



2018 Michigan ProStart Competition March 18-19, 2018

Menu Design Competition Procedures & Rules

Participating teams, educators and mentors are responsible for understanding and following all of the procedures and guidelines contained in this document. Please read through these rules carefully to avoid receiving any penalties during the competition.

Questions regarding competition rules should be sent to Julio Adan Montemayor julio@mramail.org or 517.377.3924 **PRIOR** to the start of the competition.

Eligibility

Student and Teams

1. All high school students, currently enrolled in a **confirmed ProStart program recognized by the National Restaurant Association**
2. Participating teams will consist of two (2) to four (4) team members. One (1) alternate may attend. However, the alternate may only participate if an original team member is injured or unable to participate. In case of student injury, an alternate, with judge's approval, may replace the injured student during the competition.
3. Students may only compete for two years.

General Disqualifications

1. Teams must arrive at the appointed time to compete or they will be disqualified. Including check-in and all feedback sessions. The only exception made will be for travel delays beyond the control of the team.
2. Teams may 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 teams. **NO EXCEPTIONS.**
3. Misconduct, which includes any nonprescription drug use, alcohol use, or any activity that is illegal under federal, state or local laws, at the event, during competition or in activities or locations related to the event, may disqualify a participant or the participant's team from awards or further participation. Should any misconduct come to the MRA ESF's attention, the matter will be investigated as the MRA ESF deems appropriate. Any decision and sanction as to appropriate action due to misconduct is at the sole discretion of the MRA ESF 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 program.
4. Teams must compete in each event segment in the competition or they will be disqualified.

Schedules:

Competition schedules will be distributed in advance of the competition, once all teams have been identified. All schedules are subject to change

Menu Design Competition

Purpose:

Participating teams will demonstrate their knowledge of marketing and the menu by developing a menu board or menu display. The menu board or menu display should be creative, but it should be reflective of a standard restaurant concept (appendix B). A written menu analysis will be also be submitted to the judges. In addition the students will have a critical thinking session with the judges while their menu board/menu display is on visual display.

Uniform:

Each team will be required to dress in uniform during Team Check-in, Visual Display and Critical Thinking. The uniform consists of: solid color, button down dress shirts or Polo shirts; dress pants or skirts; and professional footwear. All team members should wear matching shirts and pants. All clothing should be worn appropriately and professionally (not sagging, etc.). No jeans, ties, jackets and/or suits. Hair should be properly restrained. Shirt tails must be tucked. Sponsor logos are allowed on the shirts. **There will be a penalty if the team does not dress in uniform.**

Scoring:

The total points possible in the menu design competition are 100 points. The Visual Display will be worth 50% (50 points), the written menu analysis will be worth 25% (25points) and Critical Thinking will be worth 25% (25 points). If needed, the team with the highest visual display points will determine a tie breaker. An appropriate panel of judges will determine a second tie breaker.

Preparation for Competition:

1. Mentors and educators may assist teams in preparing for the competition; however, they may not prepare the written analysis or create the visual display.
2. The menu board or display should reflect an accepted Restaurant Segment. See Appendix B
3. The team's work must be unique and not built off another team's previous work. Students may build a menu that reflects their schools 2018 Management competition team's concept.

Written Menu Analysis:

1. Team should prepare 6 copies, stapled and in manila folder, of the written analysis with tabs to separate. Following Appendix A.
2. Restaurant concept description
 - a. What restaurant segment is this menu board/display designed to represent?
 - b. Who are the customers?
 - c. What types of food and service do they expect?

3. Team should identify what menu format is being used and why it is appropriate for the restaurant concept selected. (FRMCA Level 2, Chapter 7 page 471-474.
4. There should be 12 menu items included in your menu
5. A menu analysis should be conducted and students should create the menu engineering worksheet in Figure 7.28A in the FRMCA Level 2, Chapter 7.

