



2015 North Carolina ProStart Invitational®

Management Competition Procedures and Rules

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

Orientation at the Opening Ceremony will focus on introduction of judges and schedule highlights. Competition rules will not be reviewed during the Orientation. Questions regarding competition rules should be sent to Ranita Bullock at rbullock@ncrla.org prior to arrival at the North Carolina ProStart Invitational in Durham.

2015 North Carolina ProStart Invitational Procedures and Rules

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Eligibility

All high school students, currently enrolled in a program through their high school using the ProStart curriculum, that have been approved to compete in the North Carolina competition by the North Carolina Restaurant and Lodging Association Hospitality Education Foundation's (NC HEF)-recognized Coordinator of the ProStart program in their state or territory are eligible.

1. 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.
2. Students may compete for only two years (attend two North Carolina ProStart Invitationals as a competitor). During those two years, they may compete on the culinary and/or management teams.

General Disqualifications

1. Teams must attend a required orientation meeting on Monday, March 23, at a place and time designated by the Event Organizers. Teams must attend the orientation or they will be disqualified. The only exception made will be for travel delays beyond the control of the team.
2. Teams 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. Teams must not receive coaching or any form of communication from anyone during their scheduled 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. **The determination of what constitutes coaching or communications is solely at the discretion of the NC HEF and the judges. No warnings will be provided; violations result in disqualification.**
4. **Misconduct includes any nonprescription drug use, alcohol use, or any activity that is illegal under federal, state or local laws, at the event, during competition or in activities or locations related to the event. Should such alleged misconduct come to the NC HEF's attention, the matter will be investigated as the NC HEF deems appropriate. Any decision as to appropriate action due to misconduct, up to and including disqualification, is at the sole discretion of the NC HEF 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 North Carolina ProStart Invitational.**
5. Teams must compete in each event segment in the competition or they will be disqualified. Management teams must compete in Written Proposal, Verbal Presentation, Visual Display and Critical Thinking. Failure to compete in any event segments will disqualify the team.

Final Scoring

All judges have been carefully selected by event personnel. Judges have reviewed the rules in advance of the competition and participated in an orientation. All decisions and scoring by judges are final.

Schedules

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

Questions

All questions regarding the North Carolina ProStart Invitational and its individual competitions should be addressed to Ranita Bullock at rbullock@ncrla.org. No questions should be addressed to representatives of its partners or sponsors.

2015 Management Competition

Purpose

Participating teams will demonstrate their knowledge of the restaurant and foodservice industry by developing a business proposal for potential investors in a new restaurant concept. The business proposal will consist of a defined restaurant concept, supporting menu, and supporting marketing plan. Teams will prepare a comprehensive written proposal, verbal presentation and visual display. Teams will also be tested on their critical thinking skills by reacting to potential management challenges related to their concept. Their performance during the event will be observed and rated by judges from the foodservice industry and colleges and universities. Participating teams will demonstrate their ability to work together while developing their business proposal.

Uniform

Each team will be required to dress in uniform during Team Check-in, Verbal Presentation, Visual Display and Critical Thinking. The uniform consists of: solid color, long sleeve (females may wear $\frac{3}{4}$ length sleeves), collared dress shirts, dress pants or skirts and professional footwear, **suitable for a business meeting with heel height no more than 3 inches.** The ProStart Logo may be displayed on the participants' right or left chest. All team members should wear the same style of shirt, and pants should be worn appropriately and professionally (not sagging, etc.). No jeans, ties, jackets, or suits. Sponsor logos are allowed on the shirts. The team's uniform should reflect a business presentation, not their concept (concept logos are not allowed on their uniforms).

Role of the Alternate

The alternate is an important asset to the team. The alternate may enter and be introduced as a member of the team during the Verbal Presentation as well as run the team's PowerPoint presentation.

In the event a team member is unable to compete, the team should notify the lead judge. With prior approval from a judge, the alternate may permanently replace that team member. The replaced team member may not return as a team member and should leave the competition area or may stay and watch, as an observer.

Scoring

The total points possible in the management competition are 175 points. The Written Proposal will be worth 55 points, the Verbal Presentation will be worth 55 points, the Visual Display will be worth 15 points, and Critical Thinking will be worth 50 points. If there is a tie, the tied team with the highest number of Verbal Presentation points will be awarded one (1) additional point to break the tie. If there is a tie and the tied teams have the same number of Verbal Presentation points, an appropriate panel of judges will

determine a second tie breaker. Teams will only be evaluated on the information and materials requested in these rules. *See Exhibit A.*

Preparation for Competition

1. Mentors and educators may assist teams in preparing for the competition; however, they may not prepare the written proposal, verbal presentation or visual display. Their expertise is limited to acting as a sounding board and critiquing practice presentations.
2. The NC HEF will release a description of the fictitious location, ProStartville, that the competition will be based on. The city's description will include demographics and local points of interest. *See Exhibit B for the 2015 ProStartville description.*
3. Teams will develop a proposal to launch a new restaurant concept in ProStartville. In the proposal, teams will fully define the restaurant concept, develop a menu that fits the restaurant concept, and develop a marketing plan to support the launch of the restaurant concept.
4. To convey their proposal, teams will prepare a written proposal, a verbal presentation and a visual display.
5. The team's work must be unique and not built off another team's previous work. Submitting any work, or parts of work, that was previously submitted by another team will result in immediate disqualification. *See Management Specific Disqualifications.*

