



2019 Michigan ProStart Invitational® March 17th – 18th 2019

Management Competition Procedures and Rules

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

2019 Michigan ProStart Invitational Procedures and Rules

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Purpose

Students participating at the Michigan ProStart Invitational (MPSI) will demonstrate their knowledge of, passion for, and creativity in the restaurant industry through the Management competition. 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 Michigan Restaurant Association Educational Foundation (MRA ESF) who have been certified to represent their school or Technical Trade Center at the state competition by the MRA ESF-recognized ProStart Director for that state are eligible to compete. Participating teams will consist of two (2) to four (4) team members plus one (1) optional team manager.
2. Students may participate at MPSI as a competitor for only two years, which may be non-consecutive.
3. Students may compete on one or both of the Culinary, Management, Nutrition, Table Top Design, Menu Design or ServSafe Quiz Bowl teams in any year.

Teams

1. The designated ProStart Director for the MRA ESF may certify one Culinary team and one Management team to represent the state at MPSI. The same team may compete in both competitions provided the ProStart Coordinator certifies the team for both competitions.
 - a. Participating schools or career & technical centers may compete in one or all categories at the state level: Culinary, Management, Nutrition, Table Top Design, Menu Design or ServSafe Quiz Bowl.
 - b. Only First Place teams in Culinary and Management may represent their state at the National ProStart Invitational (NPSI).
2. Participating teams consist of two (2) to four (4) student competitors and one (1) optional team manager, for a maximum total of five (5) students.
3. Teams also consist of one educator and one optional restaurant/foodservice industry mentor.
4. The team manager may only compete if an original team member is injured, sick or otherwise unable to participate. In such cases, the team manager, with a judge's approval, may replace the affected student.
5. 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. Awards Dinner tickets are available for purchase and, if possible, should be acquired in advance since space is limited and it has historically sold out.

General Disqualifications

1. Teams must check in by the required time on date of arrival or they will be disqualified. The only exception made will be for travel delays beyond the control of the team with appropriate notice to Event Staff.
2. Competing students must arrive at the appointed time to compete or they will be disqualified. The only exception made will be for travel delays beyond the control of the team.
3. Competing students and team manager must not receive coaching or any form of communication from anyone during the competition time or they will be disqualified. There will be no verbal or non-verbal communication allowed between any spectators, educators, mentors or coaches and competing students. The determination of what constitutes coaching or communication is solely at the discretion of the MRA ESF, Michigan ProStart Director and the judges. No warnings will be provided; violations result in immediate disqualification.
4. Misconduct includes any nonprescription drug use, alcohol use, or any activity that is illegal under federal, state or local laws, at the event, during competition, during unsupervised free time, during supervised competition social activities or in activities or locations related to the event. Should such alleged misconduct come to the MRA ESF's attention, the matter will be investigated as the MRA ESF deems appropriate. Any decision as to appropriate action due to misconduct, up to and including disqualification, 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 National ProStart Invitational.
5. Teams must participate in each event segment in the competition or they will be disqualified. For details on competition segments see 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 Michigan ProStart Director.

Schedules

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

General Provisions

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

What's New for 2019

The following provides a review of information added to the 2019 MPSI rules. Please see below.

Management

- Preparation for Management Competition
 - Teams are required to submit an electronic draft of their written proposal to Inesbitt@mramail.org by March 9th, 2019
- Uniform
 - Neckwear stipulations were added
- Written Proposal
 - Please list the year of the competition on the cover of the written proposals
 - Organizational charts should not be hand-drawn
- Written Proposal Contents
 - MLA formatting is requested for all citations or sources
 - Please do not utilize stock photos, clipart, or other pre-published images in submission of menu item photographs
 - Poster sizes have been specified as 24 x 36 inches

2019 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 195 points can be earned by a team during the Management Competition. 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 from 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.
5. To allow officials and judges adequate time to review your proposal, **an electronic copy of the team's written proposal must be submitted to Inesbitt@mramail.org no later than March 9th, 2019**. Minor adjustments and corrections to the proposal are allowed after submission. A penalty will be issued if the team does not submit as stated above. See *Management Competition Penalties*. Details on the Written Proposal are below.

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, they 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 Team Check-In, as well as feedback sessions. 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. The ProStart logo must be displayed on the participants' right or left chest. Teams will have the option of using a NRAEF-provided pin if they choose not to have the ProStart logo embroidered on their shirts. The choice of embroidery or pin has no impact on scoring. Only ProStart or sponsor logos are allowed on uniform shirts. No other logos are permitted. Please see the NRAEF branding guidelines for questions on logo usage. All team members should wear the same style of shirt, and pants should be worn appropriately and professionally (not sagging, etc.). Khaki pants may be worn as appropriate for the restaurant concept. Jeans are not permitted. The team's uniform should reflect a professional event, not their concept, as concept logos are prohibited on their uniforms.

