessary fuel
- All presentation dishes. Teams may only use dishes and glassware provided by Event Organizers, no exceptions.

### 8. Team must provide:

- 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.

| Permitted Equipment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Prohibited Equipment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Handheld whipped cream chargers</li> <li>• Butane torch for finishing any item, sweet or savory</li> <li>• Metal, stone or other types of plates or apparatus to extend the cooking surface of the burners</li> <li>• Dry ice</li> <li>• Audio recording device to record the critique and feedback sessions</li> <li>• Additional sheet pans</li> <li>• Camping oven and/or smoker attachments for provided burner               <ul style="list-style-type: none"> <li>➤ All equipment must be used in a safe manner and not obstruct proper butane function.</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• Fueled or mechanical heat sources other than provided event burners</li> <li>• MRE heater packs</li> <li>• Electric, battery-operated or compressed gas devices</li> <li>• Plastic or Plexiglas for the purpose of covering tables</li> <li>• Cell phones, tablets, or communication devices</li> <li>• Additional speed racks or equipment exceeding the external dimensions of 2 ft width x 4 ft length x 3 ft height</li> <li>• Cutting guides i.e. cutting boards with rulers or other aids</li> </ul> |



## Menu and Recipe Presentation

1. Each team prepares five (5) softbound folders with the team's state or region 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.
  - 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 to the judges at Product Check-in. Failure to submit the folders at Product Check-in will result in a penalty.
3. 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.
  - State or region 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 expeditor. 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 white chef coats
    - 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
  - Apron, hat, and colored arm band are provided by Event Organizers

### **Competition Flow**

#### ***Day Prior to Competition:***

Product Check-in (Open check-in during allocated time)

#### ***Day of Competition:***

Report to Product Check-In (30 Minutes)

Team & Menu Introduction (5 Minutes)

Production Mise En Place (20 Minutes)

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

Skills & Organization Critique (10 minutes)

Judges' Tasting Critique (10 Minutes)

Recipe & Menu Critique (5 minutes)

Station Clean-Up (20 Minutes)

Sanitation Critique & Dismissal (5 Minutes)

1. See Exhibit G for Sample Culinary Competition Timeline.
2. 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.
3. Team members are encouraged to ask questions during Feedback to learn from the experience.
  4. Designated teacher, mentor, and state coordinator 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 (see #2, below).
  - 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. Team should have all dry storage product collected in a single container ready to be checked in.
5. Each team's food is placed in an appropriate and secure location at the competition site until the designated Report to Product Check-in time.

6. 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 the dishes at that time. Event personnel are present with the original order forms the team submitted to confirm the order. Substitutions may not be made. Dishes are issued when the team arrives for Product Check-in.
7. The previously prepared softbound folders are given to the judges at Product Check-in. Equipment and presentation menu are not turned in at this time.
8. Ingredients:

| Permitted Ingredients                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Prohibited Ingredients                                                                                                                                                                                                               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Team-prepared stocks</li> <li>• Team-prepared clarified butter</li> <li>• Pre-measured staple dry goods: flour, sugar, salt, pepper, baking powder, baking soda, cream of tartar</li> <li>• Pre-measured butter and oil</li> <li>• Pre-washed produce*</li> <li>• Dry ice</li> <li>• 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</li> </ul> | <ul style="list-style-type: none"> <li>• Pre-chopped, pre-sliced, or pre-prepared food not commercially manufactured</li> <li>• Reductions, finished sauces, and clarified broths</li> <li>• Items that risk food illness</li> </ul> |
| <p><i>*Team may also wash produce during Production Mise en Place.<br/> Note: Follow your state or school guidelines concerning alcohol in your recipes.<br/> NPSI permits the use of alcohol in culinary competition recipes.</i></p>                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                      |

9. No equipment will be checked-in during this period. Teams are to bring all of their equipment to the competition area at their assigned Report time.
10. Neither event nor hotel personnel will be available to receive any perishable items shipped to the event site, and are not responsible for any lost or damaged items.
11. Should travel delays arise, and as a result a team is unable to check-in their ingredients during the times allotted, the team will be allowed to store those items in the NPSI refrigerated storage area. The team must contact their state ProStart Coordinator, who will contact the Event Organizers to make arrangements to access the storage area.
12. 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 will be introduced to their NRAEF-assigned timer who will announce the start and end of each competition segment.
3. Team members should be prepared to carry and/or roll all their equipment and products onto the competition floor.

- 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
- Team manager may fully participate in this section

### Production Mise en Place

- 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 10' x 10' workspace.
- 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.
- During Production Mise en Place:

| Teams are allowed to:                                                                                                                                                                                                                                                                                                              | Teams are not be allowed to:                                                                                                                                                                                                                                                                                                                |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ol style="list-style-type: none"> <li>Set their station</li> <li>Obtain water and ice from kitchen</li> <li>Obtain sanitizing solution from kitchen (provided by Event Organizers)</li> <li>Measure dry and liquid ingredients</li> <li>Wash produce at the vegetable washing station located on the competition floor</li> </ol> | <ul style="list-style-type: none"> <li>Talk to any spectators, coaches, educators, or mentors</li> <li>Heat water or any liquid</li> <li>Marinate any food (all marinating must be done during 60-minute meal preparation period.)</li> <li>Perform any knife work</li> <li>Begin cooking any items</li> <li>Mix any ingredients</li> </ul> |

- Team should place the list of the four cuts selected by the team on the table next to the team's presentation menu.
- The NRAEF-assigned timer will notify the team when the Production Mise en Place segment time ends and the Meal Production segment time begins.