Written Proposal

1. Teams must describe the new restaurant concept. The restaurant concept description must include at least the following information:
 - a. Type of establishment (*see Foundations of Restaurant Management & Culinary Arts Level 1, pg. 8 for descriptions*)
 - b. Meals served (breakfast, lunch, dinner, etc.)
 - c. Hours of operation
 - d. Type of cuisine served
 - e. Location of restaurant (stand-alone, strip mall, office high rise, etc.)
 - f. Target market within the fictional city of ProStartville (defining characteristics, demographics, business/leisure, etc.)
2. Teams must describe how the restaurant's interior and décor will complement the restaurant concept. Paper-based samples and photos may be included to support the description.
3. A basic diagram of the restaurant's layout (front-of-the-house and back-of-the-house) must be provided. The diagram may be handwritten or electronically diagrammed. Students are encouraged to make it as much to scale as possible; however, the diagram 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. The diagram must fit on a maximum 11" x 17" sheet of paper. (*See sample in Exhibit C.*)

4. Teams must include an organizational chart listing what positions will be necessary to staff the restaurant. It is not mandatory to include how many staff will fill each position. (*See sample in Exhibit D*).
5. Teams must develop a menu to support the restaurant concept that includes exactly 12 menu items. If beverages are listed on the menu, each beverage counts toward the 12 menu items. Alcoholic beverages may not be included on the menu. The menu items must reflect appropriate menu content based on the restaurant concept. A written description of the 12 menu items must be included. *For a detailed explanation of what counts as a menu item, see Exhibit F*.
6. A sample that shows how menu items will be communicated to customers – including pricing - must be included (maximum 8 ½” x 11” paper). The sample should be reflective of the restaurant concept – such as a drawing of a menu board for a quick-service restaurant or sample hand-out menu for a full-service restaurant.
7. For 3 of the 12 menu items, teams will prepare and provide recipes. Typewritten recipes must be submitted on the official recipe template supplied by Event Organizers. Acknowledgements and sources must be listed on each recipe. Recipes must be written in a logical sequence. *Refer to Foundations of Restaurant Management & Culinary Arts Level 1, pg. 245, for additional information. See Exhibit G for a sample recipe example.*
8. Teams will prepare and photograph the 3 menu items detailed above prior to competition and include photos of the 3 items in the written proposals.
9. For those same 3 menu items, teams must prepare recipe costs - typed and submitted on the official costing template supplied by Event Organizers. *Refer to or Foundations of Restaurant Management & Culinary Arts Level 2, pg. 258, for more information. See Exhibit H for a recipe cost example. NOTE: The recipe may be for 1 portion.*
10. Prices must also be developed for these 3 items – 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. However, the final calculation before rounding must be indicated on the menu pricing template. On the sample that shows how the menu will be presented to customers (see rule 6 above), base pricing for all 12 items on the prices calculated for these 3 items. *Refer to Foundations of Restaurant Management & Culinary Arts Level 2, pg. 483. See Exhibit I for details on menu pricing.*
11. The management team may collaborate with the culinary team on the 3 items, including recipe development, costing, pricing and photography.
12. Teams will develop 2 marketing tactics to launch their restaurant concept. For information on the different tactics please see *Exhibit E*. Alcohol-related activities or promotions may not be used as one of the marketing tactics. For each marketing tactic, teams must submit a description of the tactic, the goal of the tactic and a detailed budget that shows all associated costs. Students are encouraged to use creativity to develop their tactics. For the budget for each tactic, teams must use local rates and list the rate source. **Teams may not enlist the services of a PR firm, or a 3rd party agency, as a Marketing tactic. Website and social media presence are not tactics in and of themselves.**

13. For the 2 marketing tactics, teams must submit a paper-based sample (maximum 8½" x 11" 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 campaign – email text and mockup of accompanying artwork
 - g. “Deal-of-the-Day” Third Party – explanation and mockup of deal
14. The written proposal must be typewritten (other than samples or exhibits). The proposal should follow the outline in Exhibit A, and each section should be separated by tabs. Teams will prepare 11 copies of the proposal in a clear front, soft-bound report format – 1 for each Verbal Presentation Judge (6 copies), 4 for the Critical Thinking Judges (4 copies) and 1 for the Visual Display judges. The outside back cover of the written proposal must list the following information: state, school name, names of team members and concept name. All 11 copies must be identical; **they must present the exactly the same material, in the same way and the same order.**
 - a. For samples of acceptable presentation binders, see
http://www.staples.com/Staples-Presentation-Binder/product_SS463380?cmArea=SC1:CG1091:DP4635:CL162165
or http://www.staples.com/Oxford-Clear-Front-Report-Cover/product_SS1003226?cmArea=SC1:CG1091:DP1305:CL130501
15. Teams must prepare an additional copy of just the menu listing (#6) and sample (#7), the recipes (#8), photographs (#9), costing (#10) and menu pricing (#11) worksheets in a manila folder. The team’s state **must** be listed on the front of the folder.
16. One copy of the written proposal will not be returned to teams at the conclusion of the competition. The remaining written proposals will be available for pick up at the end of the competition.
17. Excerpts from the written proposals of the top 5 winning teams may be used as examples during training or informational sessions.
18. To allow the judges adequate time to review your proposal, an electronic draft of the team’s written proposal must be submitted to Ranita Bullock at rbullock@ncrla.org by March 16, 2015. The draft will not be judged and you may make changes to your proposal after that time.
19. Excerpts from the written proposals of the top 3 winning teams may be used as examples during training or informational sessions.

