



National ProStart Invitational

2022 National ProStart Invitational®

Procedures and Rules for the Culinary and Management Competitions

Participating teams are responsible for understanding and following all the procedures and rules contained in this document; they will not be reviewed at the National ProStart Invitational. Please read this document carefully to maximize your opportunity for success and to avoid receiving penalties during the competition. Refer all questions to the appropriate state ProStart® Coordinator prior to arrival at the National ProStart Invitational.

2022 National ProStart Invitational Procedures and Rules

Table of Contents

General

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

Culinary Competition

Description.....	7
Scoring	7
Menu Planning & Preparation for Culinary Competition.....	7
Workspace and Equipment.....	8
Menu and Recipe Presentation.....	9
Role of the Optional Team Manager.....	10
Uniform.....	11
Competition Flow.....	11
Product Check-In.....	12
Day of Competition - Report to Product Check-In.....	13
Team & Menu Introduction.....	14
Production Mise en Place	14
Meal Production	14
Station Clean-up.....	15
Dishwashing.....	15
Culinary Competition Penalties.....	17
Culinary Specific Disqualifications.....	17
Event Personnel	17
Post Competition.....	17

Management Competition

Description.....	28
Scoring.....	28
Preparation for Management Competition.....	28
Role of the Optional Team Manager.....	29
Uniform.....	29
Competition Flow	29
Team Check-In	29
Day of Competition.....	30
Written Proposal	31
Written Proposal Contents.....	31

Posters	33
Management Competition Penalties.....	33
Management Specific Disqualifications.....	33
Event Personnel.....	33
Post Competition.....	34
<u>Appendices</u>	
Culinary Exhibit A – Culinary Station Blueprint.....	18
Culinary Exhibit B – Deliverables Checklist.....	19
Culinary Exhibit C – Recipe Example	20
Culinary Exhibit D – Recipe Cost Example.....	21
Culinary Exhibit E – Menu Price Example	22
Culinary Exhibit F – Product Check-In Inventory List Example	23
Culinary Exhibit G – Sample Culinary Competition Timeline.....	24
Culinary Exhibit H – Sample Culinary Competition Score Sheet	25
Management Exhibit A – 2022 Location Description- ProStartville, USA	35
Management Exhibit B – Written Proposal Outline and Checklist	36
Management Exhibit C – Restaurant Space Scenario Options.....	37
Management Exhibit D – Sample Restaurant Floorplan	38
Management Exhibit E – Sample Organizational Chart	39
Management Exhibit F – Menu Item Clarification	40
Management Exhibit G – Recipe Example	42
Management Exhibit H – Recipe Cost Example	43
Management Exhibit I – Menu Price Example	44
Management Exhibit J – Marketing Tactic Clarification	45
Management Exhibit K – Sample Critical Thinking Scenarios	46
Management Exhibit L – Sample Management Competition Timeline	47
Management Exhibit M – Sample Management Competition Score Sheet	48

Purpose

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

Eligibility

Students

1. All high school students, currently enrolled in a confirmed ProStart program recognized by the National Restaurant Association Educational Foundation, who have been certified to represent their state, or territory at the national competition by the NRAEF-recognized ProStart Coordinator for that state, territory or region are eligible to compete.
2. Students may participate at NPSI as a competitor for only two years, which may be non-consecutive. For the purposes of NPSI, competitors are defined as active team members (i.e., cooking or presenting) and/or team managers.
3. Students may compete in one or both the Culinary and Management teams in any year. Competing on two teams at any one NPSI counts as one year of competition.
4. Should state eligibility requirements differ from national eligibility requirements, states **MUST** ensure their competing teams meet national eligibility requirements prior to the start of NPSI. States/teams that fail to certify they meet the national eligibility requirements are subject to disqualification, regardless of state requirements.

Teams

1. The designated ProStart Coordinator for each NRAEF-recognized ProStart state, or territory may certify one Culinary team and one Management team to represent the state, or territory at NPSI. The same team may compete in both competitions provided the ProStart Coordinator certifies the team for both competitions.
 - a. Participating states, territories, and regions must compete in both categories: Culinary and Restaurant Management.
2. Participating teams consist of two (2) to four (4) student team members and one (1) optional team manager, for a maximum total of five (5) students.
 - a. At Nationals, each team is permitted to bring one to two educators and one optional restaurant/foodservice industry mentor. Educators and mentors are not considered members of the team, and as such may not communicate with team members from report time through dismissal.
3. The team manager may only step into an active role (i.e., cooking or presenting) if an original team member is injured, sick or otherwise unable to participate. In such cases, the team manager, with Lead Competition Judge and Event Organizer Staff approval, may replace the affected student. Additional team members may not be substituted in the team manager’s place or in any other active team role.
4. The team manager may also participate in certain defined roles in the competitions. See the rules for details.

General Disqualifications

1. Teams and all associated competitors must be eligible to compete, as defined by the eligibility terms above. Teams found to be ineligible will be disqualified. Additionally, any individual students found to be ineligible will result in complete team disqualification.
2. Teams must attend a required Opening Ceremony at a time and place designated by the NRAEF Event Organizers. 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.
3. 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 with appropriate notice to Event Staff.
4. No team member can receive coaching or any form of communication from anyone, including spectators, educators, mentors, or coaches during the competition from the team's report time until after the competing team receives feedback from the judges (Management) and/or completes dishwashing (Culinary). The determination of what constitutes coaching or communication is solely at the discretion of the NRAEF and the judges. No warnings will be provided; violations will result in immediate team disqualification.
5. Misconduct including, but not limited to, any nonprescription drug use, alcohol use, unsportsmanlike conduct, or any activity that is illegal under federal, state or local laws at the event, during competition, during unsupervised free time, during supervised competition social activities or in activities or locations related to the event. Should such alleged misconduct come to the NRAEF's attention, the matter will be investigated as the NRAEF deems appropriate. Any decision as to appropriate action due to misconduct, up to and including team disqualification, is at the sole discretion of the NRAEF and is final.
6. Teams must participate in each event segment in the competition or they will be disqualified. For details on competition segments see Culinary and Management rules. Failure to compete in any segment will result in team disqualification.
7. By entering into the contest, the student and the team he/she represents accepts all conditions and requirements of the National ProStart Invitational.

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 and in-person training. 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 are final. Any questions about scoring should be submitted to the National ProStart Team at ProStart@nraef.org.

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 without notice, but will be communicated out with as much advance notice as possible.

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 2022

The following provides a review of information added to the 2022 NPSI rules. Please see below.

Culinary

- Menu Cost
 - Maximum menu cost has changed from \$75 to \$125, to accommodate rising food costs (pg. 10)
- Permitted Ingredients
 - Team-prepared pre-soaked beans (pg. 14)

2022 NPSI Culinary Competition

Description

Teams demonstrate their culinary knowledge, skills, and creative abilities during the competition through demonstration of skills and the preparation of a unique three-course meal consisting of (i) a starter; (ii) an entrée; and (iii) a dessert. Performance during the Culinary event is observed and rated by judges from the foodservice industry and post-secondary schools. Teams demonstrate their ability to work together while creating and presenting their meal.

Scoring

1. A maximum of 100 points can be earned by a team during the Culinary competition. Product Check-In is worth five (5) points, Team Presentation/Work Skills/Organization is worth twenty-five (25), Safety and Sanitation is worth fifteen (15), the Starter is worth fifteen (15), the Entrée is twenty (20), the Dessert is fifteen (15), and Menu and Recipe Presentation is worth five (5).
2. In case of a tie: the tying teams will each be interviewed by a panel of judges for further insights into their performance. Teams will be asked questions to be answered verbally with regard to the methods, preparation and presentation of their meal. Judges will discuss and make a group determination as to the ranking of final winner(s).