### Meal Production

- Final meal production and all plating must be completed in the sixty (60) minute time period provided. NRAEF-assigned timer 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.
  - 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. Used tasting spoons may be discarded in the trashcans located on the shared space of the competition floor to avoid interfering with team station.
3. Knife Skills
  - a. The team must demonstrate a minimum of four (4) of eleven (11) specified knife cuts to incorporate in their meal.
  - b. The four cuts are to be evenly distributed:
    - i. 2 person = 2 cuts per student
    - ii. 3 person = 1 cut for 2 students and 2 cuts for 1 student
    - iii. 4 person = 1 cut per student
  - c. Cuts must be demonstrated on fruits, vegetables, or herbs only.
    - i. Rondelle:  $\frac{1}{4}$ " thick disc shaped slices
    - ii. Diagonal:  $\frac{1}{4}$ " thick oval shaped slices
    - iii. Batonnet: Cut into long, thin, rectangular pieces  $\frac{1}{4}$ " x  $\frac{1}{4}$ " x 2"
    - iv. Julienne: Cut into long, thin, rectangular pieces.  $\frac{1}{8}$ " x  $\frac{1}{8}$ " x 2"
    - v. Large Dice: Cube shaped  $\frac{3}{4}$ " x  $\frac{3}{4}$ " x  $\frac{3}{4}$ "
    - vi. Medium Dice: Cube shaped  $\frac{1}{2}$ " x  $\frac{1}{2}$ " x  $\frac{1}{2}$ ".
    - vii. Small Dice: Cube shaped  $\frac{1}{4}$ " x  $\frac{1}{4}$ " x  $\frac{1}{4}$ "
    - viii. Brunoise: Very small dice.  $\frac{1}{8}$ " x  $\frac{1}{8}$ " x  $\frac{1}{8}$ "
    - ix. Paysanne: Square cut  $\frac{1}{2}$ " x  $\frac{1}{2}$ " x  $\frac{1}{8}$ "
    - x. Chiffonade: Leafy green vegetables such as spinach or basil that are stacked, rolled tightly, and then cut into long thin strips. Approximate width is  $\frac{1}{8}$ ".
    - xi. Tourne: football shape,  $\frac{3}{4}$ " diameter, 2" long, seven equal sides and flat ended
  - d. Team must complete the Knife Skills form to identify the selected cuts, ingredient used, dish to be utilized and designated team member.
  - e. Knife skills are demonstrated during the 60-minute Meal Production segment.
4. 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*).
5. 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.
6. Team returns to their station for the Work Skills/Organization and Knife Skills feedback.
7. Judges have ten (10) 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, mentor, and state coordinator may accompany the team and listen to feedback.
8. The team will proceed next to the menu and recipe judges for a five (5) minute feedback session. Only the designated teacher, mentor, and state coordinator may accompany and listen to feedback.
9. 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.
10. 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 during Station Clean-Up.
  - c. Team or team member cannot leave the floor unless released by Sanitation judge.
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 (NRAEF staff members)
2. Volunteers assigned and trained by NRAEF, to assist with the event.
3. Timekeepers, personnel designated and trained by the NRAEF, who are charged with keeping the official time for assigned teams during all segments of the competition.
4. Judges from post-secondary education and the restaurant and foodservice industry, including one lead official. Lead official does not score teams.
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                 | 4 | Safety and Sanitation              | 5 |
| Knife Skills                     | 5 | Team Presentation/Work Skills/Org. | 5 |

|                            |    |                              |   |
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| Taste and Finished Product | 12 | Menu and Recipe Presentation | 3 |
|----------------------------|----|------------------------------|---|

### **Post Competition**

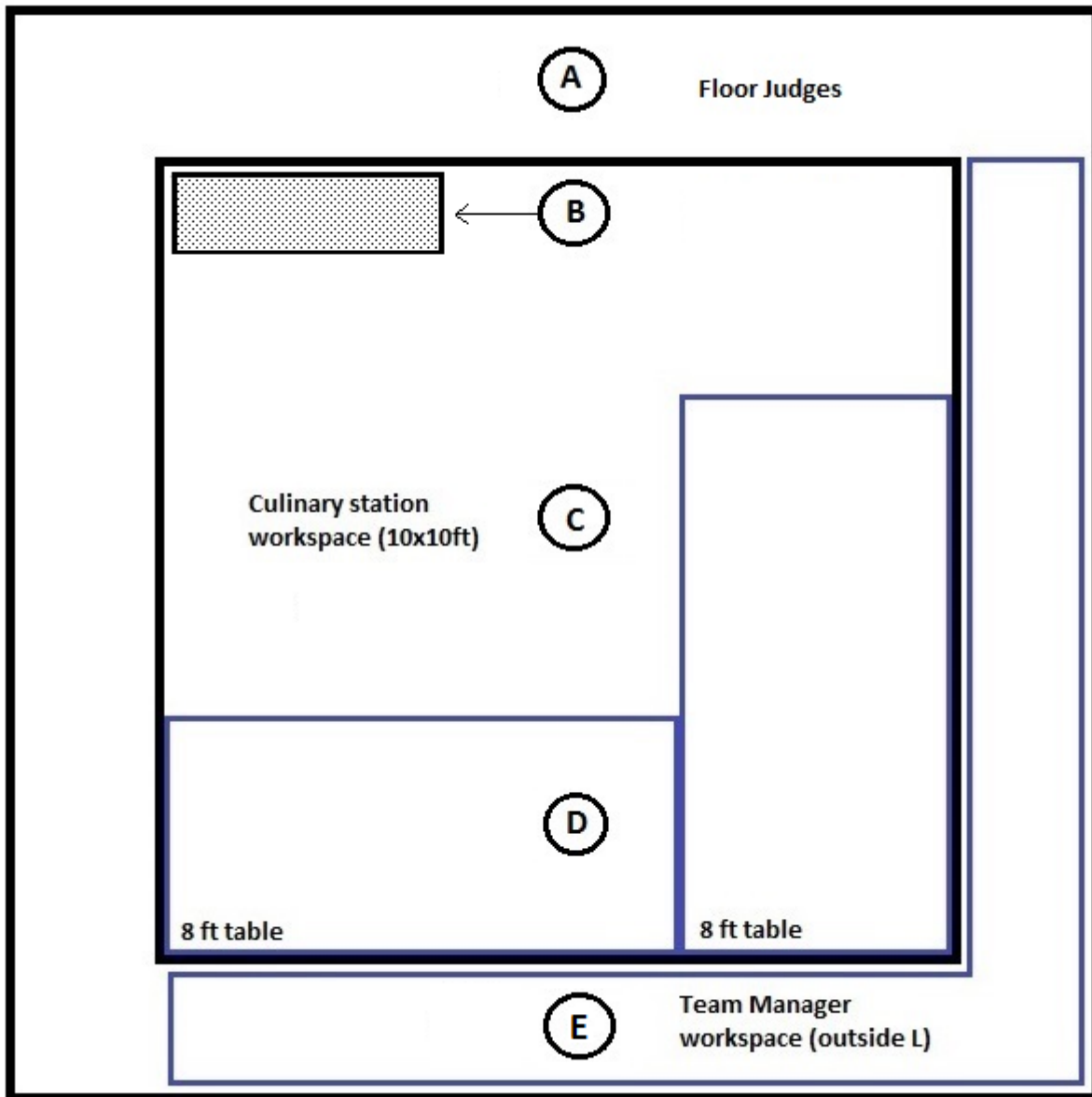
The softbound folders and framed presentation menu must be picked up by 6pm the day the team competes or the Event Organizers will dispose of unclaimed materials. Report to the registration desk with a team member's badge to claim the team folders. NRAEF will retain one copy of the folder from each team.