Verbal Presentation

1. Using the materials developed for the written proposal, teams will prepare a maximum 10-minute verbal presentation that will be presented on-site to judges.
2. Teams must develop a Microsoft PowerPoint® slideshow presentation to accompany the verbal presentation. The slideshow presentation may not include

any embedded video or special effects (sound, flash, etc.). Use of enhanced technology will disqualify teams. Teams must use the “no transition” option in the slide transitions. Teams may use a custom slide design template.

3. The teams should approach the verbal presentation as though they are developers of the restaurant concept, and the judges are potential investors. Teams should assume the “investors” have not reviewed the written proposal and pull out the relevant information to be presented in person
4. Teams are encouraged to use their visual display as a visual aid during the verbal presentation.

Visual Display

1. Using the materials developed for the written proposal, teams will build a display to visually reflect their restaurant concept. Judging will be based on how well the display conceptualizes the restaurant concept, along with meeting the requirements below. The displays will be available for public viewing. The displays must be 36” x 48” tri-fold displays, made only of corrugated cardboard or foam core, and will be placed on top of 6’ tables for viewing. Materials attached to the display may not exceed the dimensions of the display, or hang over the edges.
For examples of boards from previous competitions, please refer to the NRAEF website.
 - a. For samples of acceptable display boards, see
<http://www.elmers.com/product/detail/902090>
<http://www.elmers.com/product/detail/730300>
2. At a minimum, the display must include:
 - a. Name and brief description of restaurant concept
 - b. Diagram of restaurant layout
 - c. Sample of how menu will be presented to customers
 - d. Description and samples of the marketing tactics
 - i. Samples may be either a mock up or an image of the tactic.
3. Teams are encouraged to use creativity in their display. Teams may use 3-D items to enhance their display, however, all materials that are part of the display must be attached to the display board – no additional items may be placed on the table top or on the area in front of the table (other than the copy of the written proposal). All 3-D items must be detachable so the board can fold flat.
4. Electronic items such as tablets, netbooks, cell phones, smart phones, mp3 players, stringed lights, and digital picture frames are prohibited.
5. Teams must attach an 8 ½” X 11” sheet of paper to the back of the display listing the names of the team members, school, state, and restaurant concept.

Team Check-in

1. An open check-in period will take place beginning on **Sunday, March 22, 2015 from 3:00 p.m. to 5:00 p.m. and Monday, March 23, 2015 from 7:00 a.m. to 8:00 a.m.**

at the Durham Convention Center. Team Check-in will close at 5:00 pm. (Sunday) and 8:00 a.m. (Monday) sharp. Teams should schedule their travel so they arrive in Durham to allow sufficient time to check-in their materials.

2. At check-in, teams will submit **11** copies of their written proposal and their menu/recipes/costing manila folder. Teams will also submit their final slideshow presentation on a jump/thumb/flash drive. The slideshow presentation must be the only file on the flash drive and should be named “<high school name> management competition” – for example, “Hero High School management competition.” **The flash drive will be returned with the written proposals at the completion of the competition. The slideshow should be saved as a PowerPoint file (.ppt file, or .pptx file).** Teams will review their presentation on the Event Organizer’s computer to ensure the file displays correctly. **If any images or fonts do not display properly, teams will be allowed to make changes before submitting during the check-in process.**
3. At check-in teams will leave their visual display board with Event Organizers. It must be folded flat and completely closed, and will be placed in a sealed bag. **Students will not be allowed to make changes to the board after it has been checked in.**
4. Should travel delays arise, and as a result a team is unable to check-in their materials during the times allotted on Friday, the team must contact their state ProStart Coordinator to make arrangements to submit materials.

Day of Competition

1. Thirty minutes prior to their presentation start time, teams may pick up their visual display boards at the site designated by Event Organizers and announced at Orientation. **Teams may make repairs to the board at this time, but nothing may be altered from the board that was presented at Check-in.**
2. Ten minutes prior to their presentation start time, teams will report to the check-in table outside the verbal presentation room. At their designated presentation time, teams will deliver their verbal presentation before the judges. Their PowerPoint presentation will be projected on a large screen. Teams will bring their assembled visual display board with them and may reference it during the presentation. **Teams must use microphones, which will be provided by Event Organizers, during the presentation.**
3. Teams may not distribute materials to judges **or use additional materials during the competition segments** (business cards, promotional items, props, etc.). Any relevant materials must be included in the written proposal.
4. Each member of the team must have a substantial speaking role (**speak for at least two minutes**) during the presentation.
5. There will be 1-point-per-minute penalty if teams exceed the maximum 10-minute presentation length (*see Penalties*). If the presentation runs more than 4 minutes over the maximum time, the team will be disqualified (*see Disqualifications*).
6. After the presentation, judges will have an additional 5 minutes to ask the team questions about their presentation and overall restaurant concept. Teams will be evaluated on how well they answer the judges’ questions.

