



## 2013 TEXAS ProStart Invitational®

# Management and Culinary Competitions Procedures and Rules

### Competition Dates

#### REGIONALS

January 22-23 – Hurst Convention Center  
February 11-12 – Humble Civic Center

#### STATE

March 20 & 21 Waco Convention Center

#### NATIONAL

April 19-21 Baltimore, Maryland

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

Orientation at the events will be dedicated to the introduction of judges and review of the competition schedule. Competition rules will not be explained during the meeting. Questions regarding competition rules should be sent to TRAEF Program Coordinator, Yvonne Loya | 512-457-4100 | [yloya@tramail.org](mailto:yloya@tramail.org)



# 2013 TEXAS ProStart Invitational Procedures and Rules

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## **Eligibility**

All high school students, currently enrolled in a program through their high school using the Texas ProStart curriculum, that have been approved to compete in the Texas competition produced by the Texas Restaurant Association Educational Foundation's (TRAEF). Up to one culinary team and one management may represent an individual school.

1. Participating teams will consist of two (2) to four (4) team members. One (1) alternate may attend. However, the alternate may only participate if an original team member is injured or unable to participate. In case of student injury, an alternate, with judge's approval, may replace the injured student.
2. Students may only compete for two years (attend two ProStart Invitational competitions as a competitor). During those two years, they may compete on the culinary and/or management teams.

## **General Disqualifications**

1. Teams will attend a required orientation meeting place and time designated by the Event Organizers. Teams must attend the orientation or they will be disqualified. The only exception made will be for travel delays beyond the control of the team.
2. Teams must arrive at the appointed time to compete or they will be disqualified. The only exception made will be for travel delays beyond the control of the team.
3. Teams must not receive coaching or any form of communication from anyone during the competition time or they will be disqualified. There will be no verbal or non-verbal communication allowed between any spectators, educators, mentors or coaches and competing teams. NO EXCEPTIONS.
4. Misconduct, which includes any nonprescription drug use, alcohol use, or any activity that is illegal under federal, state or local laws, at the event, during competition or in activities or locations related to the event, may disqualify a participant or the participant's team from awards or further participation. Should any misconduct come to the TRAEF's attention, the matter will be investigated as the TRAEF deems appropriate. Any decision and sanction as to appropriate action due to misconduct is at the sole discretion of the TRAEF, and is final. By entering into the contest, the student and the team he/she represents accept this requirement as well as all other conditions of the program.
5. Teams must compete in each event segment in the competition or they will be disqualified. Culinary teams must compete in Product Check-in, Station Pre-set, Production Mise en Place, Knife Skills/Poultry Fabrication, Meal Production and Station Clean-up. Management teams must compete in Written Proposal, Verbal Presentation, Visual Display and Critical Thinking. Failure to compete in any event segments will disqualify the team.

## **Final Scoring**

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

## **Schedules**

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

# 2013 Management Competition

## 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, verbal presentation and visual display. Teams will also be tested on their critical thinking skills by reacting to potential management challenges related to their concept. Their performance during the event will be observed and rated by judges from the foodservice industry and colleges and universities. Participating teams will demonstrate their ability to work together while developing their business proposal.

## Uniform

Each team will be required to dress in uniform during competition: Verbal Presentation, Visual Display and Critical Thinking. (Uniforms are not required during day one for Team Check-in) The uniform consists of: solid color, long sleeve (females may wear  $\frac{3}{4}$  length sleeves), button down dress shirts (the collar does not need to button); dress pants or skirts; and professional footwear. All team members should wear the same shirt, and pants should be worn appropriately and professionally (not sagging, etc.). No jeans, ties, jackets or suits. Sponsor logos are allowed on the shirts. The team's uniform should reflect a business presentation, not their concept (concept logos are not allowed on their uniforms). There will be a 5-point penalty if the team does not dress in uniform. (*See Penalties*).

## Scoring

The total points possible in the management competition is 175 points. The Written Proposal will be worth 55 points, the Verbal Presentation will be worth 55 points, the Visual Display will be worth 15 points, and Critical Thinking will be worth 50 points. If there is a tie, the tied team with the highest number of Verbal Presentation points will be awarded one (1) additional point to break the tie. If there is a tie and the tied teams have the same number of Verbal Presentation points, an appropriate panel of judges will determine a second tie breaker. Teams will only be evaluated on the information and materials requested in these rules – (*See Exhibit A*).

## Preparation for Competition

1. Mentors and educators may assist teams in preparing for the competition; however, they may not prepare the written proposal, verbal presentation or visual display. Their expertise is limited to acting as a sounding board and critiquing practice presentations.