Competition Flow

Day prior to competition

Check in Written Proposals and Posters

Day of competition

Report to Assigned Booth & Set Up (5 minutes)

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

Feedback (10 minutes)

Team Check-In

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

Day of Competition

1. Teams will report to the Management Competition floor and their assigned booth five (5) minutes before their scheduled start time. Team posters and one (1) copy of the Written Proposal will be in the assigned booth at this time. Teams will have an additional five (5) minutes to set up their booth. Inside the booth will be one table, and two easels, for poster display. Teams may have one (1) 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. 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 (NOT in a folder, spiral bound, 3-ring binder, etc.)
 - c. The front cover must include only the following information: state or region, names of team members, concept name, and year. Style and font of the cover page should match the contents.
 - d. Sections should be separated by tabs. *Note: tabs do not need to be comprised of a single page, tabs may be attached to proposal pages.*
 - e. All 15 copies must be identical. *Note: large printing companies (e.g. Staples, Office Depot, FedEx, etc.) may offer educational printing discounts.*
 - f. MRAEF will retain one copy of the written proposal at the completion of the competition. This may be used by MRA ESF for promotional, educational, research or other purposes. The remaining written proposals will be available for pick up in the Registration space following the completion of the competition.

2. In addition to the Written Proposal, teams must prepare one additional copy of the sample menu, the recipes, photographs, costing and menu pricing worksheets in a standard manila colored folder. The team's state or region must be listed on the front of this folder. Note: the school name should not be included.
3. Contents of the Written Proposal are detailed in the following section.

Written Proposal Contents

1. **Restaurant Concept Description (2 pages maximum):** The following information must be included in the description:
 - a. Type of establishment
 - b. Purpose and impact
 - c. Meals served (breakfast, lunch, dinner, etc.)
 - d. Hours of operation
 - e. Type of cuisine served
 - f. Target market within the fictional city of ProStartville (defining characteristics, demographics, business/leisure, etc.)
2. **Floorplan and Selected Restaurant Space Scenario (1 page maximum):** MRA ESF has provided 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 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 that 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 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 3rd 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 – 5 points
2. Restaurant concept is not located in ProStartville or does not match one of the provided restaurant space scenarios – 5 points
3. Team submits more or fewer than 12 menu items – 5 points
4. Team includes an alcoholic beverage as one of their menu items – 5 points
5. Team submits recipes for more or fewer than 1 menu item – 5 points
6. Team submits food costing worksheets for more or fewer than 1 menu item – 5 points
7. Team submits more or fewer than 1 menu pricing worksheet – 5 points
8. Team submits more or fewer than 2 marketing tactics – 5 points

9. Team uses an alcohol-related activity or promotion as one of their marketing tactics – 5 points
10. Written proposal does not meet specifications, or was not submitted on time – 5 points
11. Menu and Costing information not presented in a separate manila folder – 5 points
12. All 15 copies of the written proposal are not identical – 5 points
13. 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 (MRA ESF staff members)
2. Volunteers assigned and trained by MRA ESF, to assist with the event.
3. Judges from post-secondary education and the restaurant and foodservice industry, including one lead official. Lead official does not score teams.
4. All judges will be consistent from team to team (i.e., judges scoring Restaurant Concept will be responsible for scoring that category for all teams).

Post Competition

The written proposal and posters must be picked up by 6pm the last day of the competition or it will be disposed of by the Event Organizers. MRA ESF will retain one copy of the written proposal from each team.

Exhibit A – Management

2019 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 – 145,000
- Median age – 32
- Families – represent 25% of the population

Exhibit B – Management

Written Proposal Outline and Checklist

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

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

Additional Materials:

- In a single Manila Folder with the team's state or region on the front, teams must place one additional copy of:
 - Sample menu
 - Recipes
 - Photographs
 - Costing
 - Menu pricing worksheets

Example of folder: https://www.staples.com/Staples-Manila-File-Folders-Letter-3-Tab-Assorted-Position-100-Box/product_116657

Further information on the construction of the Written Proposal is found on pages 29 and 30.

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 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, they are sure to draw attention.
 - b. Con: Due to the increased activity, parking may be a challenge.