7. Immediately after their verbal presentation, teams will move their visual display to the Critical Thinking area. **The Critical Thinking portion of the competition is closed to spectators. Team members, their educator, and industry mentor may observe.** The team will have 5 minutes to set up their visual display area, which consists only of the display board and one copy of their written proposal.
8. Critical Thinking Judges will visit with each team and evaluate their critical thinking skills and ability to react to management challenges. The judges will present each team a mini-scenario from 4 of the following categories: safety and sanitation, customer service, social media, human resources and staffing, menu development and design, marketing, and concept knowledge. All teams will be evaluated on the same 4 categories – **the chosen categories will be distributed at check-in.** The team will then present how they would address that scenario from the context of their restaurant concept. (*For sample scenarios, see Exhibit J*). Next, Visual Display Judges will evaluate each team's display.
9. Following the Critical Thinking and Visual Display judging, teams will move their visual display to the Display area determined by Event Organizers.
10. The display and written proposal must be picked up by the time specified, it will be disposed of by the Event Organizers.
11. See *Exhibit K* for a sample management competition timeline.

Penalties

The following are fixed deductions.

1. The team is not dressed in uniform – 5 points
2. Restaurant concept is not located in ProStartville - 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 more or **fewer** than 3 recipes – 5 points
6. Team submits more or **fewer** than 3 food costing worksheets – 5 points
7. Team submits more or **fewer** than 3 menu pricing worksheets – 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 (typewritten, bound, **costing information in a separate manila folder**, no extra information included) – 5 points
11. All **11** copies of the written proposal are not identical – 5 points
12. Visual display is not tri-fold or is not made of corrugated cardboard or foam core – 5 points
13. **Visual display exceeds maximum size dimensions or does not fold flat– 5 points**
14. Visual display incorporates additional materials not attached to the display board – 5 points
15. Visual display does not include sheet listing names – 1 point

- 16. Each member of the team does not substantially speak during verbal presentation – 5 points per student who does not substantially speak
- 17. Verbal presentation exceeds maximum allowed time – 1 point per minute

Management Specific Disqualifications (see additional General Disqualifications on Page 4).

- 1. Verbal presentation ran more than 4 minutes over the maximum allowed time
- 2. Team used unauthorized enhancements in the slideshow (embedded video, sound, etc.)
- 3. Teams submitted the work, or parts of, a previously submitted team’s work.

Event Personnel

- 1. Event Organizers (NC HEF 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 (i.e., judges scoring Restaurant Concept will be responsible for that category across all competitors).
- 4. Verbal Presentation judges will evaluate both the written proposal and verbal presentation on the following categories. (See Exhibit L) for sample score sheet.

Restaurant Concept	Two Judges
Menu	Two Judges
Marketing	Two Judges

- 5. Menu and Recipe judge will evaluate all management teams’ menus, recipes and costing.
- 6. Each of the four Critical Thinking judges will present one mini-scenario:

Category 1	One Judge
Category 2	One Judge
Category 3	One Judge
Category 4	One Judge

Each Critical Thinking judge will score all teams on all four categories.

- 7. Two Visual Display judges will evaluate all teams’ visual displays

Attendees

Industry Mentors, teachers, school chaperones, parents, general public, etc., are encouraged to attend the competition. However, space is limited. Attendees are only permitted to photograph or videotape their home state’s presentations, and no other form of recording is allowed. Please note that the Critical Thinking portion of the competition is a closed event.

Exhibit A

Written Proposal Outline and Checklist

The information in the 11 written proposals must be presented in the following order in sections separated by tabs:

- Table of Contents
- Restaurant concept description
 - Type of establishment
 - Type of cuisine served
 - Meals served
 - Hours of operation
 - Location of restaurant
 - Target market
- Description of interior and décor
- Interior diagram
- Listing of 12 menu items
- 3 Recipes
- 3 Costing Worksheets
- 3 Menu Pricing Worksheets
- Photos of 3 menu items
- Sample of how menu will be presented
- 2 marketing tactics
 - Description
 - Goal
 - Budget
 - Sample
- Conclusion

Manilla Folder- Teams must prepare an additional copy of just the menu listing (#6) and sample (#7), the recipes (#8), photographs (#9), costing (#10) and menu pricing (#11) worksheets in a manilla folder. The team's state must be listed on the front of the folder.

Exhibit B

Location Description – ProStartville, USA

Demographics:

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

In the ProStartville metro area there are a number of suburban and urban areas. The downtown area of ProStartville is home to a major sports team, a four-year college, and a thriving arts scene.

There are several populous suburbs, each with their own distinct identities and cultures.