Visual Display:

1. The menu board/ menu display cannot be 8 ½ X 11. All other sizes are welcome. This is a time for creativity.
2. All 12 menu items and the price for each item must be included on the display menu.
3. Teams will be allowed 15 minutes of set-up time.
4. Teams must have an 8 ½" X 11" sheet of paper on their display table that lists the names of the team members, school, and restaurant concept. There will be a 1-point penalty if the sheet is not present. (See *Penalties*).

Critical Thinking

Teams will be asked four critical thinking questions pertaining to the following categories

1. Target Market
2. Using the Menu as a sales tool
3. Training staff to use the menu
4. Product placement on the menu

Team Check-in:

Teams must check in at a predetermined time. All written materials and the visual display are due at this time.

Day of Competition:

1. The team will be assigned a Visual Display set up time and Critical thinking times by event organizers. Failure to be at any of these posted times will result in penalty.
2. During this 30-minute period, Visual Display Judges will evaluate each team's display.
3. Also during this 30-minute period, Critical Thinking Judges will visit with each team and evaluate their critical thinking skills.
4. All judges will have the opportunity to ask teams in-depth questions on their written analysis and visual display.
5. The display must be picked up by 5pm the day of the competition, or it will be disposed of by Event Organizers.

Penalties:

1. The team is not dressed in uniform – 5 points
2. Team submits more or less than 12 menu items – 5 points
3. Written proposal does not meet specifications (typewritten, bound, no extra information included) – 5 points

4. Visual display is 8 ½ X 11
5. Sheet listing names is not on the display table– 1 point
6. Team does participate in all segments of competition – 5 points

Event Personnel:

1. Event Organizers (MRA ESF staff members)
2. Judges from colleges/universities and the restaurant and foodservice industry. There will also be one lead judge.
3. All judges will be consistent from team to team
4. Judges

Analysis	Two Judges
Display	Two Judges
Critical Thinking	Two Judges

Attendees:

Mentors, teachers, chaperones, parents, general public, etc. are encouraged to attend the competition. However, space is limited.

Appendix A

Written Checklist

The information in the written proposal must be presented in the following order:

- Executive Summary
- Table of Contents
- Restaurant concept description
- Listing of 12 menu items and pricing
- Analysis Worksheet
- Conclusion

Appendix B

Restaurant Segment Definitions

Family Dining Fullservice Restaurant - Establishment providing waiter/waitress service and the order is taken while the patron is seated. Patrons pay after they eat. Average per-person dinner checks of \$12 or less.

Examples:

Pizza Hut
IHop

Casual Dining Fullservice Restaurant - Establishment providing waiter/waitress service, and the order is taken while the patron is seated. Patrons pay after they eat. Average per-person dinner checks in the \$10 - \$30 range.

Examples:

Olive Garden
Buca di Beppo
Houlihan's

Fine Dining Fullservice Restaurant - Establishment providing waiter/waitress service and the order is taken while the patron is seated. Patrons pay after they eat. Average per-person dinner checks of \$30 and above.

Examples:

Capital Grille
Sullivan's
French Laundry

Quickservice (Fast Food) Restaurant - Establishments primarily engaged in providing food service where patrons generally order or select items and pays before eating. Food and drink may be consumed on premises, taken out or delivered. Also includes snack and nonalcoholic beverage bars. Checks average in the \$4-\$8 range.

Examples:

McDonald's
Burger King
Taco Bell

Quick-Casual Restaurant - Quick Casual restaurants are defined as attractive and comfortable establishments serving freshly prepared, wholesome quality, authentic foods in a reasonably fast service format. Checks average in the \$10-\$15 range.

Examples:

Bakery cafes - Panera Bread, Corner Bakery
Deli sandwich - Briazz, Cosi, McAlister's, Pret A Manger
Mexican - Baja Fresh, Chipotle, Rubio's, LaSalsa, Qboda
Home Meal Replacement - Boston Market, Koo Koo Roo
Italian - Fazoli's, Pompei Bakery, Pasta Bravo