Exhibit D – Management

Sample Restaurant Floorplan

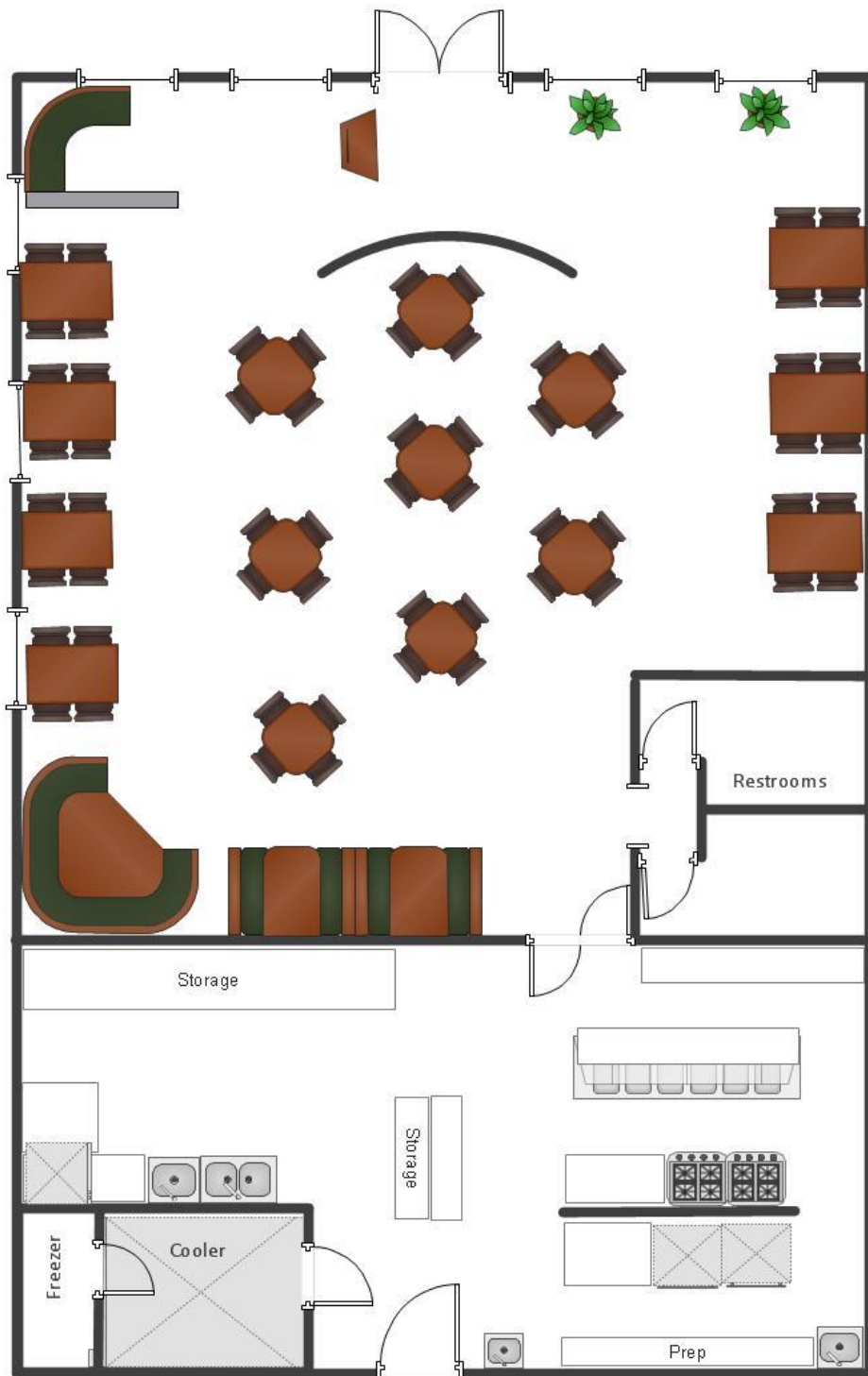


Exhibit E – Management

Sample Organizational Chart

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

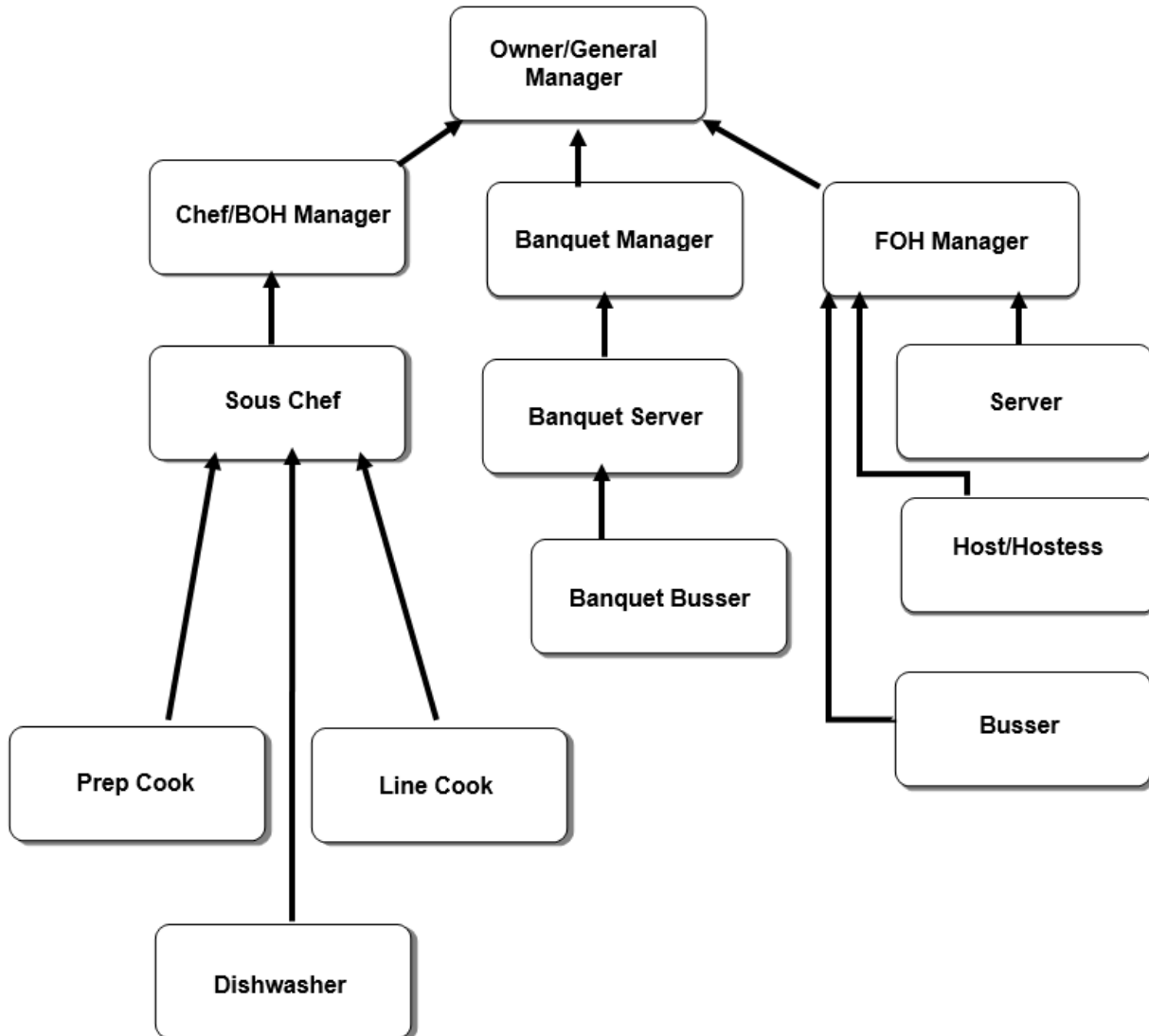


Exhibit F – Management

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 , 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

Appetizers	Salads
Calamari ¹ \$8.00 Fresh, tender squid lightly floured then deep fried, served with lemon wedges and homemade marinara sauce.	House ³ \$6.50 Spring greens, avocado, roasted peppers, onions, shredded carrots, tomatoes & balsamic dressing
Spinach and Artichoke Dip ² \$7.50 Warm blend of creamy spinach, tender artichokes, and melted Asiago and Parmesan cheeses. Served with tortilla chips.	Crazy ⁴ \$8.50 Chicken breast, goat cheese, spring greens, crushed walnuts, bacon, roasted peppers, onions & balsamic dressing
Wild Alaska Salmon ⁵ \$10.50 Alaska salmon, spring greens, tomatoes, sliced lemon & balsamic dressing	
Sandwiches	Entrees