- Population – 87,500
- Median age – 35
- Families – represent 46% of the population

Exhibit C

Sample Restaurant Diagram

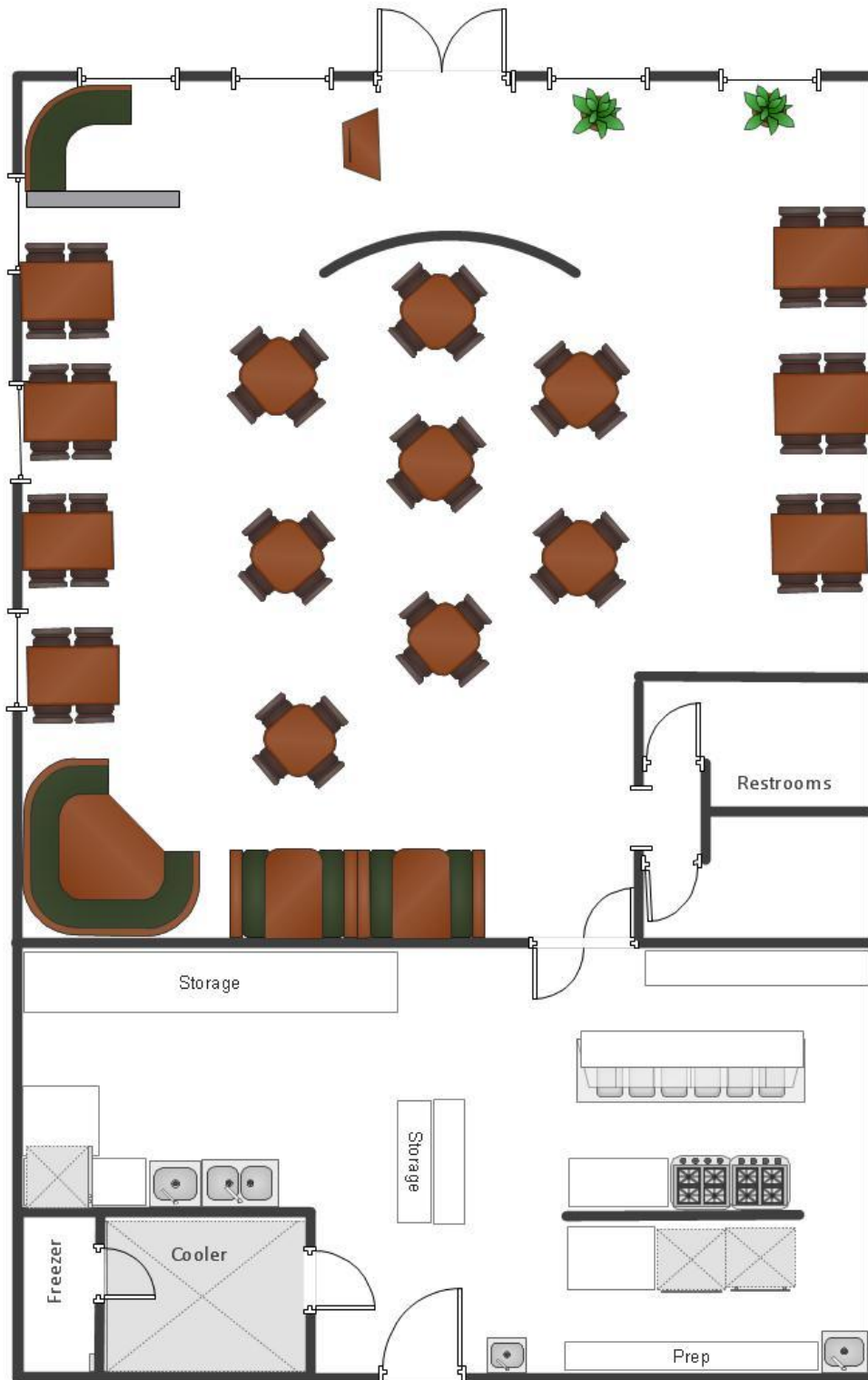


Exhibit D

Organizational Chart Clarification

The Organizational Chart below is an example of the positions needed to staff the restaurant represented in the sample restaurant diagram in Exhibit C.