**Exhibit A – Culinary**

**Culinary Station Blueprint**

- A. Competition floor outside of culinary station – No team equipment should be in this area. Teams may pass through to access handwashing station. Floor judges have access to this space.
- B. Culinary station doorway - No team equipment should be in this area to leave a safe space to enter and exit the station. Approximately 2.5 ft wide.
- C. Culinary station workspace (10ft x 10ft) – Teams must keep all materials inside designated area. Teams may store equipment under and around the tables.
- D. Two 8ft tables set up in “L” formation
- E. Team Manager must stay in his/her designated space. Floor judges and the team’s timer will also 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](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](http://www.staples.com/JAM-Paper-Plastic-2-Pocket-Eco-School-Folders-with-Metal-Tang-Fastener-Clasps-Clear-6-Pack-382ECCLDD/product_2329283)

- State, Territory, or Region 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
  
- Loose Knife Skills sheet with the four chosen knife cuts available for floor judges
  
- One copy of Presentation Menu; framed

## 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.*

|                      |               |
|----------------------|---------------|
| <b>State Name</b>    | Awesome State |
| <b>Educator Name</b> | Chef Jane Doe |

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

| 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 tbsp |
| Salt and black pepper                 | TT     |

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

## 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.*

|                           |               |                     |          |
|---------------------------|---------------|---------------------|----------|
| <b>State Name</b>         | Awesome State |                     |          |
| <b>Educator Name</b>      | Chef Jane Doe |                     |          |
| <b>Menu Item</b>          | Ratatouille   |                     |          |
| <b>Number of Portions</b> | 6             | <b>Portion Size</b> | 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         |

|                                                   |         |
|---------------------------------------------------|---------|
| <b>Subtotal</b>                                   | \$7.057 |
| <b>1 % for small amounts of spices (Q Factor)</b> | \$0.071 |
| <b>Total Recipe Cost</b>                          | \$7.128 |
| <b>Portion Cost</b>                               | \$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.*

|                      |               |
|----------------------|---------------|
| <b>State Name</b>    | Awesome State |
| <b>Educator Name</b> | Chef Jane Doe |

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

| <b>Recipe</b>                                        | <b>Portion Cost</b> |
|------------------------------------------------------|---------------------|
| Ratatouille                                          | \$1.188             |
| Couscous (from additional recipe and costing sheets) | \$0.972             |
| Garnish (from additional recipe and costing sheets)  | \$0.127             |
|                                                      |                     |
|                                                      |                     |
|                                                      |                     |
|                                                      |                     |
|                                                      |                     |
|                                                      |                     |
|                                                      |                     |
|                                                      |                     |
|                                                      |                     |
|                                                      |                     |
|                                                      |                     |

|                                    |         |
|------------------------------------|---------|
| <b>Total Plate Portion Cost</b>    | \$2.287 |
| <b>Menu Price at 33% Food Cost</b> | \$6.930 |
| <b>Actual Price on Menu</b>        | \$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 during the Production Mise en Place segment.*

|                      |               |
|----------------------|---------------|
| <b>State Name</b>    | Awesome State |
| <b>Educator Name</b> | 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 Timeline