<i>Available with your choice of potato, pasta, or green salad.</i> Best Burger ⁶ \$8.50 ¼ lb. beef patty, pickle, tomatoes, sautéed onions, spring greens, cheddar cheese	Pot Roast Dinner ⁹ \$15.75 Piled high with cippolini onions, carrots & mushrooms over mashed potatoes, served au jus
Best Chicken ⁷ \$8.00 Chicken breast, spring greens, tomatoes, onions & basil mayo	Chili Glazed Salmon ¹⁰ \$16.50 Served over a roasted vegetable & quinoa pilaf finished with micro greens
Garden Burger ⁸ \$7.00 Veggie patty, sun-dried tomato pesto, spring greens, avocado, tomatoes, onions, shredded carrot & basil mayo	Chicken Pot Pie ¹¹ \$13.00 Roasted chicken in an herbed cream sauce with leeks & carrots under a pastry crust
Desserts	Beverages
Cake of the day ¹² \$4.00 Ice Cream Sundae ¹³ \$3.50 Choice of chocolate or caramel sauce	Soda ¹⁴ \$2.00 Housemade Lemonade ¹⁵ \$2.50 Brewed Coffee ¹⁶ \$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 ¹	1.95 ²	--
Cappuccino	2.95 ³	3.65 ⁴	3.95 ⁵
Americano	2.15 ⁶	2.55 ⁷	2.95 ⁸
Café Latte	2.95 ⁹	3.65 ¹⁰	3.95 ¹¹
Vanilla Latte	3.45 ¹²	4.15 ¹³	4.45 ¹⁴
Brewed Coffee	1.95 ¹⁵	2.45 ¹⁶	2.95 ¹⁷
Iced Coffee	2.15 ¹⁸	2.65 ¹⁹	3.15 ²⁰