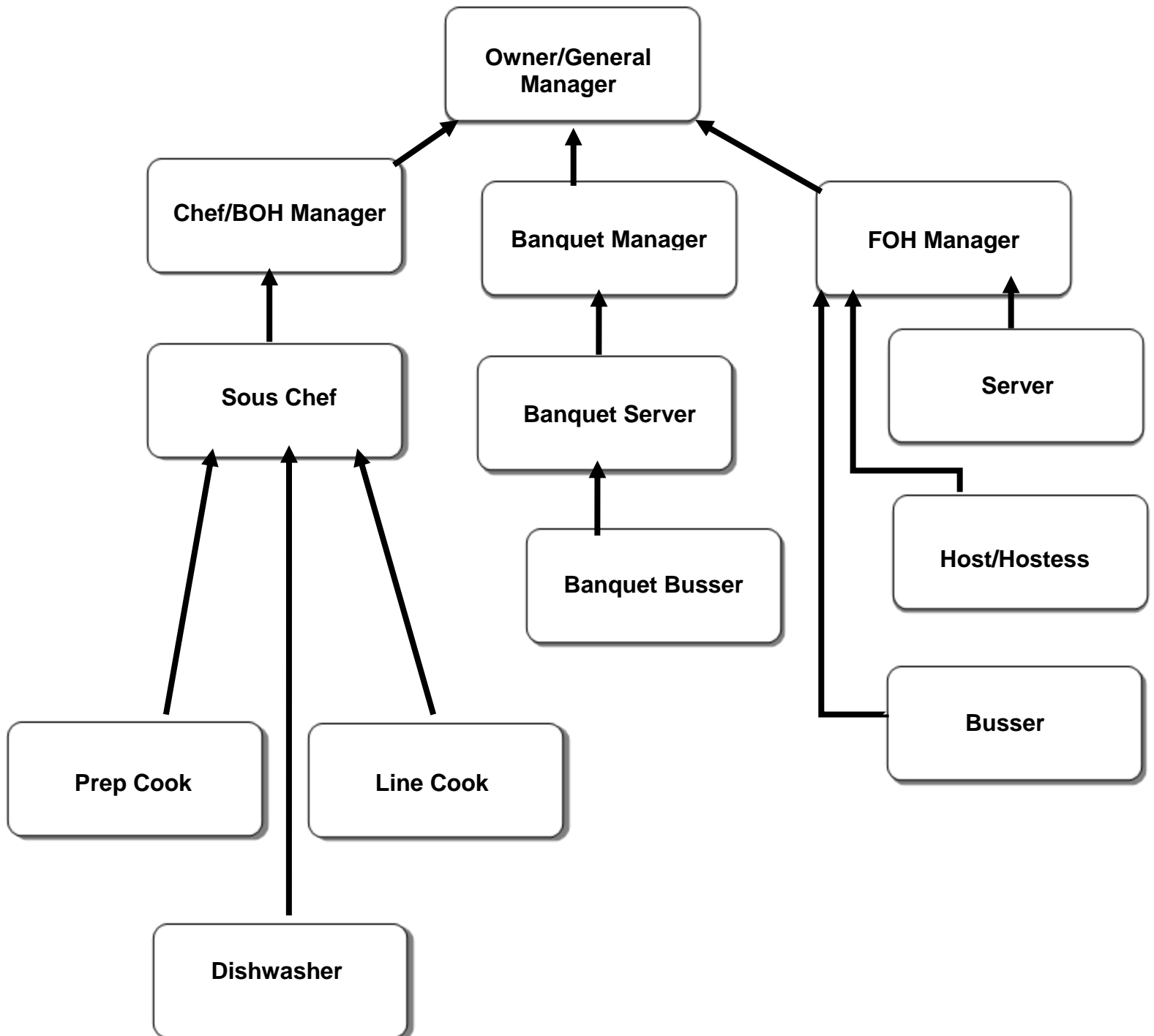


Exhibit E

Marketing Tactic Clarification

Teams must include 2 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.

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

- Newspaper
- Radio
- Magazine
- Billboard
- Poster
- Metro Transit

Promotions – Incentives to entice customers to patronize an operation.

- Frequent shopper program
- Special Pricing
- Premiums
- 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. Building good relations with the community can help an operation gain favorable publicity and enhance an operation’s image.

- Holding 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. Such connection could help garner immediate responses from customers as well as build longer-term relationships.

- 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 F

Menu Item Clarification

The intent is that teams will come up with 12 menu items (only) that would be 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 1 item. For example, the below menu would consist of 2 items:

- Burger with a choice of fries, mashed potatoes or asparagus - \$8.95
- Chicken sandwich with a choice of fries, mashed potatoes or asparagus - \$8.95

The recipes/costing for the burger would include the burger and the most costly of the side dish choices.

If the menu lists entrees separate from side dishes, and customers must pay for side dishes, the side dishes count as separate items. For example, the below menu would consist of 5 items:

- Burger - \$6.95
- Chicken Sandwich – \$7.50
- Fries - \$1.95
- Mashed Potatoes - \$1.95
- Asparagus - \$3.50

An exception is a table d'hote menu (see *Foundations of Restaurant Management & Culinary Arts Level 2, pgs. 473-74*) or prix fixe menu. In those cases, each dish that makes up the table d'hote or choice for prix fixe counts as 1 menu item.

On the sample menu on the next page, there are examples of how to count menu items.

- Each 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 Soup counts as one menu item
- 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: 21

Salads

- House \$6.50
Spring greens, avocado, roasted peppers, onions, shredded carrots, tomatoes & balsamic dressing
- Crazy \$8.50
Chicken breast, goat cheese, spring greens, crushed walnuts, bacon, roasted peppers, onions & balsamic dressing
- Wild Alaska Salmon \$8.50
Alaska salmon, spring greens, tomatoes, sliced lemon & balsamic dressing

Sandwiches

Available with your choice of potato, pasta or green salad

- Best Burger \$8.00
¼ lb. beef patty, pickle, tomatoes, sautéed onions, spring greens, cheddar cheese
- Best Chicken \$7.00
Chicken breast, spring greens, tomatoes, onions & basil mayo
- Garden Burger \$7.00
Veggie patty, sun-dried tomato pesto, spring greens, avocado, tomatoes, onions, shredded carrot & basil mayo