2. The TRAEF will release a description of the fictitious location, ProStartville, that the competition will be based on. The city's description will include demographics and local points of interest. (*See Exhibit B for the 2013 ProStartville description*).
3. Teams will develop a proposal to launch a new restaurant concept in ProStartville. In the proposal, teams will fully define the restaurant concept, develop a menu that fits the restaurant concept, and develop a marketing plan to support the launch of the restaurant concept. There will be a 5-point penalty if the restaurant concept is not located in ProStartville. (*See Penalties*).
4. To convey their proposal, teams will prepare a written proposal, a verbal presentation and a visual display.
5. The team's work must be unique and not built off another team's previous work. Any work, or parts of, previously submitted team's work will result in immediate disqualification. (*See Management Specific Disqualifications*).

## Written Proposal

1. In the written proposal, teams must include an Executive Summary describing what will be covered in the proposal and should act as an introduction. Teams must also have a conclusion summarizing what was presented in the proposal.
2. Teams must describe the new restaurant concept. The restaurant concept description must include at least the below information:
  - a. Type of establishment – (*see Exhibit C for descriptions*)
  - b. Meals served (breakfast, lunch, dinner, etc.)
  - c. Hours of operation
  - d. Type of cuisine served
  - e. Location of restaurant (standalone, strip mall, office high rise, etc.)
  - f. Target market within the fictional city of ProStartville (defining characteristics, demographics, business/leisure, etc.)
3. 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.
4. A basic diagram of the restaurant's layout (front-of-the-house and back-of-the-house) must be provided. The diagram may be handwritten or electronically diagrammed. Students are encouraged to make it as much to scale as possible; however, the diagram will not be judged on scale and proportions, but on how well it conveys the restaurant's flow and the inclusion of features necessary to run a restaurant. The diagram must fit on a maximum 11" x 17" sheet of paper. (*See sample in Exhibit D*).
5. Teams must include an organizational chart listing what positions will be necessary to staff the restaurant. It is not mandatory to include how many staff will fill each position. (*See sample in Exhibit E*).
6. Teams must develop a menu to support the restaurant concept that includes exactly 9 menu items. If beverages are listed on the menu, each beverage counts toward the 9 menu items. Alcoholic beverages cannot be included on the menu. There will be a 5-point penalty if alcohol is included. (*See Penalties*). If more or less than 9

menu items are listed on the menu, there will be a 5-point penalty. (See *Penalties*). The menu items must reflect appropriate menu content based on the restaurant concept. A written description of the 9 menu items must be included. *For a detailed explanation of what counts as a menu item, (See Exhibit G).*

7. 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.
8. For 3 of the 9 menu items, teams will prepare and provide recipes. Typewritten recipes must be submitted on the official recipe template supplied by Event Organizers (*same template as culinary competition*). Acknowledgements and sources must be listed on each recipe. Recipes must be written in a logical sequence. Teams should only prepare recipes for 3 of the items; there will be a 5-point penalty for providing recipes for more or less than 3 menu items. (See *Penalties*). Refer to *Becoming a Restaurant or Foodservice Professional Year 1, pg. 180, or Foundations of Restaurant Management & Culinary Arts Level 1, pg. 245, for additional information. (See Exhibit H-Page 1) for a sample recipe example.*
9. Teams will prepare and photograph the 3 menu items detailed above prior to competition, and include photos of the 3 items in the written proposals.
10. For those same 3 menu items, teams must prepare recipe costs - typed and submitted on the official costing template supplied by Event Organizers (*same template as culinary competition*). Teams should only prepare costing worksheets for 3 of the items; there will be a 5-point penalty for providing costing for more or less than 3 menu items (See *Penalties*). Refer to *Becoming a Restaurant or Foodservice Professional Year 1, Chapter 12, or Foundations of Restaurant Management & Culinary Arts Level 2, pg. 258, for more information. (See Exhibit H-Page 2 for a recipe cost example).*
11. Prices must also be developed for these 3 items – 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), please base pricing for all 9 items off the prices calculated for these 3 items. Refer to *ProStart Year 1, pg. 491, or Foundations of Restaurant Management & Culinary Arts Level 2, pg. 483. (See Exhibit H-Page 3 for details on menu pricing).*
12. The management team is allowed to collaborate with the culinary team on the 3 items, including recipe development, costing, pricing and photography.
13. Teams will develop 2 marketing tactics to launch their restaurant concept. If more or less than 2 marketing tactics are submitted, there will be a 5-point penalty See *Penalties*. **For information on the different tactics please see Exhibit F** Alcohol-related activities or promotions cannot be used as one of the marketing tactics. There will be a 5-point penalty if alcohol is used. See *Penalties*. 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.