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

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.

State Name	Awesome State
Educator Name	Chef Jane Doe

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

Exhibit H – Management

Recipe Cost Example

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

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

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

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

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

Exhibit I – Management

Menu Price Example

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

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

State Name	Awesome State
Educator Name	Chef Jane Doe

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

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

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 across the street – how do you compete?

Exhibit L – Management

Sample Management Competition Timeline

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

Team	8:00 AM	8:05 AM	8:15 AM	8:25 AM	8:35 AM	8:45 AM	8:55 AM	Break	Feedback Sessions	Students Out
1	Report & Setup	Operations	Critical A	Critical B	Menu	Concept	Marketing		9:10 AM	9:20 AM
2	Report & Setup	Marketing	Operations	Critical A	Critical B	Menu	Concept		9:10 AM	9:20 AM
3	Report & Setup	Concept	Marketing	Operations	Critical A	Critical B	Menu		9:20 AM	9:30 AM
4	Report & Setup	Menu	Concept	Marketing	Operations	Critical A	Critical B		9:20 AM	9:30 AM
5	Report & Setup	Critical B	Menu	Concept	Marketing	Operations	Critical A		9:30 AM	9:40 AM
6	Report & Setup	Critical A	Critical B	Menu	Concept	Marketing	Operations		9:30 AM	9:40 AM
7	Report & Setup	Operations	Critical A	Critical B	Menu	Concept	Marketing		9:40 AM	9:50 AM
8	Report & Setup	Marketing	Operations	Critical A	Critical B	Menu	Concept		9:40 AM	9:50 AM
Team	10:05 AM	10:10 AM	10:20 AM	10:30 AM	10:40 AM	10:50 AM	11:00 AM	Break	Feedback Sessions	Students Out
1	Report & Setup	Operations	Critical A	Critical B	Menu	Concept	Marketing		11:15 AM	11:25 AM
2	Report & Setup	Marketing	Operations	Critical A	Critical B	Menu	Concept		11:15 AM	11:25 AM
3	Report & Setup	Concept	Marketing	Operations	Critical A	Critical B	Menu		11:25 AM	11:35 AM
4	Report & Setup	Menu	Concept	Marketing	Operations	Critical A	Critical B		11:25 AM	11:35 AM
5	Report & Setup	Critical B	Menu	Concept	Marketing	Operations	Critical A		11:35 AM	11:45 AM
6	Report & Setup	Critical A	Critical B	Menu	Concept	Marketing	Operations		11:35 AM	11:45 AM
7	Report & Setup	Operations	Critical A	Critical B	Menu	Concept	Marketing		12:00 PM	12:10 PM
8	Report & Setup	Marketing	Operations	Critical A	Critical B	Menu	Concept		12:00 PM	12:10 PM

Exhibit M – Management

Sample Management Competition Score Sheet

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

DISQUALIFICATION
Reason for Disqualification:
_____ Team missed Orientation.
_____ 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.
PENALTY
Reason for Penalty:
_____ Team uniform does not fit competition guidelines. 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 as one of their menu items. 5 points.
_____ Team uses an alcohol-related activity or promotion as one of their marketing tactics. 5 points.
_____ Team does not use one of the four NRAEF provided restaurant space scenarios. 5 points.
_____ Posters do not meet specifications or include additional information. 5 points