Menu Planning and Preparation for Culinary Competition

1. Each team develops a unique three-course menu. Menus must be distinct and not significantly repetitive of previously submitted work. NRAEF will review all submitted menus, recipes, and photographs to determine if they are significantly repetitive of work previously submitted at NPSI, and will provide feedback to teams with a minimum of four (4) weeks prior to competition so as to permit each team time to revise. Ignoring NRAEF guidance and submitting for review or bringing work, or parts of work, previously submitted at NPSI, will result in immediate team disqualification via email or onsite. To ensure compliance, the standard for change is included below:
 - a. Standard for Change
 - i. *Entrée and Starter:*
 - Protein: The protein or cooking method must change.
 - Vegetable: The vegetable or cooking method must change.
 - Starch: The starch or cooking method must change.
 - Presentation: The presentation must be visibly different from the previous years.
 - ii. *Dessert:*
 - Base (e.g. mousse/Bavarian/tart/cake, etc.): The base must change.
 - Garnish: The garnish components or processing must change (e.g. raspberry whole v. coulis).
 - Presentation: The presentation must be visibly different from the previous years.
2. Each team prepares two (2) identical three-course meals, garnished and served appropriately. One meal is evaluated by the judges for both taste and presentation, and one meal will be used for display. The meal consists of:
 - a. A starter consisting of:
 - i. A first course: soup, salad, appetizer
 - ii. Size appropriate: 4-6 ounces total edible weight
 - b. An entrée consisting of:
 - i. Center of the plate item: 4-6 ounces suggested
 - ii. Accompaniments such as vegetable or starch: 2-3 ounces each suggested

- iii. Sauce
 - c. A dessert consisting of:
 - i. A little something sweet served at the end of the meal
 - ii. Size appropriate: 3± ounces total edible weight
- Each meal component should be appropriate to the complete menu. Flavors across the menu should have harmony for the palate. The five characteristics considered for a plated meal will be:
- a. **Oral:** Flavor, Texture, Temperature
 - b. **Visual:** Color, Shape
3. Teams must employ a minimum of two cooking methods from the following list: Poach, Shallow Poach, Braise, Pan Fry, Steam, and Sauté.
 - a. Additional techniques are also permitted.
 - b. Molecular gastronomy in the competition:
 - i. Use of liquid nitrogen is not allowed.
 - ii. Spherification, foams, and meat glue (transglutaminase) are allowed.
 4. Teams must bring all ingredients necessary to prepare the menu they have developed. See *Product Check-In for information on permitted vs. prohibited ingredients.*
 5. Educator(s) and Mentor participation:
 - a. May assist teams in preparing for the competition.
 - b. May not develop the menu.
 - c. Expertise is limited to menu suggestions and technique advice.
 6. To allow officials and judges adequate time to review your menu, an electronic copy of the menu, recipes, and photographs of the dishes must be submitted to ProStart@nraef.org **no later than Friday, April 8th, 2022**. Minor adjustments and corrections to the recipes are allowed, but changes to the menu are not allowed after submission. If there is a question about what constitutes a minor adjustment, please contact ProStart@nraef.org. A penalty will be issued if the team does not submit as stated above. See *Culinary Competition Penalties*.

Workspace and Equipment

1. The workspace consists of:
 - a. Two (2) eight-foot tables set up in an “L” formation within a 10’ x 10’ space.
 - i. The station tables can be covered with a variety of materials to keep the table surface consistent across stations (e.g. fire-retardant plastic, food-safe elastic covering, tablecloth, etc.), which must remain in use during competition.
 - ii. Tables may not be moved prior to or during competition.
 - iii. Teams may not move the doorway of the workspace prior to or during competition.
 - iv. See *Exhibit A for Culinary Station Blueprint*.
 - b. Food preparation must be done within the workspace on the tables provided.
 - c. Equipment and supplies must be contained within the allotted 10’ x 10’ space unless otherwise directed by event staff.
 - d. Team members may only work on the tables from the interior of the space.
2. Event Organizers provide:
 - a. Two (2) eight-foot tables, at approximately 36 inches in height

- b. One speed rack and four (4) full size sheet pans (STATE CHANGE: NO SHEET PANS WILL BE PROVIDED. TEAM RESPONSIBLE)
 - c. Sanitation buckets (STATE CHANGE: NO BUCKETS WILL BE PROVIDED. TEAM RESPONSIBLE)
 - d. Access to ice
 - e. Access to running water (available prior to and after the competition only)
 - f. Two (2) Sterno Model 50108, 15,000 BTU burners (or equivalent) and necessary fuel (STATE CHANGE: NO BURNERS WILL BE PROVIDED. TEAM RESPONSIBLE)
 - g. All presentation dishes. Teams may only use dishes and glassware provided by Event Organizers, no exceptions. Teams must select their dishes and glassware during the registration process. (STATE CHANGE: TEAM WILL BRING OWN DISHES. ONLY WHITE DISHES ARE ALLOWED)
 - h. TEAMS MUST ALSO BRING DISH BUCKET WITH SCHOOL NAME ON OUTSIDE FOR TASTING DISHES.
3. Team must provide:
- a. All necessary supplies to prepare the food they have selected, such as small utensils, cutting boards, small hand tools, cookware, gloves, and enough cloths for competition and clean-up

<i>Permitted Equipment</i>	<i>Prohibited Equipment</i>
<ul style="list-style-type: none"> • Handheld whipped cream chargers • Digital scales and thermometers • Handheld butane/propane torch for finishing any item, sweet or savory • Metal, stone or other types of plates or apparatus to extend the cooking surface of the burners • Dry ice • Audio recording device to record the critique and feedback sessions • Electronic devices which contain no communication abilities (e.g. basic calculator or timer) • Additional sheet pans • Camping oven and/or smoker attachments for provided burner <p><i>All equipment must be used in a safe manner and not obstruct proper butane function.</i></p>	<ul style="list-style-type: none"> • Fueled or mechanical heat sources other than provided event burners or handheld torch for finishing • MRE heater packs • Electric, battery-operated or compressed air/gas devices (exceptions: handheld whipped cream chargers, digital scales, digital thermometers) • Plastic or Plexiglas for the purpose of covering tables • Cell phones, tablets, smart watches, or other communication devices • Additional speed racks or equipment exceeding the external dimensions of 2 ft x 4 ft x 3 ft • Cutting guides i.e. cutting boards with rulers or other aids

Menu and Recipe Presentation

- 1. Each team prepares eight (8) softbound folders/binders with the team's state or region name and year clearly shown on each cover.
 - a. Do not use plastic pockets to hold pages, as this impedes judges' ability to provide feedback.
 - b. Examples of folder:
 - i. https://www.staples.com/Avery-Flexible-5-Inch-Round-3-Ring-View-Binder-Blue-17670/product_614315

- ii. http://www.staples.com/JAM-Paper-Plastic-2-Pocket-Eco-School-Folders-with-Metal-Tang-Fastener-Clasps-Clear-6-Pack-382ECCLDD-/product_2329283
- c. See *Exhibit B for Deliverables Checklist*.

2. Each binder/folder must contain a copy of:
 - a. Recipes: all recipes for the meal presentation, typed and submitted on the official recipe template. Acknowledgements and sources must be listed on each recipe in MLA formatting. Must be written in a logical sequence. See *Exhibit C for Recipe example*.
 - b. Recipe Costing: all recipe costing sheets for the meal presentation. Recipe cost must be calculated for each individual recipe, typed and submitted on the official costing template. See *Exhibit D for Recipe Cost example*.
 - i. Small amounts of common dry spices and herbs may be priced at 1% of the total recipe cost.
 - ii. Oil for frying may be priced at 2% of the total recipe cost.
 - c. Menu Pricing: one menu price worksheet for each of the three courses, based on the recipe costs and calculated at a 33% food cost percentage. See *Exhibit E for Menu Price example*.
 - i. Each course on the presentation menu is priced separately.
 - ii. Menu price on the presentation menu may be rounded up after applying the 33% food cost percentage for a more realistic menu price.
 - iii. Final calculation before rounding must be indicated on costing template.
 - iv. Total menu price for the three-course meal may not exceed \$125.00 after applying the 33% food cost percentage.
 - d. Color Plate Photographs: an 8½" x 11" color photo of each plate. Final plates presented to the judges are compared to the photos provided.
 - e. Menu with prices: a simple, typed menu with menu prices printed on an 8½" x 11" sheet of paper.
 - f. Please place all materials together by course. E.g. recipe, recipe costing, menu pricing, and color photograph of the starter would be placed together, followed by all materials for the entrée, etc.
3. Binders/Folders are submitted to the judges at Product Check-In. Failure to submit the folders at Product Check-In will result in a penalty. See *Culinary Competition Penalties*.
4. Each participating team also provides one (1) copy of a framed presentation menu:
 - a. Presentation menu is kept with team equipment and not turned in with folders.
 - b. Must include descriptions and final menu prices for each course.
 - c. State or region name must be clearly identified on presentation menu.
 - d. Must be displayed on the team's table during competition and then moved to the display area with the team's display plates.
 - e. No other additions to the display are allowed.

Role of the Optional Team Manager

1. In the Culinary competition, the one optional team manager may serve as an expeditor. The team manager may replace a team member in the workspace if a member is injured or unable to participate or continue.
 - a. If a team member cannot participate or continue, the team manager, with Lead Judge and Event Staff's approval, may replace that team member.
 - b. The replaced team member, or any other competitor, may not return, step in for or replace the team manager. If the team manager replaces a team member, s/he must stay in the role for the remainder of the competition.
 - c. The replaced team member should leave the Culinary station and, at the discretion of the team's educator, may leave the event or may stay and watch as an observer.

