



## 2020 North Carolina 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 NC 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 state ProStart® Coordinator prior to arrival at the NC ProStart Invitational.

# 2020 NC ProStart Invitational Procedures and Rules

## Table of Contents

### **General**

Purpose.....	4
Eligibility .....	4
General Disqualifications .....	5
Final Scoring .....	5
Schedules .....	5
General Provisions.....	5

### **Culinary Competition**

Description.....	8
Scoring .....	8
Menu Planning & Preparation for Culinary Competition.....	8
Workspace and Equipment.....	9
Menu and Recipe Presentation.....	10
Role of the Optional Team Manager.....	11
Uniform.....	11
Competition Flow.....	12
Product Check-In.....	12
Report to Product Check-In.....	14
Team & Menu Introduction.....	14
Production Mise en Place .....	15
Meal Production .....	16
Station Clean-up.....	16
Penalties.....	17
Culinary Specific Disqualifications.....	17
Event Personnel .....	17
Post Competition.....	18

### **Management Competition**

Description.....	29
Scoring.....	29
Preparation for Management Competition.....	29
Role of the Optional Team Manager.....	29
Uniform.....	30
Competition Flow .....	30
Team Check-In .....	30
Day of Competition.....	32
Written Proposal .....	33
Written Proposal Contents.....	33
Penalties.....	35
Management Specific Disqualifications.....	36
Event Personnel.....	36

Post Competition.....	36
<b><u>Appendices</u></b>	
Culinary Exhibit A – Culinary Station Blueprint.....	19
Culinary Exhibit B – Deliverables Checklist.....	20
Culinary Exhibit C – Recipe Example .....	21
Culinary Exhibit D – Recipe Cost Example.....	22
Culinary Exhibit E – Menu Price Example .....	23
Culinary Exhibit F – Product Inventory Check-In List.....	24
Culinary Exhibit G – Sample Culinary Competition Timeline.....	25
Culinary Exhibit H – Sample Culinary Competition Score Sheet .....	26
Management Exhibit A – 2020 Location Description- ProStartville, USA .....	37
Management Exhibit B – Written Proposal Outline and Checklist .....	38
Management Exhibit C – Restaurant Space Scenario Options.....	40
Management Exhibit D – Sample Restaurant Floorplan .....	41
Management Exhibit E – Sample Organizational Chart .....	42
Management Exhibit F – Menu Item Clarification .....	43
Management Exhibit G – Recipe Example .....	45
Management Exhibit H – Recipe Cost Example .....	46
Management Exhibit I – Menu Price Example .....	47
Management Exhibit J – Marketing Tactic Clarification .....	48
Management Exhibit K – Sample Critical Thinking Scenarios .....	49
Management Exhibit L – Sample Management Competition Timeline .....	50
Management Exhibit M – Sample Management Competition Score Sheet .....	51

## **Purpose**

Students participating at the NC ProStart Invitational (NCPI) 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.
2. Students may participate at NCP II as a competitor for only two years, which may be non-consecutive. For the purposes of NCPI, competitors are defined as active team members (i.e. cooking or presenting) and/or team managers.
3. Students may compete on one or both of the Culinary and Management teams in any year. Competing on two teams at any one NCPI counts as one year of competition.

### *Teams*

1. 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.
2. Teams also consist of one educator and one optional restaurant/foodservice industry mentor.
3. 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. Additional team members may not be substituted in the team manager’s place or any other active team role.
4. The 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. Award brunch and ceremony tickets will be available for purchase and, if possible, should be acquired in advance since space is limited and it may sell out.

## **General Disqualifications**

1. Teams must attend a required Orientation on Thursday, February 20 at 5pm. **Teams, in their entirety, must check in by the required time on date of arrival and attend the orientation or they will receive a penalty added to their final competition score.**
2. Competing students must arrive at the appointed time to compete or they will be disqualified.
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 NCRLA and the judges. No warnings will be provided; violations result in immediate disqualification.
4. Misconduct includes any nonprescription drug use, alcohol use, unsportsmanlike conduct, 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 NCRLA's attention, the matter will be investigated as the NCRLA deems appropriate. Any decision as to appropriate action due to misconduct, up to and including disqualification, is at the sole discretion of the NCRLA 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 NC 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 NC 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.

## **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.

## **What's New for 2020**

The following provides a review of information added to the 2020 NCPI rules. Please see below.

### *Non-Competition Specific*

- Eligibility
  - a. Eligibility for students and teams has been updated to clarify the definition of competitor, definitions of team roles, and participation (pg. 4)
- General Disqualifications
  - a. Definition of misconduct has been expanded to include unsportsmanlike conduct (pg. 5)

### *Culinary*

- Menu Planning and Preparation for Culinary Competition
  - A standard for change to ensure menus are distinct and not significantly repetitive of previously submitted work has been added (pg. 8)
- Workspace and Equipment
  - Working height of 36" has been specified for provided tables (pg. 9)
  - Table risers have been removed as an option due to confirmed table height (pg. 9)
- Menu and Recipe Presentation
  - The number of softbound folders/binders requested has been increased from five (5) to eight (8) (pg. 10)
  - Examples of the softbound folder/binder have been included (pg. 10)
  - Size of color plate photographs have been clarified (pg. 11)
  - Order of materials contained in softbound folder has been specified (pg. 11)
- Uniform
  - Provision of hats, aprons, and arm bands at Product Check-In have been clarified (pg. 12)
- Competition Flow
  - Dishwashing has been clarified as an active part of the competition (pg. 12)
- Product Check-In
  - Teams are required to use the Product Check-In Inventory List to label their coolers or other containers (pg. 13)
- Report to Product Check-In
  - At report time, teams will be allowed to place equipment on and/or otherwise organize their speed rack prior to entering the competition floor (pg. 14)
- Station Clean-Up
  - The order of clean-up has been altered to clarify where dishwashing falls in the process (pg. 17)

## *Management*

- Scoring
  - Management Check-In has been added as a scored component worth five (5) points, bringing the total point value of the Management competition up to 200 (pg. 29)
- Team Check-In
  - The scoring approach to Check-In is explained (pg. 30)
- Day of Competition
  - A maximum of four (4) people are allowed to accompany teams into the Feedback Room for feedback (pg. 32)
- Management Competition Penalties
  - Competition penalties are updated to include Check-In deductions (pg. 35)

## 2020 NCPI 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. Product Check-In worth is five (5) points, Team Presentation/Work Skills/Organization is worth twenty-five (25), Safety and Sanitation is worth fifteen (15), the Starter is worth fifteen (15), the Entrée is twenty (20), the Dessert is fifteen (15), and Menu and Recipe Presentation is worth five (5).
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. Menus must be distinct and not significantly repetitive of previously submitted work. Ignoring NCRLA's guidance bringing work, or parts of work, previously submitted at NCPI, will result in immediate team disqualification onsite. To ensure compliance, the standard for change is included below:
  - a. Standard for Change
    - i. *Entrée and Starter:*
      - Protein: The protein or cooking method must change.
      - Vegetable: The vegetable or cooking method must change.
      - Starch: The starch or cooking method must change.
      - Presentation: The presentation must be visibly different from the previous years.
    - ii. *Dessert:*
      - Base (e.g. mousse/Bavarian/tart/cake, etc.): The base must change.
      - Garnish: The garnish components or processing must change (e.g. raspberry whole v. coulis).
      - Presentation: The presentation must be visibly different from the previous years.
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. A starter consisting of:
    - i. A first course: soup, salad, appetizer
    - ii. Size appropriate: 4-6 ounces total edible weight
  - b. 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
  - c. A dessert consisting of:
    - i. A little something sweet served at the end of the meal



