16th Annual ProStart Culinary Team

Competitions

Cracker Barrel **Management** Competition

#### CBOCS



## Cracker Barrel

## Management Competition

##### Friday, February 5 and Saturday, February 6, 2016

#### Eligibility

All participating students must be juniors or seniors in high schooland enrolled in a Premier or Full ProStart Program using the ProStart® curriculum during the 2015 – 2016 school year. A team must consist of students from the same school or career center.

Purpose

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

Uniform

Each team will be required to dress in uniform during Verbal Presentation and Critical Thinking. The uniform consists of: solid color, long sleeve(females may wear ¾ length sleeves), collared dress shirts, dress pants or skirts, and professional footwear, suitable for a business meeting with heel height no more than 3 inches. All team members should wear the same style of shirt, and pants should be worn appropriately and professionally (not sagging, etc.). No jeans, ties, jackets and/or suits. Sponsor logos are allowed on the shirts. The team’s uniform should reflect a business presentation, not their concept (concept logos are not allowed on their uniforms).

**Role of the Alternate**

The alternate may enter and be introduced as a member of the team during the Verbal Presentation as well as run the team PowerPoint presentation. The alternate may not speak with the other team members to collaborate on answers during either the Verbal Presentation or Critical Thinking.

In the event a team member is unable to compete, the team should notify the judges. Only with prior approval from a judge, the alternate may permanently replace that team member. The replaced team member should leave the competition area and, at the discretion of the educator, may leave the event or stay and watch as an observer.

Scoring

1. **The total points possible in the management competition are 190 points. The Written Proposal will be worth 60 points, the Verbal Presentation will be worth 60 points, and Critical Thinking will be worth 70 points.** If there is a tie, the tied team with the highest number of Verbal Presentation points will be awarded one (1) additional point to break the tie. If there is a tie and the tied teams have the same number of Verbal Presentation points, an appropriate panel of judges will determine a second tie breaker. Teams will only be evaluated on the information and materials requested in the following rules. See Exhibit A.

**General Rules**

1. Team will send all required paperwork to the Florida Restaurant & Lodging Association Educational Foundation (FRLAEF) no later than December 18, 2016. (If necessary, you will be able to make changes after you turn in your information.) If all required information is not received by 5:00 pm on December 18, the first team on the waiting list will replace your team in the competition.
2. The order in which teams compete in the Management Competition will be selected prior to the competition. Team start times will be drawn at random.
3. Only one (1) team per school may compete in the Management Competition. The team must consist of students from the same school or career center. If the students are not from the same school or career center, the team will be disqualified.
4. A student may compete in only one (1) competition.
5. All participating students must be juniors or seniors in high school and enrolled in a Premier or Full ProStart Program using the ProStart® curriculum during the 2015 – 2016 school year.
6. A team will consist of two (2) to four (4) team members. One (1) alternate may attend. Team must follow the guidelines on page 2 found under Role of the Alternate.

Preparation for Competition

1. Mentors and educators may assist teams in preparing for the competition; however, they may not prepare the written proposal or verbal presentation. Their expertise is limited to acting as a sounding board and critiquing practice presentations.
2. Included in the rules is a description of the fictitious location the competition is based upon*.* The description includes demographics and local points of interest. See Exhibit B for the 2016 ProStartville city description.
3. Teams will develop a proposal to launch a new restaurant concept in ProStartville. In the proposal, teams will fully define the restaurant concept, develop a menu that fits the restaurant concept, and develop a marketing plan to support the launch of the restaurant concept.
4. To convey their proposal, teams will prepare a written proposal and a verbal presentation.
5. The team’s work must be unique and not built off another team’s previous work. Any work, or parts of any previously submitted team's work, will result in immediate disqualification.