The replaced member is not permitted to communicate with their team from the moment they are replaced until after dishwashing.

2. Take note of rules specific to the team manager in each competition category.
3. The team manager may talk to the team at any time and have printed materials such as timelines, recipes or notes to assist in keeping the team on track.
4. The team manager is considered a part of the team and may not have any verbal or non-verbal communication with anyone outside the competition area.
5. The team manager is an optional position; there are no additional provisions for teams without a team manager.

Uniform

1. Teams must present a uniform appearance from Product Check-In through dismissal to dishwashing.
2. Appropriate required apparel consists of:
 - a. Long sleeve, white chef coats
 - i. Logos and sponsor names are permitted on chef coats
 - ii. Accent colors are permitted, provided the chef coat remains white
 - b. Checkered or black pants
 - c. Nonporous, closed toe, non-slip, hard sole black shoes
 - d. Aprons and hats
 - e. Team manager will wear a colored arm band indicating his/her role
3. Aprons, hats, and team manager's colored arm band will be provided by Event Organizers at Product Check-In. These items are not required to be worn before or during Product Check-In, as teams will not have access to them prior to presenting at Product Check-In. Teams should add these uniform items from competition report time through dishwashing.
4. Failure to be fully uniformed or in appropriate uniform components from Product Check-In through dismissal to dishwashing will result in a penalty. *See Culinary Competition Penalties.*

Competition Flow

Day Prior to Competition:

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

Day of Competition:

Report to Product Check-In (15 Minutes)

Team & Menu Introduction (5 Minutes)

Production Mise En Place (20 Minutes)

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

Skills & Organization Critique (10 minutes)

Judges' Tasting Critique (10 Minutes)

Recipe & Menu Critique (5 minutes)

Station Clean-Up (20 Minutes)

Sanitation Critique & Dismissal (5 Minutes)

Dishwashing (Untimed)

1. *See Exhibit G for Sample Culinary Competition Timeline.*
2. Feedback occurs:
 - a. On the competition floor for the Product Check-In, Work Skills/Organization, and Sanitation segments.
 - b. In the reserved judging area for Tasting and Menu & Recipe segments.
3. Team members are encouraged to ask questions during Feedback to learn from the experience.

4. A maximum of four (4) people comprised of designated teacher(s), mentor(s), and state coordinator(s) are allowed to be present to observe only during the Tasting & Menu critique sessions.
 - a. *Communication with the team is still prohibited.*

Product Check-In

1. It is the responsibility of each team to store all product prior to Product Check-In.
2. Product Check-In is the first segment of the evaluation process. The team manager is allowed to fully participate in the Product Check-In segment. Teams' teacher(s), mentor(s), and state coordinator(s) are allowed to be present in a designated space adjacent to the check-in tables to observe only during the Product Check-In process, including feedback. Team is judged according to:
 - a. Proper shipping and receiving procedures.
 - i. Complete printed product inventory list of every item contained in each cooler or other container holding food items must be attached to the inside and outside of the cooler and/or container. The list must be attached in a plastic sleeve. Inventory list must be submitted on the official Inventory template. See *Exhibit F for Inventory List example.*
 - ii. All ingredients must be turned in at Product Check-In.
 - iii. Proper temperature of ingredients must be maintained.
 - iv. If an item has been found to be in the temperature danger zone, the item will not be available for use in the competition. See #3 below.
 - b. Proper packaging.
 - i. Items should either be in their original packaging, or wrapped and packaged properly (i.e. no liquid pooling from meats, poultry or fish, no seeping liquid, vegetables and fruits in proper containers and/or bags), or they will be discarded.
 - c. Uniform and personal hygiene, including proper hand washing.
 - i. Hand washing stations are available in the Product Check-In area.
3. Any team that has a product disallowed during Product Check-In has until their assigned competition report time to present to the judges a replacement product for approval.
 - a. Judging and scoring is based on the initial check-in by the team.
 - b. Teams will lose points if their entire product list does not meet the established criteria at the original check-in.
 - c. Replacement product that does not meet requirements at competition report time will also be discarded. The team will be assessed an additional penalty for each failed submission.
4. All refrigerated product is placed on a provided speed rack during check-in. Teams are limited to the product that can fit on the speed rack due to limited walk-in cooler space. Freezer storage is not provided at any point.
5. Team should have all dry storage product collected in a single container ready to be checked in. Event site will provide secure dry storage space for teams.
6. Each team's food is placed in an appropriate and secure location at the competition site until the team's designated report time.
7. During Product Check-In, teams will be issued the dishes they ordered for their meal presentation. Teams have the opportunity to review their dishes at that time. Event Organizers are present with the original order forms the team submitted to confirm the order. Substitutions may be allowed on a case-by-case basis pending availability of dishes and

circumstances of substitution request. All requests must be made to and approved by Event Organizers.

8. The previously prepared softbound folders are given to the judges at Product Check-In. Equipment and presentation menu are not turned in at this time.
9. Ingredients:

Permitted Ingredients	Prohibited Ingredients
<ul style="list-style-type: none"> • Team-prepared stocks • Team-prepared clarified butter • Team-prepared pre-soaked beans • Pre-measured staple dry goods: flour, sugar, salt, pepper, baking powder, baking soda, cream of tartar • Pre-measured butter and oil • Pre-washed produce* • Dry ice • Commercially manufactured food items such as jams, bread crumbs, bases and mayonnaise in the original, sealed container or packaging. Must be used as an ingredient, not as a finished product. 	<ul style="list-style-type: none"> • Pre-chopped, pre-sliced, or pre-prepared food not commercially manufactured • Reductions, finished sauces, and clarified broths • Items that risk food illness <p style="color: red; font-size: small;">STATE CHANGE: Our State Competition guidelines will not allow for the use of alcohol in your recipes. (Unanimous vote from ProStart Committee Members – 11/19/2012) NOTE: Winning team may alter their recipe for National Competition.</p>
<p><i>*Team may also wash produce during Production Mise en Place. Note: Follow your state or school guidelines concerning alcohol in your recipes. NPSI permits the use of alcohol in Culinary competition recipes.</i></p>	

10. No equipment will be checked-in during this period. Teams are to bring all of their equipment to the competition area at their assigned Report time.
11. Any shipped items should be addressed to the competitor, team educator, or state ProStart Coordinator directly. The NRAEF is not responsible for tracking, obtaining, or holding any shipments prior to competition. Hotel/event personnel are only responsible for holding shipped items. Hotel/event site cannot accept items more than 3 days prior to the start of competition, and perishable items should not be shipped, as safe temperature storage cannot be guaranteed. Any items shipped are the sole responsibility of the recipient, and neither the NRAEF, hotel, nor event staff are responsible for any lost, damaged, or spoiled items. Shipping directions will be sent to all State Coordinators prior to the event.
12. Should travel delays arise, and as a result a team is unable to check-in their ingredients during the times allotted, the team will be allowed to store those items in the NPSI refrigerated storage area. The team must contact their state ProStart Coordinator, who will contact the Event Organizers to make arrangements to access the storage area.
13. Product Check-In Feedback will occur immediately following each team's check-in.

Day of Competition - Report to Product Check-In

1. Team should arrive promptly to the Product Check-In area at their assigned report time to retrieve their cold and dry products.
2. Team will be introduced to their NRAEF-assigned timer who will announce the start and end of each competition segment.
3. Teams will be allowed to place equipment on and/or otherwise organize their speed rack during their report time prior to entering the competition floor.

4. Team members should be prepared to carry and/or roll all their equipment and products onto the competition floor.
5. The team manager may assist in transporting the equipment and food products to the team's station, but may not assist in any organizing, unpacking, or set-up.