14. For the 2 marketing tactics, teams must submit a paper-based sample (maximum 8½" x 11" paper) of the tactic. Examples of acceptable samples could include:
  - a. Newspaper ad – mockup of ad
  - b. Radio commercial – script
  - c. TV commercial – storyboard
  - d. Public relations campaign – sample press release
  - e. Promotional giveaway items – photo or mockup of item
  - f. Email campaign – email text and mockup of accompanying artwork
  - g. Social Media – sample Facebook or Twitter page, etc.
  - h. “Deal-of-the-Day” Third Party – explanation and mockup of deal
15. The written proposal must be typewritten (other than samples or exhibits). The proposal should follow the outline in (*See Exhibit A*), and each section should be separated by tabs. Teams will prepare 11 copies of the proposal in a clear front, soft-bound report format – 1 for each Verbal Presentation Judge (6 copies), and 4 for the Critical Thinking Judges (4 copies) and 1 for the Visual Display judges. The outside back cover of the written proposal must list the following information: Team assigned number, school name, city, names of team members and concept name. For samples of acceptable presentation binders, see [http://www.staples.com/Staples-Presentation-Binder/product\\_SS463380?cmArea=SC1:CG1091:DP4635:CL162165](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](http://www.staples.com/Oxford-Clear-Front-Report-Cover/product_SS1003226?cmArea=SC1:CG1091:DP1305:CL130501). All 11 copies must be identical, or there will be a 5-point penalty. There will also be a 5-point penalty if the proposal is not prepared properly. *See Penalties.*
16. **Teams must prepare an additional copy of just the menu listing (#6) and sample (#7), the recipes (#8), photographs (#9), costing (#10) and menu pricing (#11) worksheets in a manila folder. The team’s assigned number should be listed on the front of the folder.**
17. To allow the judges adequate time to review your proposal, an electronic draft of the team’s written proposal must be submitted to Susan Petty, [spetty@tramail.org](mailto:spetty@tramail.org) 7 days prior to day one of competition. The draft will not be judged and you may make changes to your proposal after that time.
18. One copy of the written proposals submitted will not be returned to teams at the conclusion of the competition. The remaining written proposals will be available for pick up after the competition.

## Verbal Presentation

1. Using the materials developed for the written proposal, teams will prepare a maximum 10-minute verbal presentation that will be presented on-site to judges.
2. Teams must develop a Microsoft PowerPoint® slideshow presentation to accompany the verbal presentation. The slideshow presentation may not include any embedded video or special effects (sound, flash, etc.). Use of enhanced technology will disqualify teams. Teams must use the “no transition” option in the slide transitions. Teams may use a custom slide design template.

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

## Visual Display

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

## Team Check-in

1. Teams will check in day one of the competition. Check in schedule will be sent to all teams.
2. At check-in, teams will submit **11** copies of their written proposal and their menu/recipes/costing manila folder. Teams will also submit their final slideshow presentation on a jump/thumb/flash drive. The slideshow presentation must be the only file on the flash drive and should be named “<school name> management

competition” – for example, “ABC High School management competition.” Teams may pick up their flash drive at the end of the competition. **The slideshow should be saved as a PowerPoint file (.ppt file, not 2007 .pptx file).** Teams will review their presentation on the Event Organizer’s computer to ensure the file displays correctly.

3. Teams will also check-in and leave their visual display board. It must be folded and closed.
4. Should travel delays arise, and as a result a team is unable to check-in their materials, the team must contact event organizers, to make arrangements to submit materials.

## **Day of Competition**

1. Ten minutes prior to their presentation start time, teams will report to the check-in outside the verbal presentation room. At their designated presentation time, teams will deliver their verbal presentation before the judges. Their PowerPoint presentation will be projected on a large screen. Teams will have their assembled visual display board with them and may reference it during the presentation.
2. Teams may not distribute materials to judges (business cards, promotional items, props, etc.). Any relevant materials must be included in the written proposal.
3. Each member of the team must have a substantial speaking role during the presentation. There will be a penalty of 5 points per student for each student on the team that does not have a substantial speaking role. (*See Penalties*).
4. There will be 1-point-per-minute penalty if teams exceed the maximum 10-minute presentation length. (*See Penalties*). If the presentation runs more than 4 minutes over the maximum time, teams will be disqualified. (*See Disqualifications*).
5. After the presentation, judges will have an additional 5 minutes to ask the team questions about their presentation and overall restaurant concept. Teams will be evaluated on how well they answer the judges’ questions.
6. Immediately after their verbal presentation, teams will move their visual display to the Critical Thinking area. The team will have 5 minutes to set up their visual display area, which consists only of the display board and one copy of their written proposal. Critical Thinking Judges will supply the team with their copy of the written proposal to accompany the visual display.
7. Critical Thinking Judges will visit with each team and evaluate their critical thinking skills and ability to react to management challenges. The judges will present each team a mini-scenario from 4 of the following categories: safety and sanitation, customer service, human resources and staffing, menu development and design, marketing, and concept knowledge. All teams will be evaluated on the same 4 categories – **the chosen categories will be announced at orientation**. The team will then present how they would address that scenario from the context of their restaurant concept. (*For sample scenarios, see Exhibit I*). The Critical Thinking Judges will also have the opportunity to ask teams in-depth questions on their proposal and visual display.

8. Next, Visual Display Judges will evaluate each team's display. The Visual Display Judges will also have the opportunity to ask teams in-depth questions on their proposal.
9. The display and written proposal must be picked up at the end of the day the team competed, or it will be disposed of by Event Organizers.
10. See *Exhibit J* for a sample management competition timeline.