Written Proposal

1. Teams must describe the new restaurant concept. The restaurant concept description must include at least the below information:
   1. Type of establishment – (see Foundations of Restaurant Management & Culinary Arts Level 1, pg. 8 for descriptions)
   2. Meals served (breakfast, lunch, dinner, etc.)
   3. Hours of operation
   4. Type of cuisine served
   5. Location of restaurant (standalone, strip mall, office high rise, etc.)
   6. Target market within the fictional city of ProStartville (defining characteristics, demographics, business/leisure/etc.)
2. Teams must describe how the restaurant’s interior and décor will complement the restaurant concept. Paper-based samples and photos may be included to support the description.
3. A basic diagram of the restaurant’s layout (front-of-the-house and back-of-the-house) must be provided. The diagram may be handwritten or electronically diagrammed. Students are encouraged to make it as much to scale as possible; however, the diagram will not be judged on scale and proportions, but on how well it conveys the restaurant’s flow and the inclusion of features necessary to run a restaurant. The diagram must fit on a maximum 11” x 17” sheet of paper. See Exhibit C.
4. Teams must include an organizational chart listing what positions will be necessary to staff the restaurant. It is not mandatory to include how many staff will fill each position. See Exhibit D.
5. Teams must develop a menu to support the restaurant concept that includes 12 menu items. If beverages are included, they count towards the 12 menu items.Alcoholic beverages may not be included on the menu. The menu items must reflect appropriate menu content based on the restaurant concept. A written description of the 12 menu items should be included. For a detailed explanation of what counts as a menu item, please see Exhibit F.
6. A sample that shows how menu items will be communicated to customers – including pricing - must be included (maximum 8 ½” x 11” paper). The sample should be reflective of the restaurant concept – such as a drawing of a menu board for a quick-service restaurant or sample hand out menu for a full-service restaurant.
7. For **one (1)** of the 12 menu items, teams will provide typewrittenrecipe. This must be submitted on the official recipe template supplied by the FRLAEF. Acknowledgements and sources must be listed on each recipe**.** Recipes must be written in a logical sequence. **Small amounts of dry spices and herbs may be priced as 1% of the total recipe cost. Oil for frying may be priced at 2% of the total recipe cost. Refer to Foundations of Restaurant Management & Culinary Arts Level 1, Chapter 4, page 258 for more information.**
8. Teams will prepare and photograph the **one menu item** detailed above prior to competition, and include photos of the **one** item in the written proposal.
9. For that s**ame one menu item**, teams must prepare recipe costs - typed and submitted on the official costing template supplied by FRLAEF. Refer to Foundations of Restaurant Management & Culinary Arts Level 2 page 258 for more information. See Exhibit H - Page 2 for a recipe cost example. NOTE: The recipe may be for one portion.
10. Prices must also be developed for the **same one item** – calculated at a 33% food cost percentage. 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 will be acceptable to have a price of $7.95. However, the final calculation before rounding must be indicated on the menu pricing template. On the sample of how the menu will be presented to customers (see rule 6 above), base pricing for all 12 items on the prices calculated for this one item. Refer to Foundations of Restaurant Management & Culinary Arts Level 2 page 483. See Exhibit I for details on menu pricing.
11. The management team may collaborate with the culinary team on the **one menu item**, including recipe development, costing, pricing and photography.
12. Teams will develop two marketing tactics to launch their restaurant concept. For more information on the different tactics, please see Exhibit E. Alcohol-related activities or promotions may not be used as one of the marketing tactics. For each marketing tactic, teams must submit a description of the tactic, the goal of the tactic, and a detailed budget that shows all associated costs. Students are encouraged to use creativity to develop their tactics. For the budget for each tactic, teams must use local rates and list the rate source. Team 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 examples and more information, please see Exhibit E.
13. For the two marketing tactics, teams must submit a paper-based sample (maximum 8½” x 11” paper) of the tactic. Examples of acceptable samples could include:
    1. Newspaper ad – mockup of ad
    2. Radio commercial – script
    3. TV commercial – storyboard
    4. Public relations campaign – sample press release
    5. Promotional giveaway items – photo or mockup of item
    6. Email campaign – email text and mockup of accompanying artwork
14. The written proposal must be typewritten (other than samples or exhibits). The proposal should follow the outline in Exhibit A. Teams will prepare seven (7) copies of the proposal in a clear front, soft-bound report format. The seven (7) copies include (1) for the team's reference during the verbal presentation. The outside back cover of the written proposal must list the team number and concept name. All seven (7) copies must be identical. They must present exactly the same material in the same way and in the same order.
    1. For samples of acceptable presentation binders, see: <http://www.staples.com/Staples-Presentation-Binder/product_SS463380?cmArea=SC1:CG1091:DP4635:CL162165> or <http://www.staples.com/Oxford-Clear-Front-Report-Cover/product_SS1003226?cmArea=SC1:CG1091:DP1305:CL130501>.
15. Management teams must email their PowerPoint presentation to Laura Rumer ([laura@frla.org](mailto:laura@frla.org)) by 5:00 pm on Tuesday, February 2, 2016.  This is the final copy of the team presentation and will be used during the team’s presentation.  Teams will not be able to make changes to the PowerPoint after 5:00 pm on February 2, 2016.  To ensure there are no technology related issues, teams are encouraged to bring a copy of the PowerPoint on a thumb drive as a backup.
16. If you would like your materials returned, they can be picked up from the check-in table at the end of your scheduled competition day. FRLAEF will retain one copy of the folder from each team. Any folders not picked up at the check-in table will be discarded.