- ii. Size appropriate: 3± ounces total edible weight
- Each meal component should be appropriate to the complete menu. Flavors across the menu should have harmony for the palate. The five characteristics considered for a plated meal will be:
  - a. **Oral:** Flavor, Texture, Temperature
  - b. **Visual:** Color, Shape
2. Teams must employ a minimum of two cooking methods from the following list: Poach, Shallow Poach, Braise, Pan Fry, Steam, and Sauté.
  - a. Additional techniques are also permitted.
  - b. Molecular gastronomy in the competition:
    - i. Use of liquid nitrogen is not allowed.
    - ii. Spherification, foams, and meat glue (transglutaminase) are allowed.
3. Teams must bring all ingredients necessary to prepare the menu they have developed. See *Product Check-In for information on permitted vs. prohibited ingredients.*
4. Educator and Mentor participation:
  - a. May assist teams in preparing for the competition.
  - b. May not develop the menu.
  - c. Expertise is limited to menu suggestions and technique advice.

## **Workspace and Equipment**

1. The workspace consists of:
  - a. 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, which must remain in use during competition.
    - ii. Tables may not be moved prior to or during competition.
    - iii. See *Exhibit A for Culinary Station Blueprint.*
  - b. Food preparation must be done within the workspace on the tables provided.
  - c. Equipment and supplies must be contained within the allotted 10’ x 10’ space unless otherwise directed by event staff.
  - d. Team members may only work on the tables from the interior of the space.
2. Event Organizers provide:
  - a. Two (2) eight-foot tables, at approximately 36 inches in height
  - b. One speed rack and four (4) full size sheet pans
  - c. Access to ice
  - d. Access to running water (available prior to and after the competition only)
  - e. Access to handwashing areas
  - f. Two Sterno Model 50108, 15,000 BTU burners (or equivalent) and necessary fuel
  - g. All presentation dishes. Teams may only use dishes and glassware provided by Event Organizers to plate and present their finished meal, no exceptions. Teams must select their dishes and glassware during the registration process.
3. Team must provide:
  - a. All necessary supplies to prepare the food they have selected, such as small utensils, cutting boards, small hand tools, cookware, gloves, and enough cloths for competition and clean-up.

<i>Permitted Equipment</i>	<i>Prohibited Equipment</i>
<ul style="list-style-type: none"> <li>• Handheld whipped cream chargers</li> <li>• Digital scales and thermometers</li> <li>• Handheld butane/propane 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>• Electronic devices which contain no communication abilities (e.g. basic calculator or timer)</li> <li>• Additional sheet pans</li> <li>• Camping oven and/or smoker attachments for provided burner</li> </ul> <p><b>All equipment must be used in a safe manner and not obstruct proper butane function.</b></p>	<ul style="list-style-type: none"> <li>• Fueled or mechanical heat sources other than provided event burners or handheld torch for finishing</li> <li>• MRE heater packs</li> <li>• Electric, battery-operated or compressed air/gas devices (exceptions: handheld whipped cream chargers, digital scales, digital thermometers)</li> <li>• Plastic or Plexiglas for the purpose of covering tables</li> <li>• Cell phones, tablets, smart watches, or other 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 (8) softbound folders with the team’s assigned number on the front.
  - a. **Do not use plastic pockets to hold submitted pages of recipes, as this impedes judges’ ability to provide feedback.**
  - b. Examples of folder:
    - i. [https://www.staples.com/Avery-Flexible-5-Inch-Round-3-Ring-View-Binder-Blue-17670/product\\_614315](https://www.staples.com/Avery-Flexible-5-Inch-Round-3-Ring-View-Binder-Blue-17670/product_614315)
    - ii. [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)
  - c. See Exhibit B for Deliverables Checklist.
2. 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 in MLA formatting. 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.
    - i. Small amounts of common dry spices and herbs may be priced at 1% of the total recipe cost.
    - ii. 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.
    - i. Each course on the presentation menu is priced separately.
    - ii. Menu price on the presentation menu may be rounded up after applying the 33% food cost percentage for a more realistic menu price.

- iii. Final calculation before rounding must be indicated on costing template.
  - iv. 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 of each plate on an 8½ x 11 sheet of paper – one photo per page. Final plates presented to the judges are compared to the photos provided.
  - e. Menu with prices: a simple, typed menu with menu prices printed on an 8½ x 11 sheet of paper.
  - f. Please place all materials together by course. E.g. recipe, recipe costing, menu pricing, and color photograph of the starter would be placed together, followed by all materials for the entrée, etc.
3. Folders are submitted to the judges at Product Check-In. Failure to submit the folders at Product Check-In will result in a penalty. *See Culinary Competition Penalties.*
  4. Each participating team also provides one (1) copy of a framed presentation menu:
    - a. Presentation menu is kept with team equipment and not turned in with folders.
    - b. Must include descriptions and final menu prices for each course.
    - c. Team's assigned number must be clearly identified on presentation menu. Do not identify your menu with school name.
    - d. Must be displayed on the team's table during competition and then moved to the display area with the team's display plates.
    - e. No other additions to the display are allowed.

### **Role of the Optional Team Manager**

1. 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.
  - a. If a team member cannot participate or continue, the team manager, with judge's approval, may replace that team member.
  - b. 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.
  - c. 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.
2. Take note of rules specific to the team manager in each competition category.
3. 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.
4. 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.
5. The team manager is an optional position; there are no additional provisions for teams without a team manager.

### **Uniform**

1. Teams must present a uniform appearance from report time through dishwashing.
2. Appropriate apparel required consisting of:
  - a. White chef coats
    - i. Coats may have long,¾-length, or short sleeves but must be consistent among the team members.