## **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 less than 9 menu items – 5 points
4. Team includes an alcoholic beverage as one of their menu items – 5 points
5. Team submits more or less than 3 recipes – 5 points
6. Team submits more or less than 3 food costing worksheets – 5 points
7. Team submits more or less than 3 menu pricing worksheets – 5 points
8. Team submits more or less than 2 marketing tactics – 5 points
9. Team uses an alcohol-related activity or promotion as one of their marketing tactics – 5 points
10. Written proposal does not meet specifications (typewritten, bound, no extra information included) – 5 points
11. All **11** copies of the written proposal are not identical – 5 points
12. Visual display is not tri-fold or is not made of corrugated cardboard or foam core – 5 points
13. Visual display exceeds maximum size dimensions – 5 points
14. Visual display incorporates additional materials not attached to the display board – 5 points
15. Visual display does not include sheet listing names – 1 point
16. Each member of the team does not substantially speak during verbal presentation – 5 points per student who does not substantially speak
17. Verbal presentation exceeds maximum allowed time – 1 point per minute

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

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

**Event Personnel**

1. Event Organizers (TRAEF staff members)
2. Judges from colleges/universities and the restaurant and foodservice industry. There will also be one lead judge.
3. All judges will be consistent from team to team (i.e., judges scoring Restaurant Concept will be responsible for that category across all competitors).
4. Verbal Presentation judges will evaluate both the written proposal and verbal presentation on the following categories. (See Exhibit K) for sample score sheet.

Restaurant Concept	Two Judges
Menu	Two Judges
Marketing	Two Judges

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

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

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

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

**Attendees**

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

## Exhibit A

### Written Proposal Outline and Checklist

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

- Executive Summary
- 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 9 menu items
- 3 Recipes (may be included as Exhibit instead)
- 3 Costing Worksheets (may be included as Exhibit instead)
- 3 Menu Pricing Worksheets (may be included as Exhibit instead)
- Photos of 3 menu items
- Sample of how menu will be presented
- 2 marketing tactics
  - Description
  - Goal
  - Budget (may be included as Exhibit instead)
  - Sample
- Conclusion

## **Exhibit B**

### **Location Description – ProStartville, USA**

#### **Demographics:**

The downtown area of ProStartville features a diverse assortment of entertainment, dining, cultural and architectural attractions. The Main Street area features entertainment venues, shopping, and an assortment of restaurants. North of Main Street lies ProStartville's central business district and legislative area. Cultural and architectural attractions can be found throughout the city. ProStartville is a place where the past and the future peacefully coexist and build, one on the other, to create a destination that appeals to the interests of every visitor.

- Population – 626,681
- Median age – 34
- Families – represent 58% of the population

#### **Business and Industry:**

ProStartville's strength as a community truly rests on one solid foundation—its economic diversity. The city is a great "neighborhood" of private and public business and industry, where people are as likely to go to work each morning in banks, hospitals, or government offices as to drive trucks, punch cash registers, or work on assembly lines. Major industries in ProStartville include: Automobile Production, Finance, Health Care Management, Higher Education, Insurance, Music Production, Printing & Publishing, Technology Manufacturing and Tourism.

#### **Local Points of Interest:**

- Downtown ProStartville is alive with renowned museums and art galleries, national and city parks.
- Professional and College sports arenas and exciting nightlife offer endless options for things to do.

## Exhibit C

### Restaurant Segment Definitions

**Family Dining Full-service Restaurant** - Establishment providing waiter/waitress service, and the order is taken while the patron is seated. Patrons pay after they eat. Average per-person dinner checks of \$10 or less.

*Examples:*

Pizza Hut

IHop

**Casual Dining Full-service Restaurant** - Establishment providing waiter/waitress service, and the order is taken while the patron is seated. Patrons pay after they eat. Average per-person dinner checks in the \$10 - \$25 range.

*Examples:*

Olive Garden

Buca di Beppo

Houlihan's

**Fine Dining Full-service Restaurant** - Establishment providing waiter/waitress service, and the order is taken while the patron is seated. Patrons pay after they eat. Average per-person dinner checks of \$25 and above.

*Examples:*

Capital Grille

Sullivan's

French Laundry

**Quick-service (Fast Food) Restaurant** - Establishments primarily engaged in providing food service where patrons generally order or select items and pay before eating. Food and drink may be consumed on premises, taken out or delivered. Also includes snack and nonalcoholic beverage bars. Checks average in the \$3 - \$6 range.

*Examples:*

McDonald's

Burger King

Taco Bell

**Quick-Casual Restaurant** – Quick-casual restaurants are defined as attractive and comfortable establishments serving freshly prepared, wholesome quality, authentic foods in a reasonably fast service format. Checks average in the \$7 - \$9 range.