Verbal Presentation

1. Using the materials developed for the written proposal, teams will prepare a maximum 10-minute verbal presentation that will be presented on-site to judges.
2. Teams must develop a Microsoft PowerPoint® slideshow presentation to accompany the verbal presentation. The slideshow presentation may not include any embedded video or special effects (sound, flash, etc.). Use of enhanced technology will disqualify teams. Teams must use the “no transition” option in the slide transitions. Teams may use a custom slide design template.
3. The teams should approach the verbal presentation as though they are developers of the restaurant concept, and the judges are potential investors. Teams should assume the “investors” have not reviewed the written proposal and pull out the relevant information to be presented in person.

**Team Check-in**

1. **An open check-in period will take place on Friday, February 5, 2016 from 9:00-12:00 PM at the Rosen Plaza Hotel. Team Check-in will close at 12:00 PM sharp. Teams should schedule their travel so they arrive in Orlando to allow sufficient time to check-in their materials by 12:00 PM on Friday, February 5, 2016. Teams that have not checked in their Written Proposals by 12:00 PM on Friday, February 5, 2016 will be disqualified.**

2. At check-in, teams will submit one “expandable file folder with flap and cord closure” with team number on the outside. For an example, see the following link*:* [*http://www.staples.com/Staples-Expanding-Wallets-with-Tear-Resistant-Tyvek-Gussets-Letter-5-1-4/product\_704441?cmArea=SEARCH*](http://www.staples.com/Staples-Expanding-Wallets-with-Tear-Resistant-Tyvek-Gussets-Letter-5-1-4/product_704441?cmArea=SEARCH)

In the expandable file folder the team must include six (6) copies of their written proposal and their menu/recipes/costing folder. To ensure there are no technology related issues, teams are encouraged to bring a copy of the PowerPoint on a thumb drive as a backup. The slideshow should be saved as a PowerPoint file (.ppt file,or .pptx file). **Presentations prepared in Apple Pagemaker, Google Slides or other presentation software are not acceptable.** Teams will review their presentation on the Event Organizer’s computers to ensure the file displays correctly. If any images or fonts do not display properly, teams will be allowed to make changes before submitting during the check-in process.

**Day of Competition**

1. Thirty minutes prior to their presentation start time, teams will report to the check-in table. At their designated presentation time, teams will deliver their verbal presentation before the judges and an audience. Their PowerPoint presentation will be run off the PowerPoint emailed, and will be projected on a large screen. **Teams must use microphones, which will be provided by the FRLAEF during the presentation. Slide advancers will be available and provided by FRLAEF. Laser pointers may be used, but will not be provided.**
2. During the Verbal Presentation, teams and judges will face each other. The audience will be seated to view the teams and the judges from the side.
3. Teams may not distribute materials to judges or use additional materials during the competition segments (i.e. backboards, business cards, promotional items, props, etc.). Any relevant materials must be included in the written proposal.
4. Each member of the team must have a substantial speaking role during the presentation (speak for at least two minutes).
5. There will be one-point-per-minute penalty if teams exceed the maximum presentation length. If the presentation runs more than four minutes over the maximum time, teams will be disqualified.
6. **After the Verbal Presentation, judges will have an additional five minutes to ask the team questions about their presentation and overall restaurant concept. Teams will be evaluated on how well they answer the judges’ questions.**
7. During the Critical Thinking portion of the competition, a second set of judges will evaluate their critical thinking skills and ability to react to management challenges. Spectators will not be allowed into the critical thinking room. **The judges will present each team mini-scenarios from six of the following 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 restaurant concept. (For sample scenarios, see Exhibit J).