- ii. Accent colors are permitted provided the chef coat remains white
  - b. Checkered or black pants
  - c. Nonporous, closed toe, non-slip, hard sole black shoes
  - d. Team manager will wear a colored arm band indicating his/her role
  - e. Apron and proper hair restraints are required
3. Teams may not have any logos or other distinguishing identifiers on their uniform. Teams may choose to have the ProStart logo on their uniform but this is the only approved logo to use.
  4. Aprons, hats, and team manager's colored arm band will be provided by Event Organizers at Product Check-In. These items are not required to be worn before or during Product Check-In, as teams will not have access to them prior to presenting at Product Check-In. Teams should add these uniform items from competition report time through dishwashing.
  5. Failure to be fully uniformed or in appropriate uniform components from Product Check-In through dismissal to dishwashing will result in a penalty. *See Culinary Competition Penalties.*

### Competition Flow

#### *Day of Competition:*

Report to compete	(5 minutes)
Product Check-In	(15 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	(15 Minutes)
Sanitation Critique & Dismissal	(5 Minutes)
Dishwashing	(Untimed)

1. *See Exhibit G for Sample Culinary Competition Timeline.*
2. Feedback occurs:
  - a. On the competition floor for the Product Check-In, Work Skills/Organization, and Sanitation segments.
  - b. 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. Teachers and mentors **MAY NOT** ask questions during Feedback.
4. Designated teacher, mentor, and state coordinator are allowed to be present to observe only during the **Tasting & Menu** critique sessions.
  - a. *Communication with the team by educator and mentor is still prohibited.*
  - b. **Teacher and Mentors are only allowed in Tasting & Menu critique and are NOT allowed on the competition floor for the other feedback sessions.**

### 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:
  - a. Proper shipping and receiving procedures.

- i. 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. Inventory list must be submitted on the official Inventory template. *See Exhibit F for Inventory List example.*
      - ii. All ingredients must be brought to Product Check-In.
      - iii. Proper temperature of ingredients must be maintained.
      - iv. 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.*
    - b. Proper packaging.
      - i. 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.
    - c. Uniform and personal hygiene, including proper hand washing
      - i. Hand washing will be available in the Product Check-In area.
2. Team will be introduced to their NCRLA-assigned timer who will announce the start and end of each competition segment.
  3. Teams will be allowed to place equipment on and/or otherwise organize their speed rack during their report time prior to entering the competition floor.
  4. Team members should be prepared to carry and/or roll all their equipment and products onto the competition floor. Teams will receive their speed rack at Product Check In and may choose to transfer equipment or ingredients onto the speed rack for transporting to the competition space.
  5. The team manager may assist in transporting the equipment and food products to the team's station, but may not assist in organizing, unpacking, or set-up.
  6. 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.
    - a. Judging and scoring is based on the initial check-in by the team.
    - b. Teams will lose points if their entire product list does not meet the established criteria at the original check-in.
    - c. 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.
  7. During Product Check-In, teams 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. If the team believes there are discrepancies between what was ordered and what is issued, please contact the lead judge or ProStart coordinator.
  8. The previously prepared softbound folders are given to the judges at Product Check-In.

## 9. 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, dry spices and dry herbs</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 and must be presented at check-in in the original packaging.</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.            Note: Follow your state or school guidelines concerning alcohol in your recipes. NCPI permits the use of alcohol in culinary competition recipes.</i></p>	

10. Product Check-In Feedback will occur immediately following each team's check-in.

### Team & Menu Introduction

Each participating team has five (5) minutes to verbally present its menu to judges. The team manager may fully participate in this section. During this time, students can anticipate:

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

### Production Mise en Place

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

Teams are allowed to:	Teams are not allowed to:
<ul style="list-style-type: none"><li>• Set their station</li><li>• Obtain water and ice from designated areas on the competition floor</li><li>• Create sanitizing and cleaning solution buckets</li><li>• Measure dry and liquid ingredients</li><li>• Wash produce at the vegetable washing station</li></ul>	<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 the 60-minute meal preparation period.)</li><li>• Perform any knife work</li><li>• Begin cooking any items</li><li>• Mix any ingredients</li></ul>

4. The NCRLA-assigned timer will notify the team when the Production Mise en Place segment time ends and the Meal Production segment time begins.

## Meal Production

1. Final meal production and all plating must be completed in the sixty (60) minute time period provided. NCRLA-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.
  - a. Teams may bring a manual or battery-operated timer; however, Event Organizers will keep and display the official time.
2. The team manager must stay on the outside of the “L” of the tables, and may not touch any equipment, products, or any other item on the table or production area. *See Exhibit A.*
  - 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, disposable tasting spoons may be discarded in the trashcans located on the shared space of the competition floor to avoid interfering with team station.
3. A team is considered done cooking when each requirement is met:
  - a. The food is plated.
  - b. The dishes are on the service trays.
  - c. All team members have stepped away from the trays and raised their hands to signal they are finished.
    - i. Teams may present plates to judges up to three minutes before the 60-minute cooking time has completed. *See Culinary Competition Penalties.*
4. After a team completes their two (2) identical meals, the team will determine which meal will be evaluated by tasting judges and which will be for display.
  - a. Team members transport both service trays and their presentation menu to the judges’ table and leave immediately. Teams leave BOTH completed meals in the judging area at this time. 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. If the second meal is not presented, the team will be disqualified. *See Culinary Competition Penalties and Disqualifications.*
5. Team returns to their station for the Work Skills/Organization and Proper Knife Usage feedback.
6. Judges have ten (10) minutes to evaluate the finished 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. The team will remain in the Judges’ area for a five (5) minute feedback session with the Menu and Costing Judges. Only the designated teacher, mentor, and state coordinator may accompany and listen to feedback.
7. 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.***
8. Team returns to their station to begin Station Clean-up.

## Station Clean-Up

1. Team has fifteen (15) 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 and accompanied by their assigned timer.
2. Team receives the Sanitation feedback and is released for dishwashing.
3. Once off the competition floor, the team has officially completed the competition and may communicate freely.
4. Teams may collect supplies to be washed and will remove all their equipment off the competition floor. Team members will be escorted to the appropriate area of the competition venue for dishwashing. Dishwashing is optional and not required. The NCRLA timer is finished with each team after they leave the competition floor.

### **Culinary Competition Penalties**

The following are fixed deductions.

1. The team is not dressed in uniform or has logos and other distinguishing information on uniform – 5 pts
2. Station left in unsanitary manner – 3 pts
3. Finishing late – ¼ pt to 10 pts
  - a. ¼ point is deducted per 15 seconds
  - b. After 10 minutes, team is disqualified
4. Starting early – 1pt to 10 pts
  - a. 1 point is deducted per minute
  - b. After 10 minutes, team is disqualified
5. Use of disallowed pre-prepared ingredients – 5 pts
6. Two meals not identical – 2 pts
7. Use of unauthorized dishes/glassware – 5 pts
8. Failure to submit recipes at product check-in – 2 pts
9. Menu does not meet specifications, or was not submitted on time – 5 pts
10. Replacement product did not meet requirements – 2 pts
11. Alternate touches or handles any equipment or food when not allowed – 5 pts

### **Culinary Specific Disqualifications**

1. Team submitted work, or parts of work, that was previously submitted.
2. Team did not produce two (2) complete meals.
3. Team starts more than 10 minutes early, or finishes Meal Preparation more than 10 minutes late.
4. Violation of the General Disqualifications on page 5.

### **Event Personnel**

1. Event Organizers: NCRLA staff members
2. Volunteers: Assigned and trained by NCRLA to assist with the event
3. Timekeepers: Personnel designated and trained by the NCRLA, who are charged with keeping the official time for assigned teams during all segments of the competition.
4. Judges: Sourced from post-secondary education and the restaurant and foodservice industry. Lead officials do not score teams but may verify assessed penalties as necessary.