| Station | Report   | Team & Menu Introduction | Production Mise en Place | Start Cooking | Present Plates/ Skills Critique | Tasting Critique | Menu Critique | Clean Up | Sanitation Critique/ Dismissal | Out      |
|---------|----------|--------------------------|--------------------------|---------------|---------------------------------|------------------|---------------|----------|--------------------------------|----------|
| 1       | 8:00 AM  | 8:30 AM                  | 8:35 AM                  | 8:55 AM       | 9:55 AM                         | 10:05 AM         | 10:15 AM      | 10:20 AM | 10:40 AM                       | 10:45 AM |
| 2       | 8:00 AM  | 8:30 AM                  | 8:35 AM                  | 8:55 AM       | 9:55 AM                         | 10:05 AM         | 10:15 AM      | 10:20 AM | 10:40 AM                       | 10:45 AM |
| 3       | 8:20 AM  | 8:50 AM                  | 8:55 AM                  | 9:15 AM       | 10:15 AM                        | 10:25 AM         | 10:35 AM      | 10:40 AM | 11:00 AM                       | 11:05 AM |
| 4       | 8:20 AM  | 8:50 AM                  | 8:55 AM                  | 9:15 AM       | 10:15 AM                        | 10:25 AM         | 10:35 AM      | 10:40 AM | 11:00 AM                       | 11:05 AM |
| 5       | 8:40 AM  | 9:10 AM                  | 9:15 AM                  | 9:35 AM       | 10:35 AM                        | 10:45 AM         | 10:55 AM      | 11:00 AM | 11:20 AM                       | 11:25 AM |
| 6       | 8:40 AM  | 9:10 AM                  | 9:15 AM                  | 9:35 AM       | 10:35 AM                        | 10:45 AM         | 10:55 AM      | 11:00 AM | 11:20 AM                       | 11:25 AM |
| 7       | 9:00 AM  | 9:30 AM                  | 9:35 AM                  | 9:55 AM       | 10:55 AM                        | 11:05 AM         | 11:15 AM      | 11:20 AM | 11:40 AM                       | 11:45 AM |
| 8       | 9:00 AM  | 9:30 AM                  | 9:35 AM                  | 9:55 AM       | 10:55 AM                        | 11:05 AM         | 11:15 AM      | 11:20 AM | 11:40 AM                       | 11:45 AM |
| 9       | 9:20 AM  | 9:50 AM                  | 9:55 AM                  | 10:15 AM      | 11:15 AM                        | 11:25 AM         | 11:35 AM      | 11:40 AM | 12:00 PM                       | 12:05 PM |
| 10      | 9:20 AM  | 9:50 AM                  | 9:55 AM                  | 10:15 AM      | 11:15 AM                        | 11:25 AM         | 11:35 AM      | 11:40 AM | 12:00 PM                       | 12:05 PM |
| 11      | 9:40 AM  | 10:10 AM                 | 10:15 AM                 | 10:35 AM      | 11:35 AM                        | 11:45 AM         | 11:55 AM      | 12:00 PM | 12:20 PM                       | 12:25 PM |
| 12      | 9:40 AM  | 10:10 AM                 | 10:15 AM                 | 10:35 AM      | 11:35 AM                        | 11:45 AM         | 11:55 AM      | 12:00 PM | 12:20 PM                       | 12:25 PM |
| 13      | 10:00 AM | 10:30 AM                 | 10:35 AM                 | 10:55 AM      | 11:55 AM                        | 12:05 PM         | 12:15 PM      | 12:20 PM | 12:40 PM                       | 12:45 PM |
| 14      | 10:00 AM | 10:30 AM                 | 10:35 AM                 | 10:55 AM      | 11:55 AM                        | 12:05 PM         | 12:15 PM      | 12:20 PM | 12:40 PM                       | 12:45 PM |
| 15      | 10:20 AM | 10:50 AM                 | 10:55 AM                 | 11:15 AM      | 12:15 PM                        | 12:25 PM         | 12:35 PM      | 12:40 PM | 1:00 PM                        | 1:05 PM  |
| 16      | 10:20 AM | 10:50 AM                 | 10:55 AM                 | 11:15 AM      | 12:15 PM                        | 12:25 PM         | 12:35 PM      | 12:40 PM | 1:00 PM                        | 1:05 PM  |
| 17      | 11:20 AM | 11:50 AM                 | 11:55 AM                 | 12:15 PM      | 1:15 PM                         | 1:25 PM          | 1:35 PM       | 1:40 PM  | 2:00 PM                        | 2:05 PM  |
| 18      | 11:20 AM | 11:50 AM                 | 11:55 AM                 | 12:15 PM      | 1:15 PM                         | 1:25 PM          | 1:35 PM       | 1:40 PM  | 2:00 PM                        | 2:05 PM  |
| 19      | 11:40 AM | 12:10 PM                 | 12:15 PM                 | 12:35 PM      | 1:35 PM                         | 1:45 PM          | 1:55 PM       | 2:00 PM  | 2:20 PM                        | 2:25 PM  |
| 20      | 11:40 AM | 12:10 PM                 | 12:15 PM                 | 12:35 PM      | 1:35 PM                         | 1:45 PM          | 1:55 PM       | 2:00 PM  | 2:20 PM                        | 2:25 PM  |
| 21      | 12:00 PM | 12:30 PM                 | 12:35 PM                 | 12:55 PM      | 1:55 PM                         | 2:05 PM          | 2:15 PM       | 2:20 PM  | 2:40 PM                        | 2:45 PM  |
| 22      | 12:00 PM | 12:30 PM                 | 12:35 PM                 | 12:55 PM      | 1:55 PM                         | 2:05 PM          | 2:15 PM       | 2:20 PM  | 2:40 PM                        | 2:45 PM  |
| 23      | 12:20 PM | 12:50 PM                 | 12:55 PM                 | 1:15 PM       | 2:15 PM                         | 2:25 PM          | 2:35 PM       | 2:40 PM  | 3:00 PM                        | 3:05 PM  |
| 24      | 12:20 PM | 12:50 PM                 | 12:55 PM                 | 1:15 PM       | 2:15 PM                         | 2:25 PM          | 2:35 PM       | 2:40 PM  | 3:00 PM                        | 3:05 PM  |
| 25      | 12:40 PM | 1:10 PM                  | 1:15 PM                  | 1:35 PM       | 2:35 PM                         | 2:45 PM          | 2:55 PM       | 3:00 PM  | 3:20 PM                        | 3:25 PM  |
| 26      | 12:40 PM | 1:10 PM                  | 1:15 PM                  | 1:35 PM       | 2:35 PM                         | 2:45 PM          | 2:55 PM       | 3:00 PM  | 3:20 PM                        | 3:25 PM  |
| 27      | 1:00 PM  | 1:30 PM                  | 1:35 PM                  | 1:55 PM       | 2:55 PM                         | 3:05 PM          | 3:15 PM       | 3:20 PM  | 3:40 PM                        | 3:45 PM  |
| 28      | 1:00 PM  | 1:30 PM                  | 1:35 PM                  | 1:55 PM       | 2:55 PM                         | 3:05 PM          | 3:15 PM       | 3:20 PM  | 3:40 PM                        | 3:45 PM  |

## Exhibit H – Culinary

### Sample Culinary Competition Score Sheet

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



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

|                                                                                                                                                                                                                                    |     |     |     |     |      |  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-----|-----|-----|------|--|
| • Portion size                                                                                                                                                                                                                     |     |     |     |     |      |  |
| <b>Product Taste</b>                                                                                                                                                                                                               |     |     |     |     |      |  |
| <b>Product Taste - Dessert</b><br>A subjective category based on judge's expertise                                                                                                                                                 | 1-2 | 3-4 | 5-6 | 7-8 | 9-10 |  |
| <b>Finished Product</b>                                                                                                                                                                                                            |     |     |     |     |      |  |
| <b>Appearance - Dessert</b><br>Including but not limited to:<br>• Balance of color<br>• Shape<br>• Texture<br>• Portion size                                                                                                       | 1   | 2   | 3   | 4   | 5    |  |
| <b>Menu and Recipe Presentation</b>                                                                                                                                                                                                |     |     |     |     |      |  |
| <b>Presentation</b><br>Including but not limited to:<br>• Typewritten<br>• Recipe structure<br>• Menu presentation<br>• Recipe costing<br>• Menu pricing<br>• Within food cost guidelines<br>• Sources and acknowledgements listed | 1   | 2   | 3   | 4   | 5    |  |