Penalties

1. The team is not dressed in uniform – 5 points
2. Restaurant concept is not located in ProStartville - 5 points
3. Team submits more or fewer than 12 menu items – 5 points
4. Team includes an alcoholic beverage as one of their menu items - 5 points
5. Team submits more or fewer than **one** recipe – 5 points
6. Team submits more or fewer than **one** food costing worksheets – 5 points
7. Team submits more or fewer than **one** menu pricing worksheets – 5 points
8. Team submits more or fewer than two marketing tactics – 5 points
9. Team uses an alcohol-related activity or promotion as one of their marketing tactics - 5 points
10. Written proposal does not meet specifications (typewritten, bound, no extra information included) – 5 points
11. All seven copies of the written proposal are not identical – 5 points
12. Each member of the team does not substantially speak during verbal presentation – 5 points per student who does not speak
13. Verbal presentation exceeds maximum allowed time – 1 point per minute
14. Teams may not distribute materials to judges or use additional materials during the competition segments (i.e. backboards, business cards, promotional items, props, etc.). – 10 points

**Disqualifications**

1. Team does not return all required paperwork by December 18, 2015 deadline.
2. If team is not present at their appointed time to compete, the team is disqualified.
3. Verbal presentation ran more than four minutes over the maximum allowed time.
4. Teams must not receive coaching or any form of communication from anyone during their scheduled competition time or they will be disqualified. There will be no verbal or non-verbal communication allowed between any spectators, educators, mentors, or coaches and competing teams. The determination of what constitutes coaching or communications is solely at the discretion of the FRLAEF and the judges. No warnings will be provided; violations result in disqualification.
5. The team is comprised of students from different schools or career centers.

6. Misconduct includes any nonprescription drug use, alcohol use, or any activity that is illegal under federal, state or local laws, at the event, during competition or in activities or locations related to the event. Should such alleged misconduct come to the FRLAEF’s attention, the matter will be investigated as the FRLAEF deems appropriate. Any decision as to appropriate action due to misconduct, up to and including disqualification, is at the sole discretion of the FRLAEF and is final. By entering into the contest, the student and the team he/she represents accept this requirement as well as all other conditions of the ProStart Culinary Team Competitions.

1. Team did not compete in each element of the competition – written proposal, verbal presentation, and critical thinking
2. Team used unauthorized enhancements in the slideshow (embedded video, sound, etc.)

**Event Personnel**

1. FRLAEF staff members and judges. Judges will be from post secondary institutions and the restaurant and foodservice industry.

2. All judges will be consistent from team to team (i.e. judges scoring Restaurant Concept will be responsible for that category across all competitors)

3. Verbal Presentation Judges will evaluate both the written proposal and verbal presentation.

**Awards**

1. The first place team will advance to the 15th Annual National ProStart Invitationalto be held April 29 - May 2, 2016 in Grapevine, Texas. The team will compete in the National Management Competition. The FRLAEF along with sponsors will cover the cost of the trip.
2. The teams that finish in the top five will receive medals from the FRLAEF.
3. Various colleges may award scholarships.

**Exhibit A**

Written Proposal Outline and Checklist

The information in the written proposals must be presented in the following order.

* Table of Contents
* Restaurant concept description
  + Type of establishment
  + Type of cuisine served
  + Meals served
  + Hours of operation
  + Location of restaurant
  + Target market
* Description of interior and décor
* Interior diagram
* Organizational chart
* Listing of twelve menu items
* Recipe(s) for one menu item
* Costing Worksheet(s) for one menu item
* Menu Pricing Worksheet(s) for one menu item
* Photos of one menu items
* Sample of how menu will be presented
* Two marketing tactics
  + Description
  + Goal
  + Budget
  + Sample
* Conclusion

**Exhibit B**

2016 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. Within the ProStartville area there is a 4 year university, a regional airport, and a popular travel resort.

* Population – 57,000
* Median age – 31
* Families – represent 33% of the population

**Exhibit C**



Sample Restaurant Diagram

Exhibit D

Organizational Chart Clarification

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

**Owner/General Manager**





**Chef/BOH Manager**

**FOH Manager**

**Banquet Manager**





**Banquet Server**

**Sous Chef**

**Server**

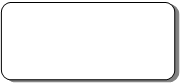




**Host/Hostess**

**Banquet Busser**

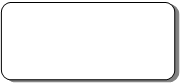




**Prep Cook**

**Busser**

**Line Cook**



**Dishwasher**

Exhibit E

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.