*Examples:*

Bakery cafes - Panera Bread, Corner Bakery

Deli sandwich - Briazz, Cosi, McAlister's, Pret A Manger

Mexican - Baja Fresh, Chipotle, Rubio's, LaSalsa, Qboda

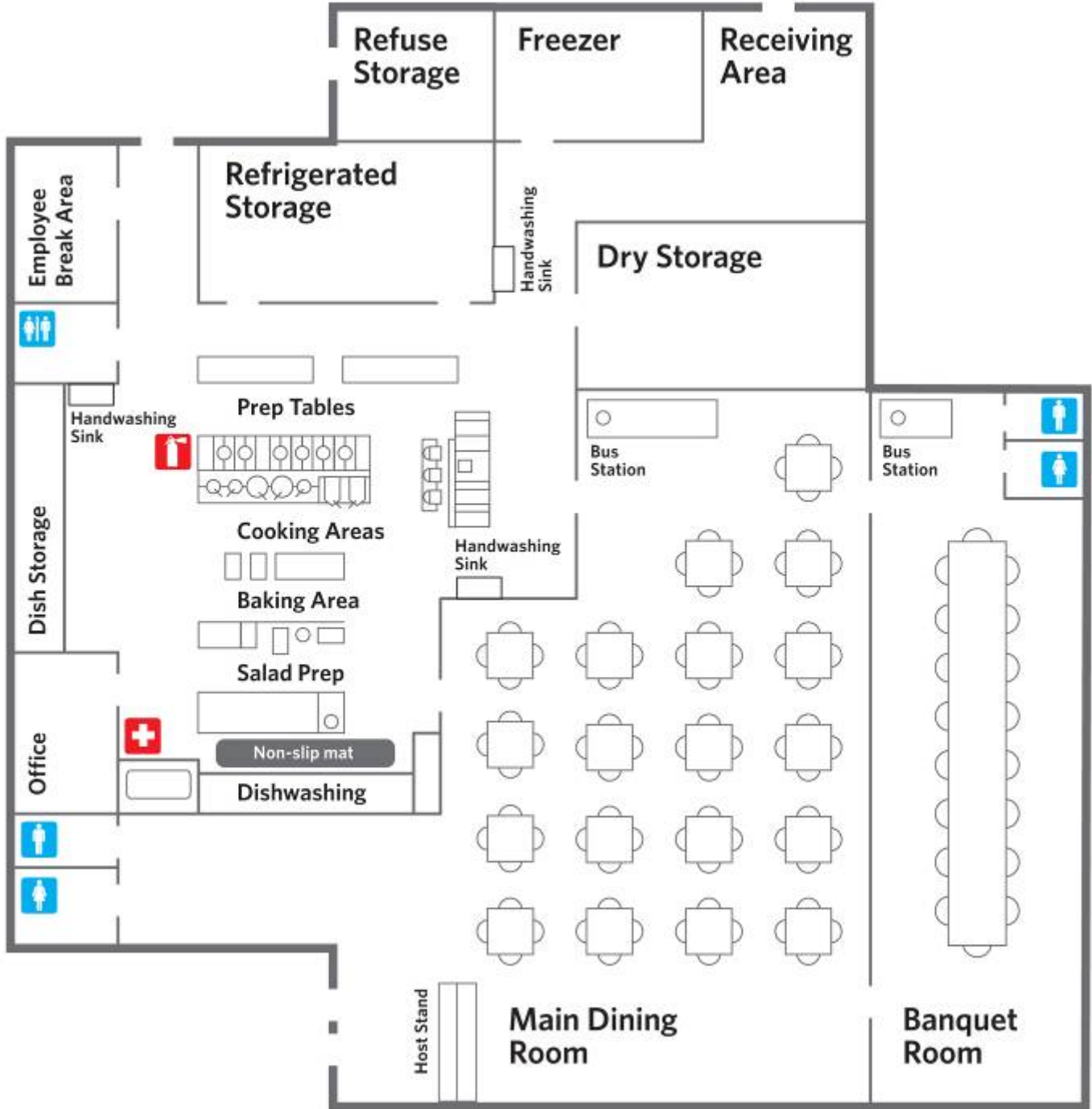
Home Meal Replacement - Boston Market, Koo Koo Roo