| <b>DISQUALIFICATION</b>                                                          | <b>PENALTY</b>                                                                                                           |
|----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|
| <b>Reason for Disqualification:</b>                                              | <b>Reason for Penalty:</b>                                                                                               |
| _____ 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. Teams will have the option of using a NRAEF-provided pin if they choose not to have the ProStart logo embroidered on their shirts. The choice of embroidery or pin has no impact on scoring. Please see the NRAEF branding guidelines for questions on logo usage. 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 the lead official. 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. *See Exhibit A for the 2018 description of ProStartville.*
  - b) Students will select 1 of the 4 provided restaurant space scenarios provided in Exhibit C.
5. To allow the judges adequate time to review your proposal, an electronic draft of the team's written proposal must be submitted to [prostart@nraef.org](mailto:prostart@nraef.org) by the date specified by Event Organizers. The content of the draft will not be judged and teams may make changes to their proposal after that time, however a penalty may be issued if teams do not submit. *See Management Specific Penalties.* More details on the Written Proposal are below.

## **Written Proposal**

1. General Guidelines for the Written Proposal
  - a) Typed, 12 point, Times New Roman or Arial font, 1 inch margins
  - b) Printed on white paper, single-sided, and stapled (NOT in a folder, spiral bound, 3-ring binder, etc.)
  - c) The front cover must include only the following information: state or region, names of team members, and concept name
  - d) Sections should be separated by tabs
  - e) All 15 copies must be identical
  - f) NRAEF will retain one copy of the written proposal at the completion of the competition. This may be used by NRAEF for promotional, educational, research or other purposes. The remaining written proposals will be available for pick up in the Registration space following the completion of the competition.
2. In addition to the Written Proposal, teams must prepare one additional copy of the sample menu, the recipes, photographs, costing and menu pricing worksheets in a standard manila colored folder. The team's state or region must be listed on the front of this folder. Note: the school name should not be included.
3. Contents of the Written Proposal are detailed in the following section.

## Written Proposal Contents

1. **Restaurant Concept Description (2 pages maximum):** The following information must be included in the description:
  - a) Type of establishment
  - b) Purpose and impact
  - c) Meals served (breakfast, lunch, dinner, etc.)
  - d) Hours of operation
  - e) Type of cuisine served
  - f) Target market within the fictional city of ProStartville (defining characteristics, demographics, business/leisure, etc.)
2. **Floorplan and Selected Restaurant Space Scenario (1 page maximum):** NRAEF will provide 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*.)
3. **Interior and Décor (2 pages maximum):** Teams will prepare a description of interior and décor for their concept. This may include photos, samples of paint, etc. These should be entirely flat and printed on paper and should NOT include 3D objects affixed to the pages.
4. **SWOT Analysis (1 page maximum):** Teams will prepare a SWOT analysis for their concept.
5. **Organizational Chart (1 page maximum):** 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 *Exhibit E for sample Organizational Chart*).
6. **Menu (1 page maximum):** Teams must develop a menu to support the restaurant concept that includes exactly twelve (12) menu items. The sample menu should be representative of how this information would be communicated to customers including pricing, and should include all necessary menu item descriptions. The menu may not exceed one standard 8.5" x 11" sheet of paper. See *Exhibit F for clarification on what counts as a menu item*.
7. **Recipes:** For one (1) of the twelve (12) menu items, teams will prepare and provide recipes. Recipes should be typed and submitted on the official recipe and costing template supplied by Event Organizers Acknowledgements and sources must be listed on each recipe. Recipes must be written in a logical sequence. See *Exhibit G for a sample recipe example*.
8. **Costing:** For one (1) of the twelve (12) menu items, teams will prepare and provide costing information. Costing information should be typed and submitted on the official recipe and costing template supplied by Event Organizers.

Acknowledgements and sources must be listed on each recipe. See *Exhibit H for a recipe cost example*.

- a) Small amounts of dry spices and herbs may be priced as 1% of the total recipe cost.
  - b) Oil for frying may be priced at 2% of the total recipe cost.
9. **Menu Pricing:** Prices must also be developed for the same one menu item costed in item 8 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.
10. **Photographs (2 pages maximum):** Teams will prepare and photograph at least one, and up to four, menu items to be included in the written proposal. Photographs must be of items made by the team.
11. **Marketing Tactics (2 pages maximum per tactic, including sample):** Teams will develop two (2) marketing tactics to launch their restaurant concept. See *Exhibit E for additional information on the different tactics*. 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 3<sup>rd</sup> party agency, as a marketing tactic. Website and social media presence are not tactics in and of themselves. For the two marketing tactics, teams must submit a paper-based sample, which may not exceed one standard 8.5” x 11” sheet of paper, of the tactic.
- a) Examples of acceptable samples could include:
    - (a) Newspaper ad – mockup of ad
    - (b) Radio commercial – script
    - (c) TV commercial – storyboard
    - (d) Public relations campaign – sample press release
    - (e) Promotional giveaway items – photo or mockup of item
    - (f) Email campaign – email text and mockup of accompanying artwork
12. **Posters:** Teams will prepare two posters, no larger than 24 x 36 inches. Posters must be entirely flat and may not include any 3-dimensional objects. For example, the poster, when fully constructed, should be able to be rolled up. Event organizers will provide 2 easels, a foam board and clips for display of the posters.
- a) One poster should display the sample menu and the floorplan; the second poster should display one marketing tactic. Concept logos are permitted on the posters, but no other information should be included. See *Management Specific Penalties*.

## Competition Flow

### Day prior to competition

Check in Written Proposals and Posters

### Day of competition

Report to Assigned Booth (10 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)

### Team Check-in

1. Teams should schedule their travel so they arrive at the competition property no later than 1:00 pm on Day 1 to allow sufficient time to check-in their materials. Team check-in is first come, first served with no assigned times given.
2. Should travel delays arise, and as a result a team is unable to check-in their materials during the times specified by Event Organizers, the team must contact their state ProStart Coordinator, who will contact the NRAEF Management Competition Coordinator to make arrangements to submit materials.
3. At check-in, teams will submit the following items (*See Exhibit B for Outline and Checklist*)
  - a) Fifteen (15) copies of the written proposal
  - b) Menu and Costing information in a separate manila folder
  - c) Two (2) 24 x 36 inch posters

### Day of Competition

1. Teams will report to the Management Competition floor and their assigned booth 10 minutes before their scheduled start time. Team posters and 1 copy of the Written Proposal will be in the assigned booth at this time. Teams will have an additional 5 minutes to set up their booth. Inside the booth will be one table, and two easels, for poster display. Teams may have one copy of the written proposal and no other props. Each student 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 shake hands, 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*).