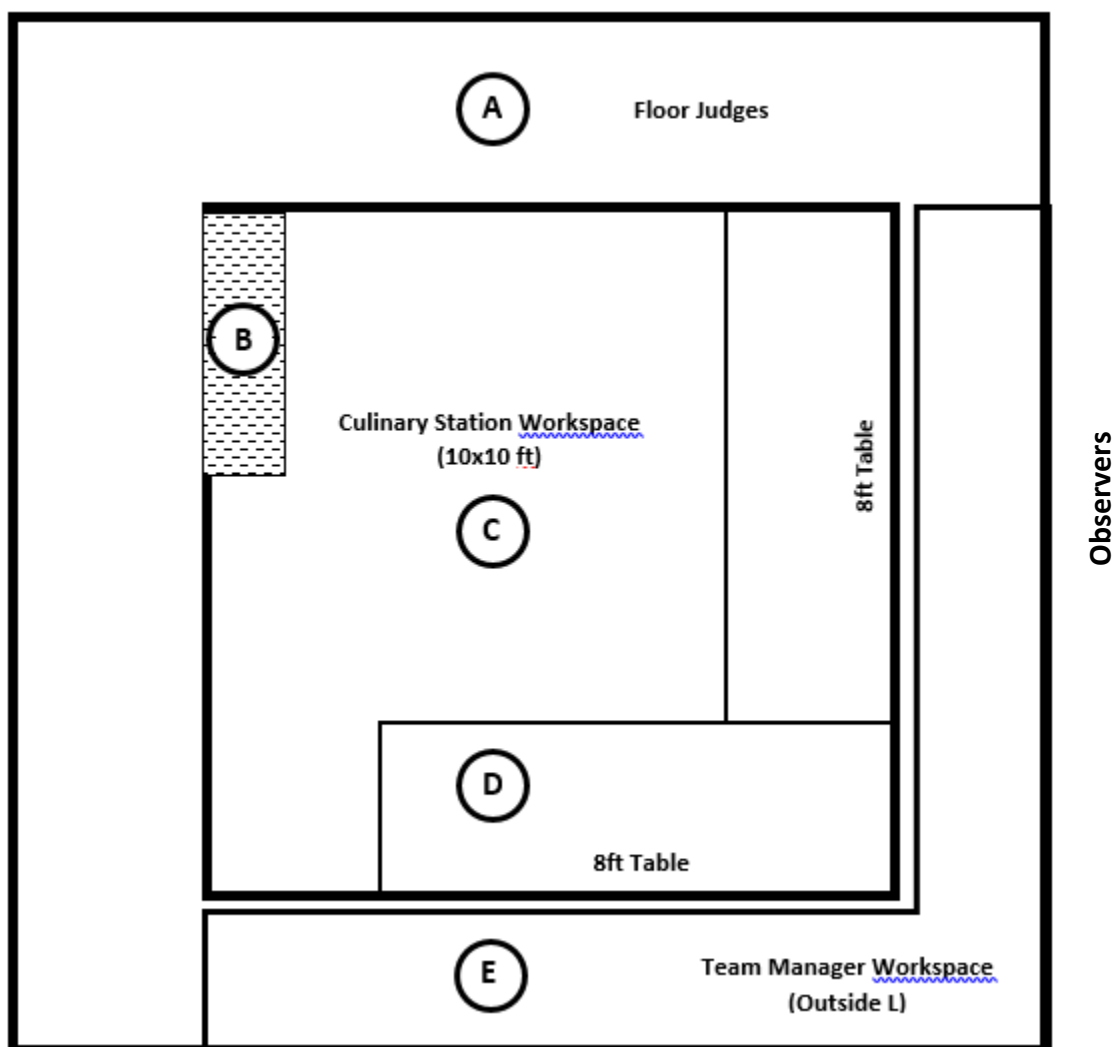
- a. All judges will be consistent from team to team (i.e. judges scoring team presentation/work skills will be responsible for that category across all competitors). See *Exhibit H* for sample *Culinary Competition Rating Sheet*.

### **Post Competition**

The softbound folders and framed presentation menu must be picked up by 6pm on the day of competition in an area designated by NCRLA staff. NCRLA will retain one copy of the folder from each team.

## Exhibit A – Culinary

### Culinary Station Blueprint



- A. Competition floor outside of culinary station.
  - a. No team equipment should be in this area. Teams may access this area to use handwashing station. Floor judges have access to this space.
- B. Culinary station doorway
  - a. 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)
  - a. 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
  - a. Teams may not move or otherwise rearrange or readjust tables.
- E. Team Manager must stay in his/her designated space. Floor judges and the team’s timer will also have access to this space.

*Note: This is a sample layout. The locations of tables, doorways, observer spaces, etc. are subject to change; however, general configuration will remain consistent. Image not to scale.*

## Exhibit B – Culinary

### Deliverables Checklist Present at Product Check-In

Five folders, each containing

Example 1: [https://www.staples.com/Avery-Flexible-5-Inch-Round-3-Ring-View-Binder-Blue-17670/product\\_614315](https://www.staples.com/Avery-Flexible-5-Inch-Round-3-Ring-View-Binder-Blue-17670/product_614315)

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)

- Assigned Team number on the front cover-no school name or other identifiers
- Menu with Prices - Simple typed menu 8½ x 11
- Plate Photographs - A separate color photograph for each course printed on 8½” 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
- One copy of framed Presentation Menu

## 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>Team Number</b>	Team 4
--------------------	--------

<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 (MLA)</b>	Lagasse, Emeril. "Ratatouille." <i>Food Network</i> , <a href="http://www.foodnetwork.com/recipes/emiril-lagasse/ratatouille-recipe0.html">http://www.foodnetwork.com/recipes/emiril-lagasse/ratatouille-recipe0.html</a> . Accessed 30 September 2016.		

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. Once hot, add the yellow onions and garlic to the pan. Cook the onions, stirring occasionally, until they are wilted and lightly caramelized, about 5 to 7 minutes.</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>Team Number</b>	Team 4		
<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>Team Number</b>	Team 4
--------------------	--------

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

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

<b>Total Plate Portion Cost</b>	\$2.287
<b>Menu Price at 33% Food Cost</b>	\$6.930
<b>Actual Price on Menu</b>	\$7.50

**Exhibit F – Culinary**

**Product Check-In Inventory List**

*Product Check-In Inventory Lists must be completed and contain the inventory list of every item, IN ALPHABETICAL ORDER contained in each cooler or other container holding food items. Inventory forms must be attached to the inside and outside of the cooler and/or container. The list must be attached in a plastic sleeve.*

<b>State Name</b>	
<b>Educator Name</b>	

<b>Container Purpose</b>	Circle one:    Refrigerator	Dry Storage
<b>Number of Items in Container/Cooler</b>		