Team & Menu Introduction

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

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

Production Mise en Place

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

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

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

Meal Production

1. Final meal production and all plating must be completed in the sixty (60) minute time period provided. NRAEF-assigned timer will announce the time at regular intervals, becoming more frequent towards the end of meal production time. It is the responsibility of each team to know their start time and be ready to begin when their assigned time is announced.
 - a. Teams may bring a manual or battery-operated timer; however, Event Organizers will keep and display the official time.
2. The team manager must stay on the outside of the "L" of the tables, and may not touch any equipment, products, or any other item on the table or production area. *See Exhibit A.*
 - a. The team manager may taste food throughout the competition. To do so, the team manager must carry his/her own supply of tasting spoons. Used, disposable tasting spoons may be discarded in the trashcans located on the shared space of the competition floor to avoid interfering with team station.
3. A team is considered done cooking when each requirement is met:

- a. The food is plated.
 - b. The dishes are on the service trays.
 - c. All team members have stepped away from the trays and raised their hands to signal they are finished.
 - i. Teams may present plates to judges up to three minutes before the 60-minute cooking time has completed. *See Culinary Competition Penalties.*
4. After a team completes their two (2) identical meals, the team will determine which meal will be evaluated by tasting judges and which will be for display.
 - a. Team members transport both service trays and their presentation menu to the judges' table and leave immediately. The team manager may accompany the team to the tasting area, but may not carry plates or the menu.
 - b. The evaluation plates receive the most critical judging.
 - c. There should not be a major variance in composition of the finished plates. If there is a great variance, then the team will be assessed a penalty. If the second meal is not presented, the team will be disqualified. *See Culinary Competition Penalties and Disqualifications.*
 5. Team returns to their station for the Work Skills/Organization and Proper Knife Usage feedback.
 6. Judges have ten (10) minutes to evaluate the plates. At that time the entire team (including the team manager) returns to the tasting area for a ten (10) minute feedback session. Only the designated teacher(s), mentor, and state coordinator for a total of four (4) people may accompany the team and listen to feedback.
 7. The team will proceed next to the menu and recipe judges for a five (5) minute feedback session. Only the designated teacher, mentor, and state coordinator may accompany and listen to feedback.
 8. Team then takes display plates and presentation menu to the display area. *Reminder: the team is still competing and students may only converse with their teammates.*
 9. Team returns to their station to begin Station Clean-up.

Station Clean-Up

1. Team has twenty (20) minutes to clean and vacate their station.
 - a. The team must return station to the condition it was in when they arrived.
 - b. The team manager is allowed to assist during Station Clean-Up.
 - c. Team or team member cannot leave the floor unless released by Sanitation judge and accompanied by their assigned timer.
2. Team receives the Sanitation feedback and is released for dishwashing.

Dishwashing

1. After teams receive Sanitation feedback, they may then collect supplies to be washed and bring all their equipment off the competition floor. Team members will be escorted by timekeepers to the appropriate area of the competition venue for dishwashing. *Reminder: the team is still competing and may only converse with their teammates.*
 - a. Teams should clean items so that food is clear from the equipment; however, teams do not need to sanitize, etc. A surface clean of all items is sufficient and will ensure that teams may move more quickly through the dishwashing process.
2. Once complete with dishwashing and released by their assigned timer, the team has officially completed the competition and may communicate freely.

Culinary Competition Penalties

The following are fixed deductions.

1. Menu does not meet specifications, or was not submitted on time i.e., by April 8, 2022 to ProStart@nraef.org – 5 pts
2. The team is not dressed in uniform – 5 pts
3. Team did not submit folders with menu, plate photographs, recipe and recipe costing Product Check-In – 2 pts
4. Replacement product did not meet requirements and was discarded – 2 pts
5. Team manager touches or handles any equipment or food when not allowed – 5 pts
6. Team uses dishes/glassware other than those provided by Event Organizers – 5 pts
7. Team begins any competition segment before their assigned start time – ¼ pt to 10 pts
 - a. ¼ point is deducted per 15 seconds
 - b. 10 or more minutes early, team is disqualified
8. Team does not complete any competition segment within their allotted time – ¼ pt to 10 pts
 - c. ¼ point is deducted per 15 seconds
 - d. After 10 minutes, team is disqualified
9. Use of prohibited equipment or pre-prepared ingredients – 5 pts
10. Team produces two meals, which are not identical – 2 pts
11. Station left in unsanitary manner – 3 pts

Culinary Specific Disqualifications

1. Team submitted work, or parts of work, that was previously submitted.
2. Team started any competition segment more than 10 minutes early, or finished more than 10 minutes late.
3. Team used an electric/battery operated device or additional butane burner.
4. Team did not produce two (2) complete meals.
5. Violation of the General Disqualifications on page 5.

Event Personnel

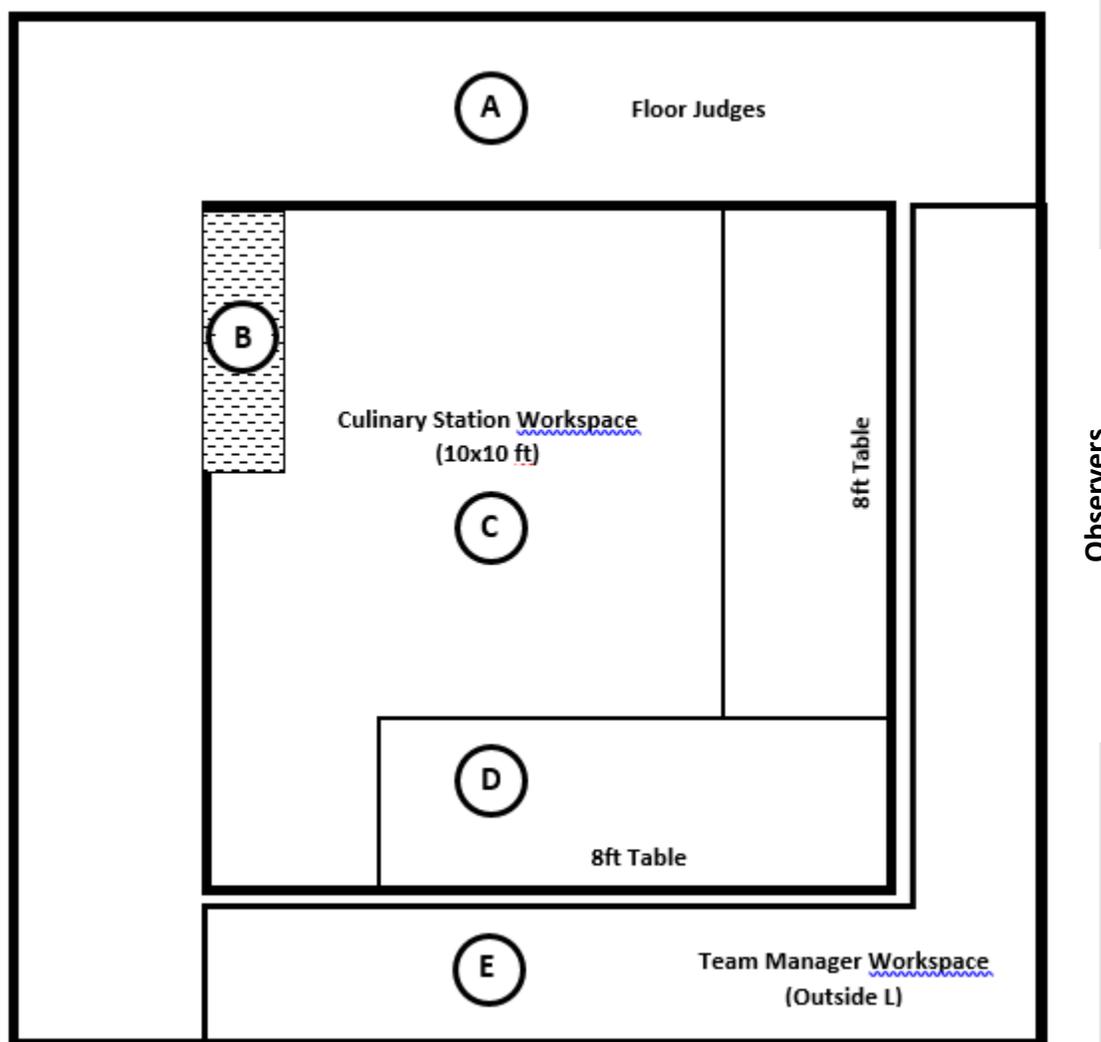
1. Event Organizers: NRAEF staff members
2. Volunteers: Assigned and trained by NRAEF to assist with the event
3. Timekeepers: Personnel designated and trained by the NRAEF, who are charged with keeping the official time for assigned teams during all segments of the competition.
4. Judges: Sourced from post-secondary education and the restaurant and foodservice industry, including two Co-Lead Judges. Lead Judges do not score teams.
 - a. All judges will be consistent from team to team (i.e. judges scoring team presentation/work skills will be responsible for that category across all competitors).
See Exhibit H for sample Culinary Competition Score Sheet.

Post Competition

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

Exhibit A – Culinary

Culinary Station Blueprint



- A. Competition floor outside of Culinary station.
 - a. No team equipment should be in this area. Teams may access this area to use handwashing station. Floor judges have access to this space.
- B. Culinary station doorway
 - a. No team equipment should be in this area to leave a safe space to enter and exit the station. Approximately 2 ½ ft wide.
- C. Culinary station workspace (10ft x 10ft)
 - a. Teams must keep all materials inside designated area. Teams may store equipment under and around the tables.
- D. Two 8ft tables set up in “L” formation
 - a. Teams may not move or otherwise rearrange or readjust tables.
- E. Team Manager must stay in his/her designated space. Floor judges and the team’s timer will also have access to this space.