5. See *Exhibit L* for a sample Management Competition timeline.

### **Scoring**

A maximum of 195 points can be earned by a team during the Management Competition. The Concept worth is 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. In the event of 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 M* for sample Judges Sheets.

### **Management Competition 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, or was not submitted on time – 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 (NRAEF staff members)
2. Volunteers assigned and trained by NRAEF, to assist with the event.



3. Judges from post-secondary education and the restaurant and foodservice industry, including one lead official. Lead official does not score teams.
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 6pm the last day of the competition or it will be disposed of by the Event Organizers. NRAEF will retain one copy of the written proposal from each team.

## **Exhibit A – Management**

### **2018 Location Description – ProStartville, USA**

#### **Demographics:**

The geographic location of ProStartville, USA is at your discretion.

ProStartville, USA is home to a diverse group of families, students, and young professionals. Residents of ProStartville enjoy a thriving arts scene, a large university with a strong sports program, an international airport, and unique neighborhoods.

- Population – 270,000
- Median age – 33
- Families – represent 29% of the population

## 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
  
- SWOT Analysis
  
- 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
  - ROI
  - 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.

Additional information on the construction of the Written Proposal is found on page 28.

## Exhibit C – Management

### Restaurant Space Scenario Options

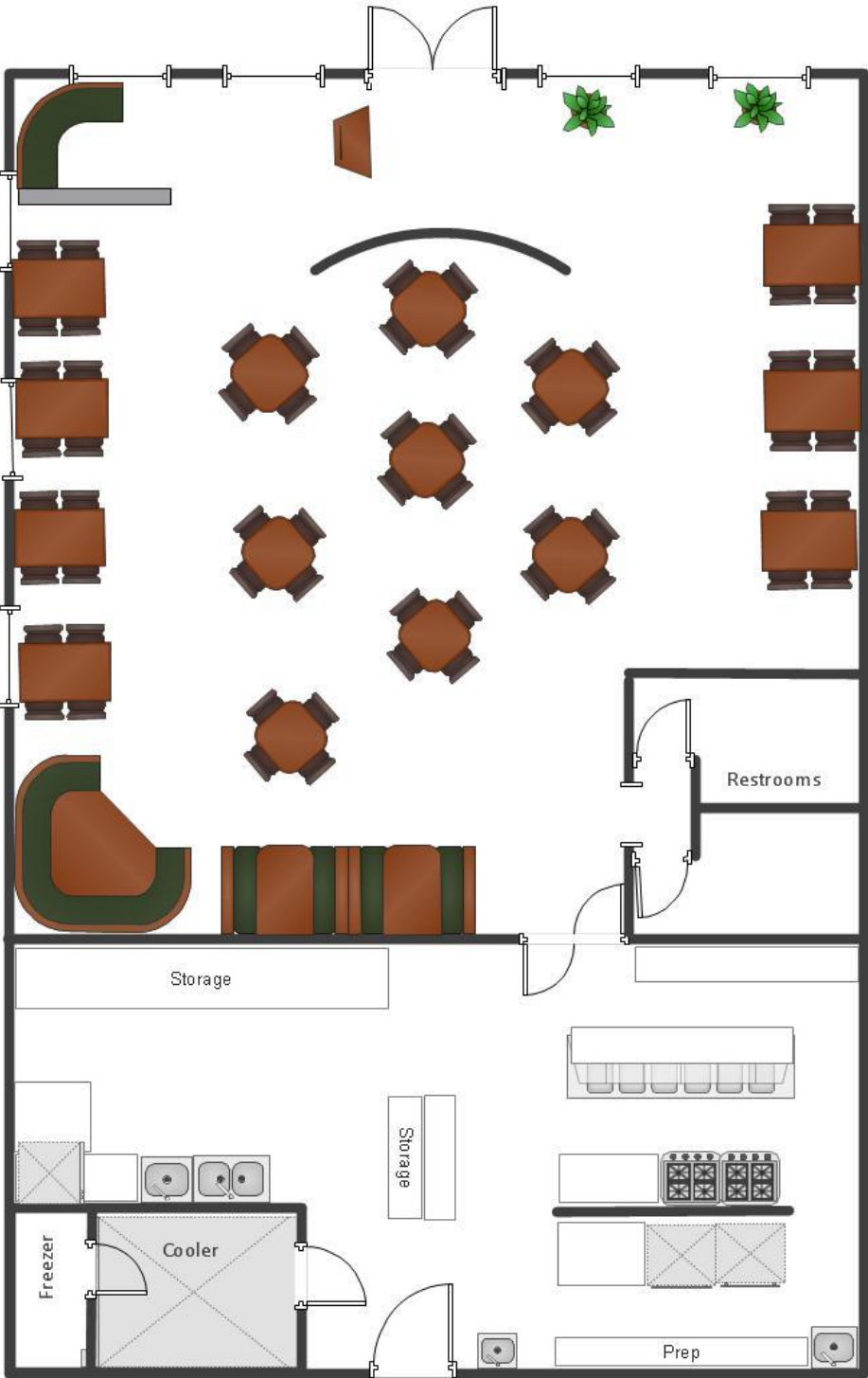
There are four scenarios available to choose from. The management team may enhance their selected scenario but the team may not change the set parameters.