Soups

- Chicken Gumbo \$4.00
- Italian Wedding \$4.00
- Lobster Bisque \$4.00
- Minestrone \$4.00

Dinners

- Pot Roast Dinner \$15.75
Piled high with cipollini onions, carrots & mushrooms over mashed potatoes, served au jus
- Chili Glazed Salmon \$16.50
Served over a roasted vegetable & quinoa pilaf finished with micro greens
- Chicken Pot Pie \$13.00
Roasted chicken in an herbed cream sauce with leeks & carrots under a pastry crust
- Walleye Dinner \$15.50
Hand breaded & pan-fried filet on a bed of basmati rice pilaf with lemon beurre blanc

Desserts

- Cake \$4.00
- Apple Turnover \$2.25
- Brownie \$2.25

Beverages

- Coffee \$2.00
- Iced Coffee \$2.50
- Cappuccino \$3.75
- Ice Tea \$1.50

Exhibit G

Recipe Example

Management teams must complete this worksheet prior to the competition. Portion size is at your discretion.

School Name	ProStart High School
Educator Name	Chef Jones

Menu Item	Stuffed Won Tons		
Number of Portions	2	Portion Size	3 oz
Cooking Method	Baked		
Recipe Source	Class Developed		

Ingredients	
Item	Amount
Cream Cheese	8 oz
Powdered Sugar	2 oz
Vanilla	.5 oz
Won Ton Wraps	8
Oil for frying	16 oz
Salt and pepper	To taste
Cinnamon for dusting	To taste

Procedure
Procedure written in practical order.

Source:

Exhibit H

Recipe Cost Example

Management teams must complete this worksheet prior to the competition.

School Name	ProStart High School
Educator Name	Chef Jones
Menu Item	Stuffed Won Tons
Number of Portions	2

Ingredients		Ingredient Cost	
Item	Amount	Unit Cost	Total Cost
Cream Cheese	8 oz	\$1.30/lb	\$0.65
Powdered Sugar	2 oz	\$0.48/lb	\$0.06
Vanilla	.5 oz	\$5.12/qt	\$0.08
Won Ton Wraps	8	.055 each	\$0.44
Oil for frying	16 oz	2%	\$0.025
Salt and pepper and cinnamon	TT	1%	\$0.012

Total Recipe Cost	\$1.267
Portion Cost	\$0.634

Exhibit I

Menu Price Example

Management teams must complete this worksheet prior to the competition.

School Name	ProStart High School
Educator Name	Chef Jones
Menu Item	Stuffed Won Ton Appetizer

Item	Portion Cost
Stuffed Won Tons	\$0.634
Caramel Sauce <i>(this recipe would be on separate recipe and costing sheets)</i>	\$0.33

Total Item Portion Cost	\$0.964
Item Menu Price at 33% Food Cost	\$2.921 Menu Price \$2.95

Exhibit J

Sample Critical Thinking Scenarios

Workplace Safety

- 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?
- A guest chokes on a toothpick on their way out the door - what do you do?

Food 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?

Customer Relations

- A guest leaves a negative comment of your restaurant on a popular restaurant review website. How would you handle?
- 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?

Human Resources & Staffing

- One of your employees feels he is being bullied by another employee. How would you address this with your staff?
- 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 tries to redeem it – what do you do?
- Someone posts a bad comment on your restaurant's Facebook page – what should 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?

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 K

Sample Management Competition Timeline

Team	Setup	Start Presentation	End Presentation/ Set up Booth	Critical Thinking & Visual Display	End		Feedback	End
1	6:55 AM	7:00 AM	7:15 AM	7:20 AM	7:40 AM	5 Minute Break	8:50 AM	9:00 AM
2	7:15 AM	7:20 AM	7:35 AM	7:40 AM	8:00 AM		8:50 AM	9:00 AM
3	7:35 AM	7:40 AM	7:55 AM	8:00 AM	8:25 AM		9:00 AM	9:10 AM
4	7:55 AM	8:00 AM	8:15 AM	8:20 AM	8:45 AM		9:00 AM	9:10 AM
5 minute break								
5	9:15 AM	9:20 AM	9:35 AM	9:40 AM	10:00 AM	5 Minute Break	11:45 AM	11:55 AM
6	9:35 AM	9:40 AM	9:55 AM	10:00 AM	10:20 AM		11:45 AM	11:55 AM
7	9:55 AM	10:00 AM	10:15 AM	10:20 AM	10:40 AM		11:55 AM	12:05 PM
8	10:15 AM	10:20 AM	10:35 AM	10:40 AM	11:00 AM		11:55 AM	12:05 PM
9	10:35 AM	10:40 AM	10:55 AM	11:00 AM	11:20 AM		12:05 PM	12:15 PM
10	10:55 AM	11:00 AM	11:15 AM	11:20 AM	11:40 AM		12:05 PM	12:15 PM
5 minute break								
11	12:20 PM	12:25 PM	12:40 PM	12:45 PM	1:05 PM	5 Minute Break	2:50 PM	3:00 PM
12	12:40 PM	12:45 PM	1:00 PM	1:05 PM	1:25 PM		2:50 PM	3:00 PM
13	1:00 PM	1:05 PM	1:20 PM	1:25 PM	1:45 PM		3:00 PM	3:10 PM
14	1:20 PM	1:25 PM	1:40 PM	1:45 PM	2:05 PM		3:00 PM	3:10 PM
15	1:40 PM	1:45 PM	2:00 PM	2:05 PM	2:25 PM		3:10 PM	3:20 PM
16	2:00 PM	2:05 PM	2:20 PM	2:25 PM	2:45 PM		3:10 PM	3:20 PM
5 minute break								
17	3:15 PM	3:20 PM	3:35 PM	3:40 PM	4:00 PM	5 Minute Break	5:05 PM	5:15 PM
18	3:25 PM	3:40 PM	3:55 PM	4:00 PM	4:20 AM		5:05 PM	5:15 PM
19	3:45 PM	4:00 PM	4:15 PM	4:20 PM	4:40 AM		5:15 PM	5:25 PM
20	4:05 PM	4:20 PM	4:35 PM	4:40 PM	5:00 PM		5:15 PM	5:25 PM