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

Exhibit B – Culinary

Deliverables Checklist Present at Product Check-In

Eight binders/folders, each containing

Example 1: https://www.staples.com/Avery-Flexible-5-Inch-Round-3-Ring-View-Binder-Blue-17670/product_614315

Example 2: http://www.staples.com/JAM-Paper-Plastic-2-Pocket-Eco-School-Folders-with-Metal-Tang-Fastener-Clasps-Clear-6-Pack-382ECCLDD-/product_2329283

- State, Territory, or Region Name, and Year on cover
- Recipes typed on official template
- Recipe Costing Sheets typed on official template
- Menu Price Sheets typed on official templates
- Plate Photographs – A separate, 8½” x 11” color photograph of each plate
- Menu with Prices - Simple typed menu 8½” x 11”

Checklist of other items required

- Complete printed list of the contents of each cooler or dry storage container on the inside and outside of each cooler or container in a plastic sleeve
- One copy of framed Presentation Menu

Exhibit C – Culinary

Recipe Example

Culinary teams must complete this form prior to the competition. Make eight (8) copies to include in the folders turned in at Product Check-In.

State Name	Awesome State		
Educator Name	Chef Jane Doe		

Menu Item	Ratatouille		
Number of Portions	6	Portion Size	5 ounces
Cooking Method(s)	Sauté		
Recipe Source (MLA)	Lagasse, Emeril. "Ratatouille." <i>Food Network</i> , http://www.foodnetwork.com/recipes/emiril-lagasse/ratatouille-recipe0.html . Accessed 30 September 2016.		

Ingredients	
Item	Amount
Olive oil	¼ c
Yellow onion, small dice	1 ½ c
Garlic, minced	1 tsp
Eggplant, medium dice	2 c
Thyme	½ tsp
Green bell pepper, diced	1 c
Red bell pepper, diced	1 c
Zucchini squash, diced	1 c
Yellow squash, diced	1 c
Tomatoes, peeled, seeded, and chopped	1 ½ c
Basil, chiffonade	1 tbsp
Parsley, chopped	1 tbsp
Salt and black pepper	TT

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

Exhibit D – Culinary

Recipe Cost Example

Culinary teams must complete this form prior to the competition. Make eight (8) copies to include in the folders turned in at Product Check-In.

State Name	Awesome State		
Educator Name	Chef Jane Doe		
Menu Item	Ratatouille		
Number of Portions	6	Portion Size	5 ounces

Ingredient	Purchase Unit	Purchase cost	Unit cost	Amount Needed	Ingredient Cost
Olive oil	51 oz / 6.375 c	\$16.79	\$2.634 / cup	¼ cup	\$0.658
Yellow onion, small dice	1 lb / 4 cup	\$1.40	\$0.35 / cup	1 ½ cup	\$0.525
Garlic, minced	1 head	\$0.50	\$0.10 / tsp	1 tsp	\$0.100
Eggplant, medium dice	1 lb / 3 cup	\$2.05	\$0.683 / cup	2 cup	\$1.367
Thyme	1 bunch / 18 tsp	\$2.09	\$0.116 / tsp	½ tsp	\$0.058
Green bell pepper, diced	1 lb / 4 cup	\$2.30	\$0.575 / cup	1 cup	\$0.575
Red bell pepper, diced	1 lb / 4 cup	\$1.07	\$0.268 / cup	1 cup	\$0.268
Zucchini squash, diced	1 lb / 2.5 cup	\$1.93	\$0.772 / cup	1 cup	\$0.772
Yellow squash, diced	1 lb / 2.5 cup	\$1.93	\$0.772 / cup	1 cup	\$0.772
Tomatoes, peeled, seeded, and chopped	1 lb / 2 cup	\$2.40	\$1.20 / cup	1 ½ cup	\$1.80
Basil, chiffonade	1 bunch / 1 cup	\$1.54	\$0.096 / tbsp	1 tbsp	\$0.096
Parsley, chopped	1 bunch / ½ cup	\$0.53	\$0.066 / tbsp	1 tbsp	\$0.066

Subtotal	\$7.057
1 % for small amounts of spices (Q Factor)	\$0.071
2 % for frying oil	\$0.141
Total Recipe Cost	\$7.269
Portion Cost	\$1.212

Exhibit E – Culinary

Menu Price Example

Culinary teams must complete this form prior to the competition. Make eight (8) copies to include in the folders turned in at Product Check-In.

State Name	Awesome State
Educator Name	Chef Jane Doe

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

Recipe	Portion Cost
Ratatouille	\$1.212
Couscous (from additional recipe and costing sheets)	\$0.972
Garnish (from additional recipe and costing sheets)	\$0.127

Total Plate Portion Cost	\$2.311
Menu Price at 33% Food Cost	\$7.66
Actual Price on Menu	\$8.00

Exhibit F – Culinary

Product Check-In Inventory List

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

State Name	Awesome State
Educator Name	Chef Jane Doe

Container Purpose	<input checked="" type="checkbox"/> Refrigerator	<input type="checkbox"/> Dry Storage
Number of Items in Container/Cooler	11	

Inventory List	
Item	Confirmed <i>(This column for judge use only)</i>
Basil	
Eggplant	
Garlic	
Green Bell Pepper	
Parsley	
Red Bell Pepper	
Thyme	
Tomatoes	
Yellow Onion	
Yellow Squash	
Zucchini	

Exhibit G – Culinary

Sample Culinary Competition Timeline

Team	Report	Team & Menu Introduction	Production Mise en Place	Start Cooking	Present Plates/ Skills Critique	Tasting Critique	Menu Critique	Clean Up	Sanitation Critique/ Dismissal	Out
1	7:45 AM	8:00 AM	8:05 AM	8:25 AM	9:25 AM	9:35 AM	9:45 AM	9:50 AM	10:10 AM	10:15 AM
2	7:45 AM	8:00 AM	8:05 AM	8:25 AM	9:25 AM	9:35 AM	9:45 AM	9:50 AM	10:10 AM	10:15 AM
3	8:05 AM	8:20 AM	8:25 AM	8:45 AM	9:45 AM	9:55 AM	10:05 AM	10:10 AM	10:30 AM	10:35 AM
4	8:05 AM	8:20 AM	8:25 AM	8:45 AM	9:45 AM	9:55 AM	10:05 AM	10:10 AM	10:30 AM	10:35 AM
5	8:25 AM	8:40 AM	8:45 AM	9:05 AM	10:05 AM	10:15 AM	10:25 AM	10:30 AM	10:50 AM	10:55 AM
6	8:25 AM	8:40 AM	8:45 AM	9:05 AM	10:05 AM	10:15 AM	10:25 AM	10:30 AM	10:50 AM	10:55 AM
7	8:45 AM	9:00 AM	9:05 AM	9:25 AM	10:25 AM	10:35 AM	10:45 AM	10:50 AM	11:10 AM	11:15 AM
8	8:45 AM	9:00 AM	9:05 AM	9:25 AM	10:25 AM	10:35 AM	10:45 AM	10:50 AM	11:10 AM	11:15 AM
9	9:05 AM	9:20 AM	9:25 AM	9:45 AM	10:45 AM	10:55 AM	11:05 AM	11:10 AM	11:30 AM	11:35 AM
10	9:05 AM	9:20 AM	9:25 AM	9:45 AM	10:45 AM	10:55 AM	11:05 AM	11:10 AM	11:30 AM	11:35 AM

Exhibit H – Culinary

Sample Culinary Competition Score Sheet

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

EVALUATION CRITERIA	POOR	FAIR	GOOD	VERY GOOD	EXCELLENT	SCORE
Safety and Sanitation						
Follows Safety and Sanitation Procedures Including but not limited to: <ul style="list-style-type: none"> • Personal hygiene • Proper knife safety • Proper use and handling of food contact surfaces 	1	2	3	4	5	
Proper Food Handling Including but not limited to: <ul style="list-style-type: none"> • Proper use of gloves • Appropriate temperature control of ingredients • Proper sanitation practices regarding food contact surfaces • Proper storage of food • Avoidance of cross contamination 	1	2	3	4	5	
Work Area Cleaned Including but not limited to: <ul style="list-style-type: none"> • Work area cleaned in appropriate time frame • Return of station to original condition 	1	2	3	4	5	
Product Taste						
Product Taste – Starter A subjective category based on tasting judges' expertise	1-2	3-4	5-6	7-8	9-10	
Finished Product						
Appearance – Starter Including but not limited to: <ul style="list-style-type: none"> • Balance of color • Shape • Texture • Portion size 	1	2	3	4	5	
Product Taste						
Product Taste – Entrée A subjective category based on tasting judge's expertise	1-3	4-6	7-9	10-12	13-15	
Finished Product						
Appearance – Entrée Including but not limited to: <ul style="list-style-type: none"> • Balance of color • Shape • Texture • Portion size 	1	2	3	4	5	
Product Taste						
Product Taste – Dessert A subjective category based on judge's expertise	1-2	3-4	5-6	7-8	9-10	