*Example of prohibited change of set parameter – A team selects the freestanding option but explain that many of the offices are actually working seven days a week so it's always busy.*

- 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 International 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

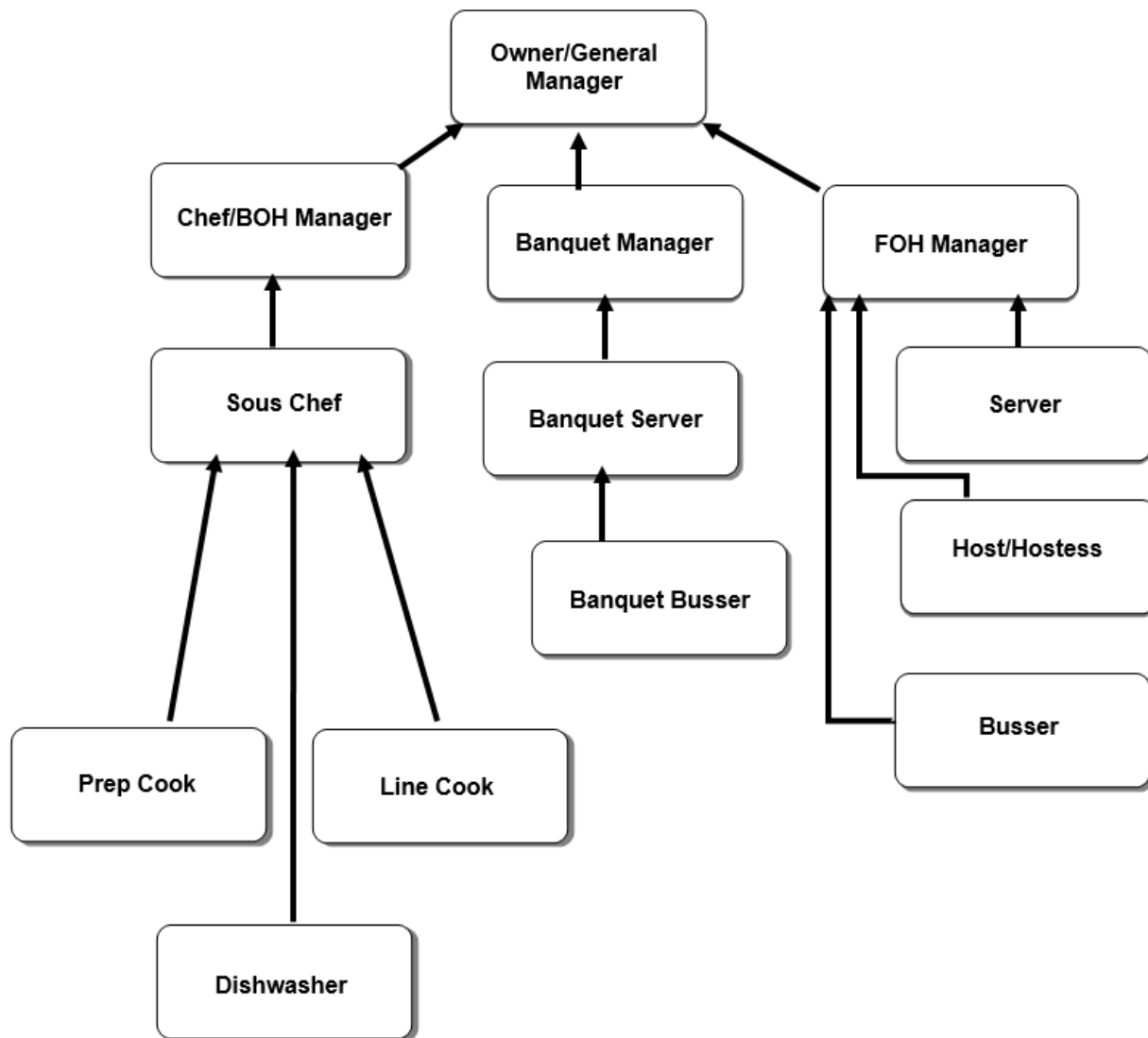
Sample Restaurant Floorplan



## 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’hote 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’hote 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<br>Choose 1 | Protein<br>Choose 1             | Toppings<br>Choose 2<br>(\$1 for additional<br>topping) <sup>5</sup> | Extras                                  |
|-----------------------|---------------------------------|----------------------------------------------------------------------|-----------------------------------------|
| Burrito               | Chicken <sup>1</sup> \$6.25     | Beans and Rice                                                       | Chips and Salsa <sup>6</sup> \$3.00     |
| Bowl                  | Steak <sup>2</sup> \$6.50       | Cheese                                                               | Guacamole <sup>7</sup> \$4.00           |
| Tacos                 | Ground Beef <sup>3</sup> \$5.95 | Salsa                                                                | Chips and Guacamole <sup>8</sup> \$6.00 |
| Salad                 | Vegetarian <sup>4</sup> \$5.75  | Sour Cream                                                           | Chips only <sup>9</sup> \$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 <sup>1</sup>  | 1.95 <sup>2</sup>  | --                 |
| Cappuccino    | 2.95 <sup>3</sup>  | 3.65 <sup>4</sup>  | 3.95 <sup>5</sup>  |
| Americano     | 2.15 <sup>6</sup>  | 2.55 <sup>7</sup>  | 2.95 <sup>8</sup>  |
| Café Latte    | 2.95 <sup>9</sup>  | 3.65 <sup>10</sup> | 3.95 <sup>11</sup> |
| Vanilla Latte | 3.45 <sup>12</sup> | 4.15 <sup>13</sup> | 4.45 <sup>14</sup> |
| Brewed Coffee | 1.95 <sup>15</sup> | 2.45 <sup>16</sup> | 2.95 <sup>17</sup> |
| Iced Coffee   | 2.15 <sup>18</sup> | 2.65 <sup>19</sup> | 3.15 <sup>20</sup> |

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

|                      |               |
|----------------------|---------------|
| <b>State Name</b>    | Awesome State |
| <b>Educator Name</b> | Chef Jane Doe |

|                           |                 |                     |                          |
|---------------------------|-----------------|---------------------|--------------------------|
| <b>Menu Item</b>          | Chicken Gruyere |                     |                          |
| <b>Number of Portions</b> | 4               | <b>Portion Size</b> | 1 breast / approx. 8 oz. |
| <b>Cooking Method(s)</b>  | Sauté, bake     |                     |                          |
| <b>Recipe Source</b>      | 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"> <li>1. Sauté onions and ½ butter until soft but not brown.</li> <li>2. Combine cheese, bread crumbs and paprika</li> <li>3. Sprinkle chicken breasts with salt and pepper</li> </ol> <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.