Inventory List	
Item	Confirmed <i>(This column for judge use only)</i>



## Exhibit G – Culinary

### Sample Culinary Competition Timeline

	Report to Compete	Product Check In	Team & Menu Intro	Production Mise en	Start Cooking	Present Plates/Skills	Tasting Critique	Menu Critique	Clean Up	Sanitation Critique/	Out
Team 1	7:55 AM	8:00 AM	8:15 AM	8:20 AM	8:40 AM	9:40 AM	9:50 AM	10:00 AM	10:05 AM	10:20 AM	10:25 AM
Team 2	8:15 AM	8:20 AM	8:35 AM	8:40 AM	9:00 AM	10:00 AM	10:10 AM	10:20 AM	10:25 AM	10:40 AM	10:45 AM
Team 3	8:35 AM	8:40 AM	8:55 AM	9:00 AM	9:20 AM	10:20 AM	10:30 AM	10:40 AM	10:45 AM	11:00 AM	11:05 AM
Team 4	8:55 AM	9:00 AM	9:15 AM	9:20 AM	9:40 AM	10:40 AM	10:50 AM	11:00 AM	11:05 AM	11:20 AM	11:25 AM
Team 5	9:15 AM	9:20 AM	9:35 AM	9:40 AM	10:00 AM	11:00 AM	11:10 AM	11:20 AM	11:25 AM	11:40 AM	11:45 AM
Team 6	9:35 AM	9:40 AM	9:55 AM	10:00 AM	10:20 AM	11:20 AM	11:30 AM	11:40 AM	11:45 AM	12:00 PM	12:05 PM
Team 7	10:25 AM	10:30 AM	10:45 AM	10:50 AM	11:10 AM	12:10 PM	12:20 PM	12:30 PM	12:35 PM	12:50 PM	12:55 PM
Team 8	10:45 AM	10:50 AM	11:05 AM	11:10 AM	11:30 AM	12:30 PM	12:40 PM	12:50 PM	12:55 PM	1:10 PM	1:15 PM
Team 9	11:05 AM	11:10 AM	11:25 AM	11:30 AM	11:50 AM	12:50 PM	1:00 PM	1:10 PM	1:15 PM	1:30 PM	1:35 PM
Team 10	11:25 AM	11:30 AM	11:45 AM	11:50 AM	12:10 PM	1:10 PM	1:20 PM	1:30 PM	1:35 PM	1:50 PM	1:55 PM
Team 11	11:45 AM	11:50 AM	12:05 PM	12:10 PM	12:30 PM	1:30 PM	1:40 PM	1:50 PM	1:55 PM	2:10 PM	2:15 PM
Team 12	12:05 PM	12:10 PM	12:25 PM	12:30 PM	12:50 PM	1:50 PM	2:00 PM	2:10 PM	2:15 PM	2:30 PM	2:35 PM
Team 13	12:55 PM	1:00 PM	1:15 PM	1:20 PM	1:40 PM	2:40 PM	2:50 PM	3:00 PM	3:05 PM	3:20 PM	3:25 PM
Team 14	1:15 PM	1:20 PM	1:35 PM	1:40 PM	2:00 PM	3:00 PM	3:10 PM	3:20 PM	3:25 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> 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> Including but not limited to: <ul style="list-style-type: none"> <li>• White chef coats</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> 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> 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>Proper Knife Usage</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> 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	

EVALUATION CRITERIA	POOR	FAIR	GOOD	VERY GOOD	EXCELLENT	SCORE
<b>Safety and Sanitation</b>						
<b>Follows Safety and Sanitation Procedures</b> 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> 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> 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> 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> 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> 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> 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 - Dessert</b> A subjective category based on judge's expertise	1-2	3-4	5-6	7-8	9-10	

EVALUATION CRITERIA	POOR	FAIR	GOOD	VERY GOOD	EXCELLENT	SCORE
<b>Finished Product</b>						
<b>Appearance - Dessert</b> 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>Menu and Recipe Presentation</b>						
<b>Presentation</b> Including but not limited to: <ul style="list-style-type: none"> <li>• Typewritten</li> <li>• Recipe structure</li> <li>• Menu presentation</li> <li>• Recipe costing</li> <li>• Menu pricing</li> <li>• Within food cost guidelines</li> <li>• Sources and acknowledgements listed</li> </ul>	1	2	3	4	5	

<b>DISQUALIFICATION</b>
<b>Reason for Disqualification:</b>
_____ Team received coaching during the event.
_____ Team used an electric/battery operated device or additional butane burner.
_____ Team did not produce two (2) complete meals.
_____ Team started Meal Production more than 10 minutes early.
_____ Team completed Meal Production more than 10 minutes late.
_____ Team did not arrive at proper time.
_____ Team did not compete in each segment.
_____ General disqualifications listed on page 5.
<b>PENALTY</b>
<b>Reason for Penalty:</b>
_____ Team did not leave station in a sanitary manner. 3 points.
_____ Team begins any competition segment before their assigned start time. 1/4 point per 15 seconds up to 10 minutes.
_____ Team did not complete within allotted time. 1/4 point per 15 seconds up to 10 minutes.
_____ Team started early. 1 point/min. up to 10 minutes.
_____ Team used prohibited pre-prepared ingredient. 5 points.
_____ Team produced two meals, but not identical. 2 points.
_____ Team used dishes/glassware other than those provided by Event Organizers. 5 points.
_____ 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 manager handled equipment or food during competition. 5 points
_____ Team was not dressed in uniform or had logos and other distinguishing information on uniform other than ProStart logo. 5 points
_____ Team missed orientation meeting on Thursday, March 7. 10 points

## 2020 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.

### Scoring

A maximum of 200 points can be earned by a team during the Management Competition. Management Check-In is worth five (5) points, the Concept worth is thirty (30) points, the Menu and Costing is worth thirty-five (35) points, the Marketing is worth forty (40), the Operations is worth thirty (30), Critical Thinking is worth fifty-five (55), and Menu and Recipe Costing is worth five (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. If a team has scores from multiple rounds of judging in a single segment, the scores will be averaged (e.g. two rounds of critical thinking). *See Exhibit M for sample Judges Sheets.*

### 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 of previously submitted work. Submitting 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. Exhibit A contains city's description including demographics and local points of interest.
  - b. Students will select 1 of the 4 provided restaurant space scenarios provided in Exhibit C.

### Role of the Optional Team Manager

1. The team manager is an important asset to the team, and also serves as the alternate.
  - a. The team manager will not be permitted on the competition floor, and must stay in the designated team manager seating area.

- b. The team manager may be introduced and shake hands at the end of the feedback session.
  - c. The team manager may not communicate with the other team members, their educator, or observers to collaborate on answers during the competition period.
2. In the event a team member is unable to compete, the team should notify the lead official. Only with approval from the lead official, may the team manager permanently replace that team member.
3. 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.
4. The replaced member should leave the competition area. At the discretion of the educator, replaced members may leave the event or may stay and watch as an observer.

### Uniform

Each team is required to dress in uniform during all portions of the competition. This includes feedback session in addition to the competition segments. The uniform should consist of: solid color,  $\frac{3}{4}$  sleeve or long sleeve, collared dress shirts, dress pants or skirts and professional footwear suitable for a business meeting, with heel height no more than 3 inches. Neckwear of any sort (e.g. necktie, bowtie, bolo tie, bandana, etc.) should not be worn.