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

DISQUALIFICATION
Reason for Disqualification:
<input type="checkbox"/> Team submitted work, or parts of work, that was previously submitted.
<input type="checkbox"/> Team started any competition segment more than 10 minutes early, or finished more than 10 minutes late. Disqualifying Segment _____
<input type="checkbox"/> Team used an electric/battery operated device or additional butane burner.
<input type="checkbox"/> Team did not produce two (2) complete meals.
<input type="checkbox"/> Violation of the General Disqualifications on page 5.
PENALTY
Reason for Penalty:
<input type="checkbox"/> Menu does not meet specifications, or was not submitted by April 8, 2022 to ProStart@nraef.org – 5 pts
<input type="checkbox"/> Team not dressed in uniform. 5 pts
<input type="checkbox"/> Team did not submit folders with menu, plate photographs, recipe and recipe costing at Product Check-In – 2 pts
<input type="checkbox"/> Replacement product did not meet requirements and was discarded – 2 pts.
<input type="checkbox"/> Team manager touches or handles any equipment or food when not allowed – 5 pts
<input type="checkbox"/> Team uses dishes/glassware other than those provided by Event Organizers – 5 pts
<input type="checkbox"/> Team begins any competition segment before their assigned start time – ¼ pt to 10 pts ¼ point is deducted per 15 seconds 10 or more minutes early, team is disqualified
<input type="checkbox"/> Team does not complete any competition segment within their allotted time – ¼ pt to 10 pts ¼ point is deducted per 15 seconds After 10 minutes, team is disqualified
<input type="checkbox"/> Use of prohibited equipment or pre-prepared ingredients – 5 pts <input type="checkbox"/> Equipment <input type="checkbox"/> Pre-prepared ingredients
<input type="checkbox"/> Team produces two meals, which are not identical – 2 pts
<input type="checkbox"/> Station left in unsanitary manner – 3 pts

2022 Management Competition

Description

Participating teams will demonstrate their knowledge of the restaurant and foodservice industry by developing a new restaurant concept and presenting to a panel of judges at a simulated business exposition. The teams will also submit a written proposal for review and will present their concepts to various groups of judges through verbal presentations, question and answer periods, and posters.

The competition is designed for students to present their restaurant concept to judges as they rotate throughout the competition floor. The students will set up a 10 x 10 foot trade show booth to demonstrate their restaurant concept. In the booth, students will have a copy of their written proposal and 2 (two) 24 x 36 inch posters. More information on the requirements for the written proposal, booth display, and posters are found on the following pages.

Scoring

A maximum of 200 points can be earned by a team during the Management Competition. Management Check-In is worth five (5) points, the Concept worth is thirty (30) points, the Menu and Costing is worth thirty-five (35) points, the Marketing is worth forty (40), the Operations is worth thirty (30), Critical Thinking is worth fifty-five (55), and Menu and Recipe Costing is worth five (5) points. In the event of a tie, the tied team with the highest number of Critical Thinking points will be awarded one (1) additional point to break the tie. Teams will only be evaluated on the information and materials requested in these rules. If a team has scores from multiple rounds of judging in a single segment, the scores will be averaged (e.g. two rounds of critical thinking). See *Exhibit M for sample Judges Sheets*.

Preparation for Management Competition

1. Mentors and educators may assist teams in preparation for the competition; however, they may not prepare the written proposal or posters. Their expertise is limited to acting as a sounding board for concept development.
2. The team's work must be unique and not built off of previously submitted work. Submitting work, or parts of work, that was previously submitted will result in immediate disqualification. See *Management Specific Disqualifications*.
3. The Management team may collaborate with their state's 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 ProStart@nraef.org no later than **Friday, April 8th, 2022**. Minor adjustments and corrections to the proposal are allowed after submission. If there is a question about what constitutes a minor adjustment, please contact ProStart@nraef.org. 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.
 - 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 participate or continue, the team should notify the Lead Judge and Event Staff. Only with approval from the Lead Judge and Event Staff may the team manager permanently replace that team member.
3. The replaced team member, or any other competitor, may not return, step in for or replace the team manager. If the team manager replaces a team member, s/he must stay in the role for the remainder of the competition.
4. The replaced team member should leave the Management booth and, at the discretion of the team's educator, may leave the event or may stay and watch as an observer. The replaced member is not permitted to communicate with their team from the moment they are replaced until after feedback.

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. 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 ProStart logo must be displayed on the participants' right or left chest if embroidered, or placed in this location if using a pin. 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, including concept logos. 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; 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 with sufficient time to check-in their materials. Team check-in is first come, first served with no assigned times given.
2. Should travel delays arise and, as a result, a team is unable to check-in their materials during the times specified by Event Organizers, the team must contact their state ProStart Coordinator, who will contact the NRAEF Management Competition Coordinator to make arrangements to submit materials.
3. At check-in, teams will report in uniform to submit the following items (*See Exhibit B for Outline and Checklist*)

- a. Fifteen (15) copies of the written proposal
 - b. Menu and Costing information in a separate manila folder
 - c. Two (2) 24 x 36 inch posters, rolled for storage
4. Any team that arrives to check-in with incomplete items has until the end of the check-in time on Day 1 to resubmit completed items. Judges will not provide feedback on content at this time, and will only notify teams of completion status.
- a. Judging and scoring is based on the initial check-in by the team.
 - b. Teams will lose points if their submission does not meet the established criteria at the initial check-in.
 - c. The team will be assessed an additional penalty for each failed submission. Completed items that do not meet requirements by close of check-in time will be assessed a penalty.
 - d. Items not submitted by close of check-in time will not be accepted at a later time.

Day of Competition

1. Teams will report to the Management Competition floor and their assigned booth five (5) minutes before their scheduled start time. 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. The entire team (including the team manager) will report to the Feedback Room at the designated time for a ten (10) minute feedback session. A maximum of four people comprised of designated teacher(s), mentor(s), and state coordinator(s) are allowed to be present to observe only during the Feedback sessions.
 - a. *Any communication with the team by outside parties, including teacher(s), mentor(s), state coordinator(s) or other observers is prohibited during this time.*
6. See *Exhibit L* for a sample Management Competition timeline.

Written Proposal

1. Teams should utilize *Foundations of Restaurant Management & 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, concept logo, 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. NRAEF will retain one copy of the written proposal at the completion of the competition. This may be used by NRAEF for promotional, educational, research or other purposes. The remaining written proposals will be available for pick up in the Registration space following the completion of the competition.
2. In addition to the Written Proposal, teams must prepare one additional copy of the sample menu, the recipes, photographs, costing and menu pricing worksheets in a standard manila colored folder. The team's state or region must be listed on the front of this folder. Note: the school name should not be included.
3. Contents of the Written Proposal are detailed in the following section.

Written Proposal Contents

1. **Restaurant Concept Description (2 pages maximum):** The following information must be included in the description:
 - a. Type of establishment
 - b. Purpose and impact
 - c. Meals served (breakfast, lunch, dinner, etc.)
 - d. Hours of operation
 - e. Type of cuisine served
 - f. Target market within the fictional city of ProStartville (defining characteristics, demographics, business/leisure, etc.)
2. **Floorplan and Selected Restaurant Space Scenario (1 page maximum):** NRAEF will provide 4 restaurant space scenarios to choose from. Students must use one of the four scenarios provided to create a unique floorplan. (*See Exhibit C for Restaurant Space Scenario Options.*) A basic floorplan of the restaurant's layout (front-of-the-house and back-of-the-house) must be provided. The floorplan may be handwritten or electronically diagrammed. Students are encouraged to make it as much to scale as possible; however, the floorplan will not be judged on scale and proportions, but on how well it conveys the restaurant's flow and the inclusion of features necessary to run a restaurant. (*See Exhibit D for Sample Floorplan.*)
3. **Interior and Décor (2 pages maximum):** Teams will prepare a description of interior and décor for their concept. This may include photos, samples of paint, etc. These should be entirely flat and printed on paper and should NOT include 3D objects affixed to the pages.