**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
* Premiums
* Special Events
* Samples
* Contest/sweepstakes
* Signage & display materials
* Merchandising
* Carryout & door hanger menu

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

* Holding a charity event
* Press release
* Sponsoring a team or event

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

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

**Exhibit F**

Menu Item Clarification

The intent is that teams will come up with twelve menu items (only) that would be reflective of the concept’s broader menu. **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 1 item. For example, the below menu would consist of 2 items:

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

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

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

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

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

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

* Each Salad counts as one menu item
* Each Sandwich counts as one menu item, the costing for each item would include the most costly of the side choices
* Each Soup counts as one menu item
* Each Dinner item counts as one menu item, costing would include all sides and sauces
* Each Dessert is one item
* Each Beverage is one item
* Total menu items count for this menu is: 21

**Salads**

* House $6.50

Spring greens, avocado, roasted peppers, onions, shredded carrots, tomatoes & balsamic dressing

* Crazy $8.50

Chicken breast, goat cheese, spring greens, crushed walnuts, bacon, roasted peppers, onions & balsamic dressing

* Wild Alaska Salmon $8.50

Alaska salmon, spring greens, tomatoes, sliced lemon & balsamic dressing

**Sandwiches**

Available with your choice of potato, pasta or green salad

* Best Burger $8.00

¼ lb. beef patty, pickle, tomatoes, sautéed onions, spring greens, cheddar cheese

* Best Chicken $7.00

Chicken breast, spring greens, tomatoes, onions & basil mayo

* Garden Burger $7.00

Veggie patty, sun-dried tomato pesto, spring greens, avocado, tomatoes, onions, shredded carrot & basil mayo

**Soups**

* Chicken Gumbo $4.00
* Italian Wedding $4.00
* Lobster Bisque $4.00
* Minestrone $4.00

**Dinners**

* Pot Roast Dinner $15.75

Piled high with cipollini onions, carrots & mushrooms over mashed potatoes, served au jus

* Chili Glazed Salmon $16.50

Served over a roasted vegetable & quinoa pilaf finished with micro greens

* Chicken Pot Pie $13.00

Roasted chicken in an herbed cream sauce with leeks & carrots under a pastry crust

* Walleye Dinner $15.50

Hand breaded & pan-fried filet on a bed of basmati rice pilaf with lemon beurre blanc

**Desserts**

* Cake $4.00
* Apple Turnover $2.25
* Brownie $2.25

**Beverages**

* Coffee $2.00
* Iced Coffee $2.50
* Cappuccino $3.75
* Ice Tea $1.50

**Exhibit G- 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. Portion size is at your discretion.

|  |  |
| --- | --- |
| **School Name** | ProStart High School |
| **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** | Chef | | |

|  |  |
| --- | --- |
| **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** |
| 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  Remainder of procedures… |

**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.

|  |  |  |  |
| --- | --- | --- | --- |
| **School Name** | ProStart High School | | |
| **Educator Name** | Chef Jane Doe | | |
| **Menu Item** | Chicken Gruyere | | |
| **Number of Portions** | 4 | **Portion Size** | 1 breast/ approx.8 oz. |

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

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

**Exhibit I- Management**

**Menu Price Example**

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

Management teams must complete this worksheet prior to the competition.

|  |  |
| --- | --- |
| **School Name** | ProStart High School |
| **Educator Name** | Chef Jane Doe |

|  |  |  |  |
| --- | --- | --- | --- |
| **Menu Category** | * Starter | X Entree | * Dessert |

|  |  |
| --- | --- |
| **Recipe** | **Portion Cost** |
| Chicken Gruyere | $2.03 |
| Sauteed Spinach (from additional recipe and costing sheets) | $0.753 |
| Roasted Potatoes (from additional recipe and costing sheets) | $0.961 |
| Sauce (from additional recipe and costing sheets) | $0.354 |
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| --- | --- |
| **Total Plate Portion Cost** | $4.098 |
| **Menu Price at 33% Food Cost** | $12.418 |
| **Actual Price on Menu** | $12.75 |

**Exhibit J- 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 feels 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?