|                           |                 |                     |                        |
|---------------------------|-----------------|---------------------|------------------------|
| <b>State Name</b>         | Awesome State   |                     |                        |
| <b>Educator Name</b>      | Chef Jane Doe   |                     |                        |
| <b>Menu Item</b>          | Chicken Gruyere |                     |                        |
| <b>Number of Portions</b> | 4               | <b>Portion Size</b> | 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         |
|                |                   |               |             |                |                 |

|                                                   |         |
|---------------------------------------------------|---------|
| <b>Subtotal</b>                                   | \$8.041 |
| <b>1 % for small amounts of spices (Q Factor)</b> | \$0.08  |
| <b>Total Recipe Cost</b>                          | \$8.121 |
| <b>Portion Cost</b>                               | \$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.

|                      |               |  |  |
|----------------------|---------------|--|--|
| <b>State Name</b>    | Awesome State |  |  |
| <b>Educator Name</b> | Chef Jane Doe |  |  |

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

| 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      |
|                                                              |              |
|                                                              |              |
|                                                              |              |
|                                                              |              |
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|                                                              |              |
|                                                              |              |

|                                    |          |
|------------------------------------|----------|
| <b>Total Plate Portion Cost</b>    | \$4.098  |
| <b>Menu Price at 33% Food Cost</b> | \$12.418 |
| <b>Actual Price on Menu</b>        | \$12.75  |

## Exhibit J – Management

### Marketing Tactic Clarification

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**

#### 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 Timeline

*NOTE: The exact order of which category will be judged will vary for each team depending on where the judges start. The order will be announced once the competition schedule is set.*

| Team                                         | Report and Setup | Judging Rotation 1 | Judging Rotation 2 | Judging Rotation 3 | Judging Rotation 4 | Judging Rotation 5 |              | Feedback Sessions |
|----------------------------------------------|------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------|-------------------|
| <b>NOTE: Judging order will vary by team</b> |                  |                    |                    |                    |                    |                    |              |                   |
| <b>Team 1</b>                                | 8:30             | 8:35               | 8:45               | 8:55               | 9:05               | 9:15               | <b>Break</b> | 9:35              |
| <b>Team 2</b>                                | 8:30             | 8:35               | 8:45               | 8:55               | 9:05               | 9:15               |              | 9:35              |
| <b>Team 3</b>                                | 8:30             | 8:35               | 8:45               | 8:55               | 9:05               | 9:15               |              | 9:45              |
| <b>Team 4</b>                                | 8:30             | 8:35               | 8:45               | 8:55               | 9:05               | 9:15               |              | 9:45              |
| <b>Team 5</b>                                | 8:30             | 8:35               | 8:45               | 8:55               | 9:05               | 9:15               |              | 9:55              |
| <b>Break</b>                                 |                  |                    |                    |                    |                    |                    |              |                   |
| <b>Team 6</b>                                | 10:15            | 10:20              | 10:30              | 10:40              | 10:50              | 11:00              | <b>Break</b> | 11:20             |
| <b>Team 7</b>                                | 10:15            | 10:20              | 10:30              | 10:40              | 10:50              | 11:00              |              | 11:20             |
| <b>Team 8</b>                                | 10:15            | 10:20              | 10:30              | 10:40              | 10:50              | 11:00              |              | 11:30             |
| <b>Team 9</b>                                | 10:15            | 10:20              | 10:30              | 10:40              | 10:50              | 11:00              |              | 11:30             |
| <b>Team 10</b>                               | 10:15            | 10:20              | 10:30              | 10:40              | 10:50              | 11:00              |              | 11:40             |
| <b>Break</b>                                 |                  |                    |                    |                    |                    |                    |              |                   |
| <b>Team 11</b>                               | 12:25            | 12:30              | 12:40              | 12:50              | 1:00               | 1:10               | <b>Break</b> | 1:30              |
| <b>Team 12</b>                               | 12:25            | 12:30              | 12:40              | 12:50              | 1:00               | 1:10               |              | 1:30              |
| <b>Team 13</b>                               | 12:25            | 12:30              | 12:40              | 12:50              | 1:00               | 1:10               |              | 1:40              |
| <b>Team 14</b>                               | 12:25            | 12:30              | 12:40              | 12:50              | 1:00               | 1:10               |              | 1:40              |
| <b>Team 15</b>                               | 12:25            | 12:30              | 12:40              | 12:50              | 1:00               | 1:10               |              | 1:50              |
| <b>Break</b>                                 |                  |                    |                    |                    |                    |                    |              |                   |
| <b>Team 16</b>                               | 2:10             | 2:15               | 2:25               | 2:35               | 2:45               | 2:55               | <b>Break</b> | 3:15              |
| <b>Team 17</b>                               | 2:10             | 2:15               | 2:25               | 2:35               | 2:45               | 2:55               |              | 3:15              |
| <b>Team 18</b>                               | 2:10             | 2:15               | 2:25               | 2:35               | 2:45               | 2:55               |              | 3:25              |
| <b>Team 19</b>                               | 2:10             | 2:15               | 2:25               | 2:35               | 2:45               | 2:55               |              | 3:25              |
| <b>Team 20</b>                               | 2:10             | 2:15               | 2:25               | 2:35               | 2:45               | 2:55               |              | 3:35              |

## Exhibit M – Management

### Sample Management Competition Score Sheet

| EVALUATION CRITERIA                  | POOR | FAIR | GOOD | VERY GOOD | EXCELLENT | SCORE |
|--------------------------------------|------|------|------|-----------|-----------|-------|
| <b>Concept (30 points)</b>           |      |      |      |           |           |       |
| 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         |       |
| <b>Menu and Costing (35 points)</b>  |      |      |      |           |           |       |
| 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         |       |
| <b>Marketing (40 points)</b>         |      |      |      |           |           |       |
| 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         |       |
| <b>Critical Thinking (55 points)</b> |      |      |      |           |           |       |
| 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      |       |
| <b>Operations (30 points)</b>        |      |      |      |           |           |       |
| 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         |       |
| <b>Menu and Costing (5 points)</b>   |      |      |      |           |           |       |
| Recipes, Costing, Pricing            | 1    | 2    | 3    | 4         | 5         |       |

| <b>DISQUALIFICATION</b>                                                               | <b>PENALTY</b>                                                                                                         |
|---------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| <b>Reason for Disqualification:</b>                                                   | <b>Reason for Penalty:</b>                                                                                             |
| _____ 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 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 does not meet specifications, or was not submitted on time. 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.                           |