4. **SWOT Analysis (1 page maximum):** Teams will prepare a SWOT analysis for their concept.
5. **Organizational Chart (1 page maximum):** Teams must include an organizational chart that lists the positions that will be necessary to staff the restaurant. It is not mandatory to include how many staff will fill each position. Charts should not be hand-drawn; many programs and websites offer free templates. (*See Exhibit E for sample Organizational Chart*).
6. **Menu (1 page maximum):** Teams must develop a menu to support the restaurant concept that includes exactly twelve (12) menu items. The sample menu should be representative of how this information would be communicated to customers including pricing, and should include all necessary menu item descriptions. The menu may not exceed one standard 8.5" x 11" sheet of paper. *See Exhibit F for clarification on what counts as a menu item.*
7. **Recipes:** For one (1) of the twelve (12) menu items, teams will prepare and provide recipes. Recipes should be typed and submitted on the official recipe and costing templates can be found in Exhibits G & H. Acknowledgements and sources must be listed on each recipe. Recipes must be written in a logical sequence. *See Exhibit G for a sample recipe.*
8. **Costing:** For one (1) of the twelve (12) menu items, teams will prepare and provide costing information. Costing information should be typed and submitted on the 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. Print or digital 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

Posters

Teams will prepare two posters, 24" x 36" 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 for storage at Check-In. Event organizers will provide all required display materials (e.g. easels, foam board, thumbtacks, magnets, 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.*

(STATE CHANGE: TEAM RESPONSIBLE TO BRING EASELS)

Management Competition Penalties

The following are fixed deductions.

1. Written proposal does not meet specifications, or was not submitted on time i.e. by **April 8, 2022** to ProStart@nraef.org – 5 pts
2. Team did not successfully submit all items at check-in, items submitted did not meet specifications – 1 pt to 5 pts
 - a. 1 point is deducted per incomplete/incorrect check-in attempt up to 5 total points.
 - b. If the team is unable to successfully check-in within the allotted window, the team is disqualified.
3. The team is not dressed in uniform – 5 pts
4. Posters do not meet specifications or include additional information – 5 pts
5. Restaurant concept is not located in ProStartville or does not match one of the provided restaurant space scenarios – 5 pts
6. Team submits more or fewer than 12 menu items – 5 pts
7. Team includes an alcoholic beverage as one of their menu items – 5 pts
8. Team submits recipes for more or fewer than 1 menu item – 5 pts
9. Team submits food costing worksheets for more or fewer than 1 menu item – 5 pts
10. Team submits more or fewer than 1 menu pricing worksheet – 5 pts
11. Team submits more or fewer than 2 marketing tactics – 5 pts
12. Team uses an alcohol-related activity or promotion as one of their marketing tactics – 5 pts

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

5. Event Organizers: NRAEF staff members
6. Volunteers: Assigned and trained by NRAEF to assist with the event
7. Timekeeper/MC: Personnel designated and trained by the NRAEF, who are charged with keeping the official time for assigned teams during all segments of the competition.
8. Judges: Sourced from post-secondary education and the restaurant and foodservice industry, including a Lead Judge. Lead Judge does not score teams.
 - a. All judges will be consistent from team to team (i.e. judges scoring team presentation/work skills will be responsible for that category across all competitors). *See Exhibit M for sample Management Competition Score Sheet.*

Post Competition

The written proposals and posters must be picked up by 6pm the last day of the competition or it will be disposed of by the Event Organizers. Report to the registration desk with a team member's badge to claim the proposals and posters. NRAEF will retain one copy of the written proposal from each team.

Exhibit A – Management

2022 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 – 190,000
- Median age – 34
- Families – represent 26% 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 30 and 31.