**Management Competition Score Sheet**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Written Proposal (60 points)** | | | **Max** |  | |
| Restaurant Concept (28 points) | | | **Points** | **Score** | |
|  | Description of concept | | 10 |  | |
|  | • Type of establishment • Meals served • Hours of operation • Type of cuisine served • Location of restaurant • Target market | |  |  | |
|  | Interior and décor | | 4 |  | |
|  | • Does it match concept • Samples given - paint swatches, drawings or pictures of tables/chairs/artwork/lighting | |  |  | |
|  | Restaurant diagram/layout | | 5 |  | |
|  | • Paper size (max 11" X 17") • Flow of space • Necessary features (bus stations, host stand, etc.) • Appropriate equipment | |  |  | |
|  | Organizational chart | | 4 |  | |
|  | • Does the staffing fit the concept • All positions accounted for (FOH, BOH, janitorial, etc.) • Proper organization of chart | |  |  | |
|  | Conclusion | | 5 |  | |
|  |  | |  |  | |
| **Menu** (15 points) | | |  |  | |
|  | Matches restaurant concept | | 3 |  | |
|  | Description of 12 items | | 3 |  | |
|  | Sample of how presented | | 3 |  | |
|  | • Easy to read • Does type of menu fit concept (i.e. menu board for fast-food restaurant) | |  |  | |
|  | Recipes, food costing, menu pricing | | 5 |  | |
|  | * Used official template * Sources listed * Used 33% food cost to calculate menu price * Prices for all items based on calculated prices for **1** item | |  |  | |
|  | Photo | | 1 |  | |
|  |  | |  |  | |
| **Marketing Plan** (17 points) | | |  |  | |
|  | Matches restaurant concept | | 5 |  | |
|  | * Tactic descriptions | |  |  | |
|  | * Tactic goals | |  |  | |
|  | * Will it reach target market | |  |  | |
|  | Tactic budgets | | 4 |  | |
|  | Samples | | 4 |  | |
|  | Creativity | | 4 |  | |
| **Verbal Presentation (60 points)** | | |  |  | | |
|  | Organization of presentation | | 5 |  | | |
|  | Presentation skills | | 15 |  | | |
|  | • Ability to sell concept • Easy to hear/understand • Professionalism | |  |  | | |
|  | Slideshow | | 20 |  | | |
|  | • Supports/illustrates/complements verbal presentation • Neat • Readable • Creative | |  |  | | |
|  | Relevancy of material presented | |  |  | | |
|  | • Reflect the written presentation • Material presented was appropriate for a verbal presentation | |  |  | | |
|  | Q & A - Depth of overall knowledge | | 20 |  | | |
|  |  | |  |  | | |
| **Critical Thinking (70 points)** | | |  |  | | |
|  | Teamwork | | 5 |  | | |
|  | Presentation skills | | 5 |  | | |
|  | • Ability to sell solution • Easy to hear/understand • Professionalism | |  |  | | |
|  | Category 1 | | 10 |  | | |
|  | Category 2 | | 10 |  | | |
|  | Category 3 | | 10 |  | | |
|  | Category 4 | | 10 |  | | |
|  | Category 5 | | 10 |  | | |
|  | Category 6 | | 10 |  | | |
|  |  | |  |  | | |
| **Total Points** | | | **190** |  | | |
|  |  | |  |  | | |
| **Penalties** | | |  |  | | |
|  | Not dressed in uniform | | 5 |  | | |
|  | Restaurant concept not located in ProStartville | | 5 |  | | |
|  | Included more or less than 12 menu items | | 5 |  | | |
|  | **Included recipes for more or fewer than 1 menu item** | | 5 |  | | |
|  | **Included food costing worksheets for more or fewer than 1 menu item** | | 5 |  | | |
|  | Included more or less than **1** menu pricing worksheet | | 5 |  | | |
|  | Included more or less than 2 marketing tactics | | 5 |  | | |
|  | Prepared incorrectly (not typewritten, bound, extra information included) | | 5 |  | | |
|  | All 7 written proposal copies are not identical | | 5 |  | | |
|  | **Teams may not distribute materials to judges or use additional materials during the competition segments (i.e. backboards, business cards, promotional items, props, etc.).** | | **10** |  | | |
|  | All members of team did not substantially **(at least 2 minutes)** present | | 5 pts per student | | | |
|  | Exceeds max verbal presentation time | 1 pt per minute | | |  | |
| **Disqualification results if allotted time is exceeded by 4 minutes**  **Disqualification** | | |  | |  | |
|  | * Missed appointed time to compete | |  | |  | |
|  | * Received coaching * Misconduct | |  | |  | |
|  | * Did not compete in each event segment (written, verbal, critical thinking) | |  | |  | |
|  | * Verbal presentation ran more than four minutes over allotted time | |  | |  | |
|  | * Used unauthorized features (embedded video, sound, etc.) in slideshow | | | |  | |
|  | * Used parts of a previously submitted team’s work | | | |  | |
|  | * Did not hand in Written Proposal by Noon on Friday, February 6, 2016 | | | |  | |