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. The team's uniform should reflect a professional event. No logos or distinguishing identifiers should be added to the team's uniform. Teams may choose to use the ProStart logo on their uniforms as this is the only approved logo but it is not required and will not affect the team score.

### Competition Flow

#### Day prior to competition

Check in written proposals, menu/costing manila folder and posters at registration

#### Day of competition

Report to Assigned Booth & Set Up (5 minutes)

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

Feedback (15 minutes)

### Team Check-In

1. Teams should schedule their travel so they arrive at the competition with adequate time to turn in written proposals and posters at registration. **All team members are required to attend the mandatory team orientation on Thursday, Feb. 20 or will be penalized.**
2. At check-in, teams will report in uniform to 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 poster

2. Any team that arrives to check-in with incomplete items has until the end of the check-in time on Day 1 to resubmit completed items. Judges will not provide feedback on content at this time, and will only notify teams of completion status.
  - a. Judging and scoring is based on the initial check-in by the team.
  - b. Teams will lose points if their submission does not meet the established criteria at the initial check-in.
  - c. The team will be assessed an additional penalty for each failed submission. Completed items that do not meet requirements by close of check-in time will be assessed a penalty.
  - d. Items not submitted by close of check-in time will not be accepted at a later time.

## Day of Competition

1. Teams will report to the Management Competition floor and their assigned booth five (5) minutes before their scheduled start time. Teams should retrieve their posters and set up the booth space prior to the beginning of the competition segments. Teams will have five (5) minutes to set up their booth. Inside the booth will be one table, and two easels, for poster display. Teams may bring and have one (1) additional 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. *Note: Teams should not enter their booth until told to do so by Event staff.*
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. There may be more than one round of judging per segment. Scores from multiple rounds will be averaged (e.g. two rounds of critical thinking).
3. Teams may not shake hands, distribute materials to judges or use additional materials (e.g. 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 (4) of the following seven (7) 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. The entire team (including the team manager) will report to the Feedback Room at the designated time for a ten (10) minute feedback session. A maximum of four people comprised of designated teacher(s), mentor(s), and state coordinator(s) are allowed to be present to observe only during the Feedback sessions.
  - a. *Any communication with the team by outside parties, including teacher(s), mentor(s), state coordinator(s) or other observers is prohibited during this time.*
6. See *Exhibit L* for a sample Management Competition timeline.



## Written Proposal

1. Teams should utilize *Foundations of Restaurant Management and Culinary Arts* Levels 1 and 2 when crafting their written proposals. Definitions, explanations, and examples of complex topics are included throughout the curriculum and can provide sufficient background knowledge for teams to develop unique and creative concepts. Additional research and use of outside resources is also encouraged.
2. 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. The written proposals will be assembled and submitted in identical folders.
  - c. The front cover must include only the following information: concept name and assigned team number. Style and font of the cover page should match the concept.
  - d. Sections should be stapled together properly as identified in Exhibit B in this document.
  - e. All 15 copies must be identical. *Note: large printing companies (e.g. Staples, Office Depot, FedEx, etc.) may offer educational printing discounts.*
  - f. NCRLA will retain one copy of the written proposal at the completion of the competition. This may be used by NCRLA for promotional, educational, research or other purposes. The remaining written proposals will be available for pick up following the completion of the competition in a space designated by event organizers.
3. 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 concept and assigned number must be listed on the front of this folder.
4. 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):** NCRLA 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. Charts should not be hand-drawn; many programs and websites offer free templates. (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 templates can be found in Exhibits G & H. Acknowledgements and sources must be listed on each recipe. Recipes must be written in a logical sequence. See *Exhibit G for a sample recipe.*
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 on the official recipe and costing templates can be found in Exhibits G & H. Acknowledgements and sources must be listed on each recipe in MLA formatting. 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, and should not be stock photo, clipart, or other published images.**
11. **Marketing Tactics (2 pages maximum per tactic, including sample):** Teams will develop two (2) marketing tactics to launch their restaurant concept. See *Exhibit J 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, and the estimate return on investment (ROI). 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. 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 or mail campaign – email text and mockup of accompanying artwork
12. **Posters:** Teams will prepare two posters, 24 x 36 inches in size. Posters must be entirely flat and may not include any 3-dimensional objects. The poster, when fully constructed, should be able to be rolled up. Event organizers will provide all required display materials (e.g. easels, foam board, thumbtacks, clips, etc.)
- 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 Competition Penalties.*

### **Management Competition Penalties**

The following are fixed deductions.

1. The team is not dressed in uniform or had logos and/or distinguishing identifiers on the uniform – 5 points
2. Team did not successfully submit all items at check-in, items submitted did not meet specifications, or did not check in on time – 5 points
3. Restaurant concept is not located in ProStartville or does not match one of the provided restaurant space scenarios – 5 points
4. Team submits more or fewer than 12 menu items – 5 points
5. Team includes an alcoholic beverage or uses alcohol related ingredients in one of their menu items – 5 points
6. Team submits recipes for more or fewer than 1 menu item – 5 points
7. Team submits food costing worksheets for more or fewer than 1 menu item – 5 points
8. Team submits more or fewer than 1 menu pricing worksheet – 5 points
9. Team submits more or fewer than 2 marketing tactics – 5 points
10. Team uses an alcohol-related activity or promotion as one of their marketing tactics – 5 points
11. Written proposal does not meet specifications, or was not submitted on time – 5 points
12. Menu and Costing information not presented in a separate manila folder – 5 points
13. All 15 copies of the written proposal are not identical – 5 points
14. Posters do not meet specifications or include additional information – 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 (NCRLA staff members)
2. Volunteers assigned and trained by NCRLA, 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 after the competition or they will be disposed of by the Event Organizers. NCRLA will retain one copy of the written proposal from each team.

## **Exhibit A – Management**

### **2020 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 – 152,000
- Median age – 32
- Families – represent 20% of the population

## Exhibit B – Management

### Written Proposal Outline and Checklist

Teams are required to submit 15 identical copies of their written proposal. This proposal should be submitted in simple, paper folders that have 2 side pockets, NO brackets in the center.

***For example, see ([http://www.staples.com/Staples-2-Pocket-Folder-Dark-Blue-10-PK-13377-CC-/product\\_907701](http://www.staples.com/Staples-2-Pocket-Folder-Dark-Blue-10-PK-13377-CC-/product_907701)). On the front of each folder, you should clearly label the folder with your team number and restaurant concept. Do not identify your school.***

All 15 submitted folders should appear identical. Each paper within your written proposal should have a header with your team number and restaurant concept in the upper right hand corner.

Within each folder, the written proposal information should be stapled together by topic. In the left side pocket, you should have these documents stapled together and the topic clearly labeled.