Italian - Fazoli's, Pompei Bakery, Pasta Bravo



Exhibit D

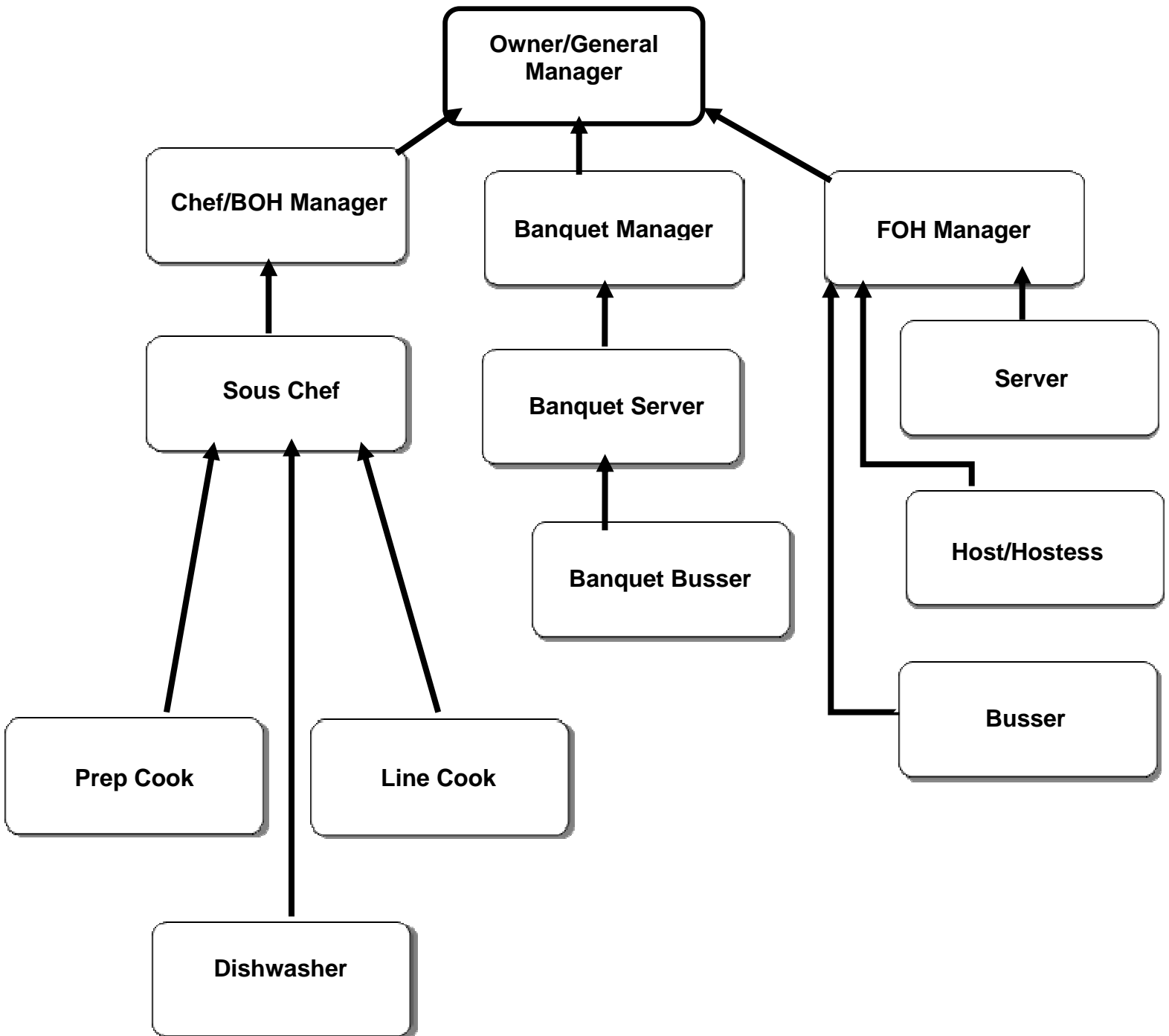
Sample Restaurant Diagram



**Exhibit E**

**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 D.



## Exhibit F

### Marketing Tactic Clarification

Teams must include 2 marketing tactics as a part of their presentation. The below categories, taken directly from the curriculum, will help identify what qualifies as a marketing tactic and what can be seen as specific examples of each tactic.

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

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

**Promotions** – Incentives to entice customers to patronize an operation.

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

**Public Relations** – The process by which an operation interacts with the community at large. Building good relations with the community can help an operation gain favorable publicity and enhance an operation’s image.

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

**Direct Marketing** – Making a concerted effort to connect directly with a certain segment of the market. Such connection could help garner immediate responses from customers as well as build longer-term relationships.

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

## Exhibit G

### Menu Item Clarification

The intent is that teams will come up with 9 menu items (only) that would be reflective of the concept's broader menu. Please see the below information on what constitutes a menu item.

#### Menu Item Clarification

The general rule of thumb for what counts as a menu item is that anything that is packaged together for one price counts as 1 item. For example, the below menu would consist of 2 items:

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

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

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

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

An exception is a table d'hote menu (see *Becoming a Restaurant and Foodservice Professional Year 2, pg. 263, or 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 Wildfire menu on the next few pages, there are examples of how to count menu items.