Exhibit C – Management

Restaurant Space Scenario Options

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

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

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

Exhibit D – Management

Sample Restaurant Floorplan

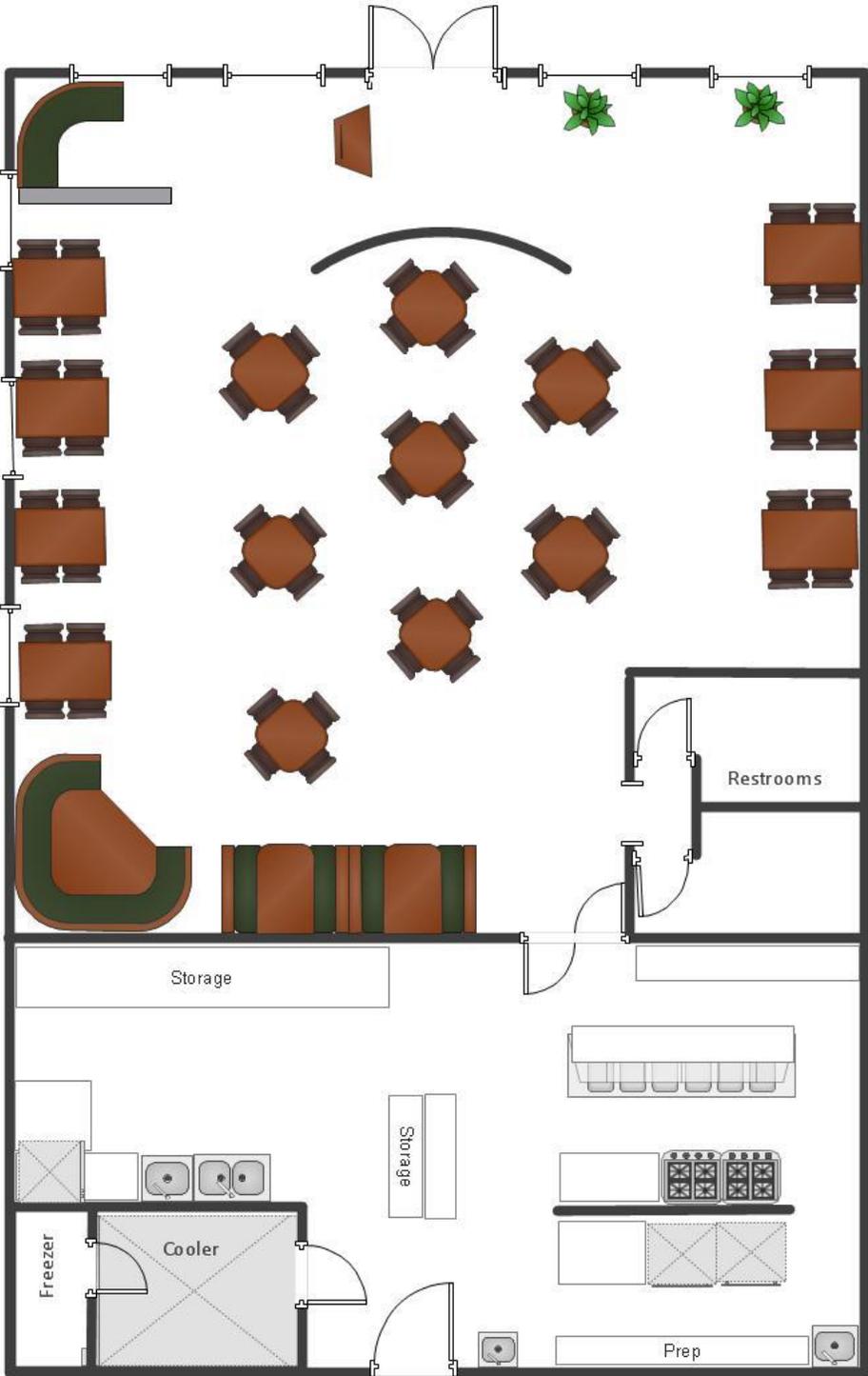


Exhibit E – Management

Sample Organizational Chart

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

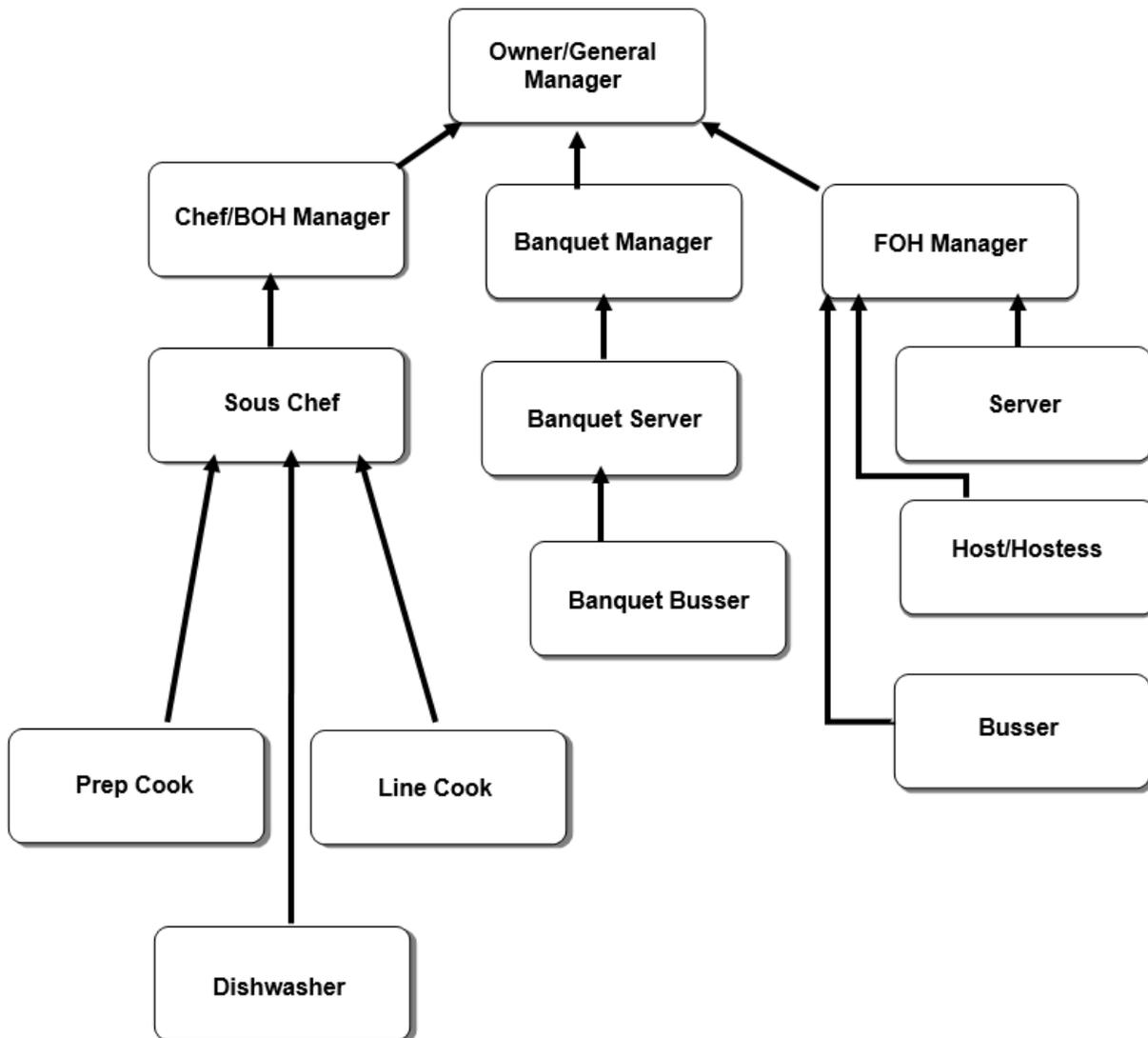


Exhibit F – Management

Menu Item Clarification

The intent is for teams to develop a menu featuring only twelve menu items. This may be treated as a representative sample that is reflective of the concept’s broader menu. Please see the below information on what constitutes a menu item.

Menu Item Clarification

The general rule of thumb for what counts as a menu item is that anything that is packaged together for one price counts as one item. Please see the examples below for further clarification.

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

On the sample menu below, there are examples of how to count menu items.

- Each Appetizer and Salad counts as one menu item
- Each Sandwich counts as one menu item, the costing for each item would include the most costly of the side choices
- Each Dinner item counts as one menu item, costing would include all sides and sauces
- Each Dessert is one item, Each Beverage is one item
- Total menu items count for this menu is: 16

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 Choose 1	Protein Choose 1	Toppings Choose 2 (\$1 for additional topping) ⁵	Extras
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
2 % for frying oil	\$0.161
Total Recipe Cost	\$8.282
Portion Cost	\$2.07

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
----------------------	----------------------------------	--	----------------------------------

Recipe	Portion Cost
Chicken Gruyere	\$2.07
Sauteed Spinach (from additional recipe and costing sheets)	\$0.753
Roasted Potatoes (from additional recipe and costing sheets)	\$0.961
Sauce (from additional recipe and costing sheets)	\$0.354

Total Plate Portion Cost	\$4.138
Menu Price at 33% Food Cost	\$13.655
Actual Price on Menu	\$14.50

Exhibit J – Management

Marketing Tactic Clarification

Teams must include two marketing tactics as a part of their presentation. The below categories, taken directly from the curriculum, will help identify what qualifies as a marketing tactic and what can be seen as specific examples of each tactic.

Website and social media presence are not tactics in and of themselves. For example, Sprinkles Cupcakes uses twitter for a “whisper words” promotion. Each day a “whisper word” is announced via the official Sprinkles twitter account, and the first 50 patrons to whisper the word of the day receive a free cupcake. In this example, twitter is a vehicle for the promotion. The promotion is actually sample/free product.

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

- Newspaper
- Radio
- Magazine
- Billboard
- Metro Transit
- Digital advertisements on social media

Promotions – Incentives to entice customers to patronize an operation.

- Frequent shopper program
- Special Pricing
- Special Events
- Samples
- Contest/sweepstakes
- Signage & display materials
- Merchandising
- Carryout & door hanger menu

Public Relations – The process by which an operation interacts with the community at large.

- Hosting a charity event
- Press release
- Sponsoring a team or event

Direct Marketing – Making a concerted effort to connect directly with a certain segment of the market.

- Post Card mailing campaign
- E-mail campaign
- Deal of the Day website (Groupon, Living Social, etc.)
- Smart phone application that updates and informs customers directly
- Flyers

Exhibit K – Management

Sample Critical Thinking Scenarios

Social Media

- A guest leaves a negative comment of your restaurant on a popular restaurant review website. How would you handle?
- Someone posts a bad comment on your restaurant's Facebook page – what should you do?

Safety & Sanitation

- While pulling out the beef for your signature ribeye, your prep cook notices that the walk-in seems a bit warm. What do you do?
- While cutting lemon wedges for iced teas, your server finds a moldy lemon halfway through the box of lemons. What should the server do?
- We see that you have a line cook position. While the line cook is carrying your signature soup, he slips in a puddle of water by the dish area. What do you do?

Customer Service

- A reservation for a party of 4 is showing up in your system as cancelled, yet they have arrived and checked in – what will you tell them?
- A guest chokes on a toothpick on their way out the door - what do you do?

Human Resources & Staffing

- One of your employees reports that he is being bullied by another employee. How would you address this? Who would you speak to first?
- A guest calls the day after dining and complains that the server added an extra \$5 to the tip the guest left. How do you address this?

Marketing

- In the coupon you printed in the newspaper, you forgot to put an expiration date. Two months later, a table presents it for redemption- what do you do?

Menu Development and Design

- You don't sell as much of the filet as you anticipated on Friday night, what will you do with the extra filets?
- A guest at your steakhouse is a vegetarian – what can you serve him/her?

Concept Knowledge

- Due to your location you serve a high volume during lunch. However, dinner tickets are down. What can you do to increase dinner volume?
- A restaurant very similar to yours opens up across the street – how do you compete?

Exhibit L – Management

Sample Management Competition Timeline

Note: The exact order of which category will be judged will vary for each team depending on where the judges start. 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
Check-In (5 points)						
Including but not limited to: <ul style="list-style-type: none"> • Arrival within timeframe • Items meet specifications • Complete submission • Uniform 	1	2	3	4	5	
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 submitted work, or parts of work, that was previously submitted.
_____ Violation of the General Disqualifications on page 5.
PENALTY
Reason for Penalty:
_____ Written proposal does not meet specifications, or was not submitted by April 8, 2022 to ProStart@nraef.org – 5 pts
_____ Team did not successfully submit all items at check-in, items did not meet specifications – 1 pt to 5 pts 1 point is deducted per incomplete/incorrect check-in attempt up to 5 total points. If the team is unable to successfully check-in within the allotted window, the team is disqualified.
_____ The team is not dressed in uniform – 5 pts
_____ Posters do not meet specifications or include additional information – 5 pts
_____ Restaurant concept is not located in ProStartville or does not match one of the provided restaurant space scenarios – 5 pts
_____ Team submits more or fewer than 12 menu items – 5 pts Number of items submitted _____
_____ Team includes an alcoholic beverage as one of their menu items – 5 pts
_____ Team submits recipes for more or fewer than 1 menu item – 5 pts Number of recipes submitted _____
_____ Team submits food costing worksheets for more or fewer than 1 menu item – 5 pts Number of costing worksheets submitted _____
_____ Team submits more or fewer than 1 menu pricing worksheet – 5 pts Number of menu pricing worksheets submitted _____
_____ Team submits more or fewer than 2 marketing tactics – 5 pts Number of marketing tactics submitted _____
_____ Team uses an alcohol-related activity or promotion as one of their marketing tactics – 5 pts