#### **Stapled packet 1: CONCEPT**

- Restaurant concept description-maximum 2 pages
  - Type of establishment
  - Type of cuisine served
  - Meals served
  - Hours of operation
  - Target market
- SWOT analysis-maximum 1 page

#### **Stapled packet 2: OPERATIONS**

- Floorplan of selected Restaurant Space Scenario-maximum 1 page
- Description of interior and décor-maximum 2 pages
- Organizational Chart-maximum 1 page

In the right side pocket, you should have these documents stapled together.

#### **Stapled packet 3: MENU/COSTING**

- Sample menu-maximum 1 page
- Recipe(s) for one menu item-using NCPI templates
- Costing worksheet(s) for one menu item-using NCPI templates
- Menu pricing worksheet(s) for one menu item-using NCPI templates
- Photo of menu items-maximum 2 pages

#### **Stapled packet 4: MARKETING**

- Two marketing tactics-maximum of 4 pages, 2 per tactic
  - Description
  - Goal
  - Budget
  - Sample

**Manila Folder:** In addition to the 15 identical written proposals, each team must prepare and submit ONE additional manila folder. In this folder, each team must prepare include one copy of these things:

- sample menu
- menu photos
- recipe
- costing worksheet
- menu pricing worksheet

The front of this additional manila folder must have the management team's assigned number and concept name printed clearly.

## 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.

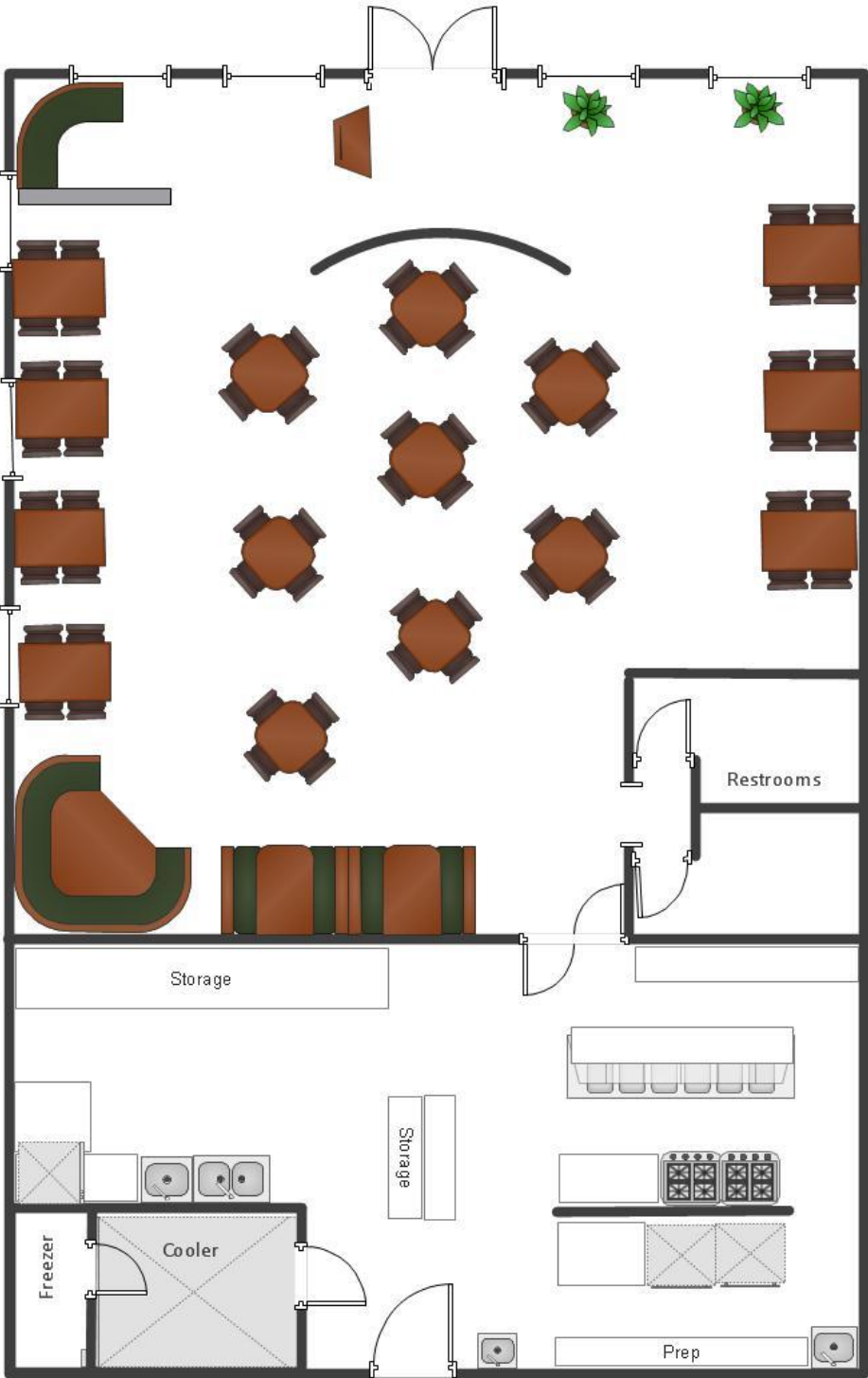
*Example of prohibited change of set parameter – A team selects the freestanding option but explains that many of the offices are actually open seven days a week so it's always busy.*

1. Freestanding – Located in the heart of Main Street, a spot just opened up in between the county court house and the ProStartville Community Center.
  - a. Pro: There's plenty of activity in the area to draw in customers by foot traffic.
  - b. Con: Location in business district lends itself to busy days and quiet nights.
2. Airport – Restaurant space available in the ProStartville International Airport in Concourse B after passengers pass through TSA security.
  - a. Pro: People are always traveling and the seasonal busy times mean big business.
  - b. Con: The customer base is limited to travelers and airport employees.
3. Food Truck – Perhaps the most flexible option. You are bringing the food to the masses.
  - a. Pro: You can bring your business to busy locations and popular events.
  - b. Con: Limited working space within the truck so a dependable staff is crucial.
4. 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.
  - a. Pro: With new businesses opening up, they are sure to draw attention.
  - b. Con: Due to the increased activity, parking may be a challenge.