#### Page 1

- Each Starter, Pizza and Salad option counts as 1 menu item
- Each Sandwich counts as 1 menu item, with the cole slaw and fries included in each menu item. For example, if teams were to provide a recipes/costing for the Pretzel Crusted Fish as 1 menu item, the recipes/costing would include the fish, the cole slaw and the fries.
- This page has a total of 32 items

## Exhibit G page 2

### Page 2

- Each item listed counts as 1 menu item, and the recipes/costing should include the most costly accompaniment (listed on page 3). For example, the Horseradish Crusted Filet recipes/costing (as 1 menu item) would include the filet and roasted vegetables (assuming roasted vegetables have the highest food cost of all the accompaniments).
- This page has a total of 28 items

### Page 3

- Daily Specials count as 1 menu item each, and the recipes/costing should include the side dishes listed with the entrée. For example, recipes/costing for the Turkey Meatloaf (as 1 menu item) should include the glazed carrots and redskin mashed potatoes.
- The Chicken dishes count as 1 menu item each, and the recipes/costing should include the most costly accompaniment. For example, the Lemon Pepper Chicken Breast (as 1 menu item) recipes/costing would include the filet and roasted vegetables (assuming roasted vegetables have the highest food cost of all the accompaniments).
- The Barbecue dishes count as 1 menu item each, and the recipes/costing should include homemade cole slaw, apple sauce, and the most costly accompaniment. For example, the St. Louis Ribs (as 1 menu item) recipes/costing would include the filet, cole slaw, apple sauce, and roasted vegetables (assuming roasted vegetables have the highest food cost of all the accompaniments).
- The Potatoes & Vegetables Sides count as 1 menu item each.
- This page has a total of 27 items

### Page 4

- The exceptions to the general menu item rule are a prix fixe, family style or table d'hote menu similar to the Club Supper Menu. On this menu, each item listed under each category counts as 1 menu item. This page has a total of 49 menu items.

## Starters

SHRIMP & CRAB BISQUE - corn and red peppers	cup 4.95	bowl 5.95
BAKED FRENCH ONION SOUP - the classic	cup 4.95	bowl 6.95
CHICKEN & PORTOBELLO MUSHROOM SKEWERS - sesame ginger sauce	8.95	
OVEN BAKED GOAT CHEESE - tomato basil sauce, focaccia	8.95	
CHEESE CRUSTED PORTOBELLO MUSHROOMS - stuffed with fresh garlic spinach	8.95	
HORSERADISH CRUSTED CHERRYSTONE CLAMS - baked in our wood burning oven	9.95	
SPINACH & ARTICHOKE FONDUE - garlic toast points	9.95	
CRISPY FRIED CALAMARI - cocktail and ranch sauces	9.95	
WILDFIRE WOOD OVEN ROASTED MUSSELS - oven-fired in a cast iron skillet with garlic herb butter (limited availability)	9.95	
OVEN ROASTED CRAB CAKES - mustard mayonnaise	10.95	
CRAB CRUSTED STUFFED SHRIMP - roasted with garlic breadcrumbs	10.95	
JUMBO SHRIMP COCKTAIL - zesty cocktail sauce	10.95	
ROASTED SEA SCALLOP SKEWERS - bacon wrapped, apricot sauce	11.95	

## Whole Wheat Pizzas

Baked in our wood burning oven

FRESH MOZZARELLA - tomato and basil	5.95
EGGPLANT - olives and goat cheese	6.95
CHICKEN & WILD MUSHROOM - smoked gouda	7.95
SPICY SHRIMP - fresh tomato, pesto and asiago	8.95

## Salads

Made to order with fresh vegetables and homemade dressings

	SIDE	FOR 2-3
HOUSE SALAD BOWL artichokes, carrots, eggs, tomatoes, cucumbers, celery, croutons; ranch, 1000 Island, blue cheese dressing, red wine vinaigrette or balsamic vinaigrette	4.50	9.95
CAESAR SALAD romaine, parmesan cheese, garlic croutons, add Char Crust® chicken 3.00, calamari 3.00, salmon 4.00	4.50	9.95
SPINACH SALAD bacon, mushrooms, radishes, eggs, warm mustard dressing	4.50	9.95
GREEK SALAD greens, tomatoes, cucumbers, garbanzo beans, celery, red onions, kalamata olives, feta cheese, red wine vinaigrette	4.95	10.95

House, Caesar, Spinach and Greek salads are also available in a larger share size

### WILDFIRE CHOPPED SALAD

roasted chicken, avocado, tomatoes, blue cheese, bacon, scallions, corn, tortilla strips; tossed with citrus lime vinaigrette

FOR 2-3 11.95      FOR 4-5 17.95

WILDORF SALAD romaine, spinach, cranberries, raisins, pecans, celery, apples, sunflower seeds, croutons, apple ranch dressing	10.95
ASIAN CHICKEN SALAD soba noodles, spinach, broccoli, peppers, snap peas, cabbage, radishes, ginger vinaigrette	12.95
GRILLED STEAK AND BLUE CHEESE SALAD sliced tenderloin, tomatoes, crispy onions, balsamic vinaigrette	13.95