Exhibit L

Sample Management Competition Judging Sheets

Criteria **Max Points** **Score**

Written Proposal (55 points)

Restaurant Concept (25 points)

Description of concept <ul style="list-style-type: none"> • Type of establishment • Meals served • Hours of operation • Type of cuisine served • Location of restaurant • Target market 	10	
Interior and décor <ul style="list-style-type: none"> • Does it match concept • Samples given - paint swatches, drawings or pictures of tables/chairs/artwork/lighting 	3	
Restaurant diagram/layout <ul style="list-style-type: none"> • Paper size (max 11" X 17") • Flow of space • Necessary features (bus stations, host stand, etc.) • Appropriate equipment 	4	
Organizational chart <ul style="list-style-type: none"> • Does the staffing fit the concept • All positions accounted for (FOH, BOH, janitorial, etc.) • Proper organization of chart 	3	
Conclusion	5	

Menu (15 points)

Matches restaurant concept & appropriate menu mix	3	
Description of 12 items	3	
Sample of how presented <ul style="list-style-type: none"> • Easy to read • Does type of menu fit concept (i.e. menu board for fast-food restaurant) 	3	
Recipes, food costing, menu pricing <ul style="list-style-type: none"> • Used official template • Sources listed • Used 33% food cost to calculate menu price • Prices for all items based on calculated prices for 3 items 	5	
Photos	1	

Marketing Plan (15 points)

Matches restaurant concept <ul style="list-style-type: none"> • Tactic descriptions • Tactic goals • Will it reach target market 	5	
Tactic budgets	3	
Samples	4	
Creativity	3	

Verbal Presentation (55 points)	
Organization of presentation	5
Presentation skills	15
• Ability to sell concept	
• Easy to hear/understand	
• Professionalism	
Slideshow	20
• Supports/illustrates/complements verbal presentation	
• Neat	
• Readable	
• Creative	
Relevancy of material presented	
• Reflect the written presentation	
• Material presented was appropriate for a verbal presentation	
Q & A - Depth of overall knowledge	15
Visual Display (15 points)	
Overall appearance of display	4
• Neat	
• Logically laid out	
• Appropriate use of space	
Matches restaurant concept	4
Visual Display includes:	4
• Name and description	
• Restaurant diagram/layout	
• Sample menu presentation	
• Sample marketing campaigns	
Creativity	3
Critical Thinking (50 points)	
Teamwork	5
Presentation skills	5
• Ability to sell solution	
• Easy to hear/understand	
• Professionalism	
Category 1	10
Category 2	10
Category 3	10
Category 4	10
Total Points	175
Penalties	
Not dressed in uniform	5
Restaurant concept not located in ProStartville	5
Included more or less than 12 menu items	5
Included more or less than 3 recipe worksheets	5
Included more or less than 3 food costing worksheets	5
Included more or less than 3 menu pricing worksheets	5
Included more or less than 2 marketing tactics	5
Prepared incorrectly (not typewritten, bound, extra information included)	5
All 10 written proposal copies are not identical	5
Visual display not made of corrugated cardboard or foam core	5

Visual display exceeds max dimensions, not flat	5
Additional display materials	5
Visual display does not include team name, school, state	1
Visual display includes prohibited electronic items	5
All members of team did not substantially (at least 2 minutes) present	5 pts per student
Exceeds max verbal presentation time	1 pt per minute
Disqualification results if allotted time is exceeded by 4 minutes	

Disqualification

- Missed Orientation
- Missed appointed time to compete
- Received coaching
- Misconduct
- Did not compete in each event segment (written, verbal, display, critical thinking)
- Verbal presentation ran more than 4 minutes over allotted time
- Used unauthorized features (embedded video, sound, etc.) in slideshow
- Used parts of a previously submitted team's work

Awards, Medals and Trophies

To honor ProStart competitors, awards will include; A Culinary Hospitality Cup, a Management Hospitality Cup and individual team medals to the teams that score the most points in the individual competitions. There is no “overall winner”.

First place teams in Culinary Arts and Management, per NC HEF invitation, will represent North Carolina at the National ProStart Invitational in Anaheim, California on April 18-20, 2015. The NC HEF will contact the winning teams with full details.