Exhibit D – Management

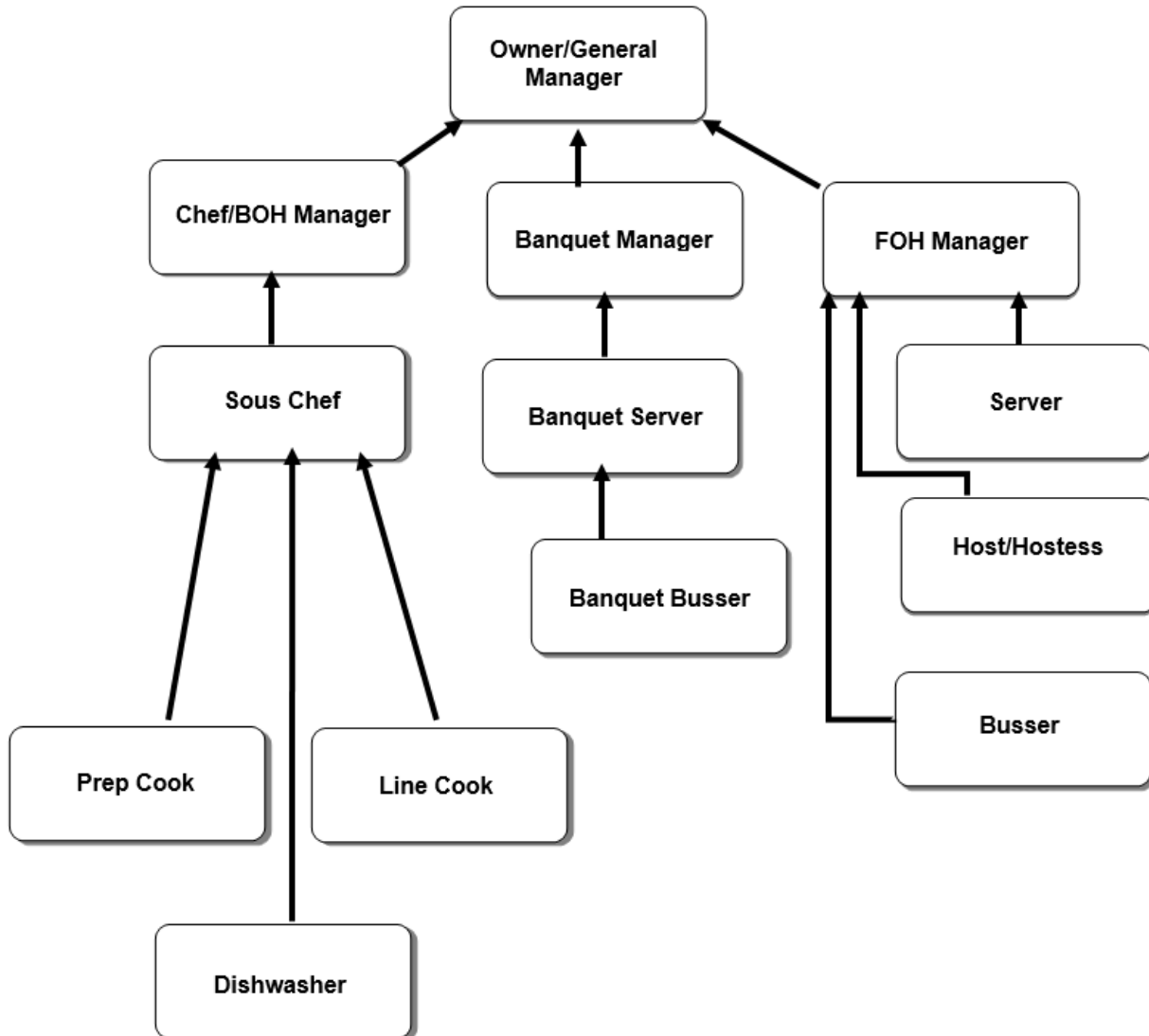
Sample Restaurant Floorplan



**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 to this rule 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.

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

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

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>

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

### Bayside Burrito Grille

Item Type Choose 1	Protein Choose 1	Toppings Choose 2 (\$1 for additional topping) <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

*Note: While a “build your own” concept is permissible, it is recommended that teams instead focus on their core/signature menu of composed items, with an acknowledgement that there are opportunities to “build your own” integrated into the concept’s broader menu.*

## 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>Team Number</b>	Team #7
--------------------	---------

<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>	Doe, Jane. "Chicken Gruyere." <i>Awesome State School</i> , 2015.		

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>Team Number</b>	Team #7		
<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>Team Number</b>	Team #7
--------------------	---------

<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

<b>Total Plate Portion Cost</b>	\$4.098
<b>Menu Price at 33% Food Cost</b>	\$12.418
<b>Actual Price on Menu</b>	\$12.50

## 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. Each team will talk with each set of judges.*

	Booth Space	Booth Set up	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5	Break	Feedback	Feedback location	OUT
Team 1	1	10:00 AM	10:05 AM	10:15 AM	10:25 AM	10:35 AM	10:45 AM		11:15 AM	A	11:30 AM
Team 2	2	10:00 AM	10:05 AM	10:15 AM	10:25 AM	10:35 AM	10:45 AM		11:15 AM	B	11:30 AM
Team 3	3	10:00 AM	10:05 AM	10:15 AM	10:25 AM	10:35 AM	10:45 AM		11:30 AM	A	11:45 AM
Team 4	4	10:00 AM	10:05 AM	10:15 AM	10:25 AM	10:35 AM	10:45 AM		11:30 AM	B	11:45 AM
Team 5	5	10:00 AM	10:05 AM	10:15 AM	10:25 AM	10:35 AM	10:45 AM		11:45 AM	A	12:00 PM
Team 6	1	2:00 PM	2:05 PM	2:15 PM	2:25 PM	2:35 PM	2:45 PM		3:15 PM	A	3:30 PM
Team 7	2	2:00 PM	2:05 PM	2:15 PM	2:25 PM	2:35 PM	2:45 PM		3:15 PM	B	3:30 PM
Team 8	3	2:00 PM	2:05 PM	2:15 PM	2:25 PM	2:35 PM	2:45 PM		3:30 PM	A	3:45 PM
Team 9	4	2:00 PM	2:05 PM	2:15 PM	2:25 PM	2:35 PM	2:45 PM		3:30 PM	B	3:45 PM
Team 10	5	2:00 PM	2:05 PM	2:15 PM	2:25 PM	2:35 PM	2:45 PM		3:45 PM	B	4:00 PM

## Exhibit M – Management

### Sample Management Competition Score Sheet

EVALUATION CRITERIA	POOR	FAIR	GOOD	VERY GOOD	EXCELLENT	SCORE
<b>Check-In (5 points)</b>						
Including but not limited to: <ul style="list-style-type: none"> <li>• Arrival within timeframe</li> <li>• Items meet specifications</li> <li>• Complete submission</li> <li>• Uniform</li> </ul>	1	2	3	4	5	
<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>Reason for Disqualification:</b>
_____ Team missed appointed time to compete.
_____ Team received coaching/communication while competing.
_____ Team used parts of a previously submitted work
_____ Team did not compete in each event segment (written, verbal, critical thinking)
_____ General disqualifications listed on page 5.
<b>PENALTY</b>
<b>Reason for Penalty:</b>
_____ Team uniform does not fit competition guidelines or has unapproved logos and embroidery. 5 points.
_____ Restaurant concept not located in ProStartville or does not match provided restaurant space scenarios. 5 points.
_____ Menu includes more or less than 12 menu items. 5 points.
_____ Includes food costing worksheets for more or fewer than 1 menu item. 5 points.
_____ Includes more or less than 1 menu pricing worksheet. 5 points.
_____ 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 or alcohol related ingredients in 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 NCRLA provided restaurant space scenarios. 5 points.
_____ Posters do not meet specifications or include additional information. 5 points
_____ Team missed orientation meeting on Thursday, March 7. 10 points