## Sandwiches

Served with homemade cole slaw and french fries

BLACK ANGUS BURGER - sesame or multigrain bun, add choice of cheese 1.00	8.95
CHAR CRUST® TURKEY BURGER - white cheddar, lettuce, tomato, grilled onions, mustard, mayonnaise	9.95
GRILLED CHICKEN CLUB - bacon, avocado, jalapeño jack, mustard mayonnaise	9.95
STUFFED BURGER OF THE DAY - ask your server for today's selection	10.95
PRETZEL CRUSTED FISH - lettuce, pickled peppers, tartar sauce	11.95
PRIME RIB FRENCH DIP - melted cheese, au jus	12.95
TENDERLOIN STEAK SANDWICH - arugula, red onions, mozzarella, pesto	13.95

# WILDFIRE

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## *Tonight's Braised Special*

Slow cooked with aromatic vegetables until succulent and tender

ASK YOUR SERVER FOR TONIGHT'S BRAISED DISH

## *Signature Grills*

TENDERLOIN PEPPER STEAK - mushrooms, peppers, onions, orzo, rich peppercorn sauce	18.95
RIBEYE MEDALLIONS AL FORNO - parmesan crust, mushroom caps (limited quantities)	19.95
STEAK & POTATOES - grilled sirloin steak, peppercorn sauce, rosemary cottage fries (or choice of side)	19.95
BASIL HAYDEN'S® BOURBON TENDERLOIN TIPS - grilled red onions	22.95
ROUMANIAN SKIRT STEAK - grilled red onions	22.95

## *Steaks and Chops*

Wildfire steaks are aged 21 - 28 days until they reach their ultimate tenderness and taste, brushed with our seasoning blend, and broiled to your preferred temperature

MUSHROOM CRUSTED PORK CHOPS - all natural	19.95
PETITE FILET MIGNON - for the lighter appetite	23.95
FILET MIGNON - the most tender of all steaks	27.95
BLACK PEPPERCORN FILET - seared with spicy black peppercorns	28.95
BLUE CHEESE CRUSTED FILET - broiled with our blue cheese crust	29.95
HORSERADISH CRUSTED FILET - our specialty! wrapped in bacon and topped with horseradish crust	29.95
NEW YORK STRIP - broiled to its fullest flavor	28.95
LAMB PORTERHOUSE CHOPS - Colorado's finest lamb	29.95
CHAR CRUSTED® RIB EYE STEAK - "prime rib" chop	30.95
PORTERHOUSE STEAK - two favorite cuts - New York strip and filet mignon - in a single steak	31.95
WILDFIRE BONE-IN FILET - a very special cut	35.95

ENHANCE YOUR STEAK WITH ONE OF OUR SIGNATURE CRUSTS OR BÉARNAISE SAUCE - 2.00 EACH.

<b>STEAK ORDERING GUIDE</b>	<b>BLUE</b> - cold, red center <b>MEDIUM RARE</b> - red, warm center <b>MEDIUM WELL</b> - dull pink center	<b>RARE</b> - very red, cool center <b>MEDIUM</b> - pink, hot center <b>WELL</b> - broiled throughout
-----------------------------	--	---

Medium well and well done filets will be butterflied • We are not responsible for steaks ordered well done.

## *Roasted Prime Rib of Beef*

The "king of roasts" is rubbed with fresh garlic and served with horseradish sauce

PRIME RIB 10 OZ - regular cut	22.95
PRIME RIB 16 OZ - large cut	26.95
PRIME RIB 22 OZ - "Chicago cut"	30.95

## *Fresh Fish and Seafood*

Roasted in our wood burning oven

COCONUT SHRIMP - ginger coconut sauce	19.95
CEDAR PLANKED SALMON - brown sugar soy glaze	20.95
SURF & SURF - grilled salmon fillet and grilled shrimp skewer, arugula salad	21.95
EAST COAST SEA SCALLOPS - fresh garlic spinach, lemon butter sauce	22.95
SWORDFISH "LONDON BROIL" - oven roasted tomatoes and red onions	23.95
TUNA STEAK TERIYAKI - ponzu sauce and wasabi cream	24.95
FRESH FISH OF THE DAY - ask your server for today's selection	A.Q.
SURF & TURF - crab crusted lobster tail and filet mignon	A.Q.

18% gratuity will be added to all parties of six or more

**WILDFIRE**

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## Nightly Specials

Limited quantities are prepared nightly

MONDAY	TURKEY MEATLOAF - glazed carrots, redskin mashed potatoes	13.95
TUESDAY	CRAB CAKE CRUSTED TROUT - mustard sauce, wild rice	18.95
WEDNESDAY	RACK OF PORK - roasted apples, mashed sweet potatoes	19.95
THURSDAY	HALF LONG ISLAND DUCK - sweet cherry sauce, wild rice	19.95
FRIDAY	MUSHROOM STUFFED SALMON - red wine butter, roasted vegetables	21.95
SATURDAY	FILET MIGNON WELLINGTON - mushroom stuffing, au gratin potatoes	28.95
SUNDAY	SPIT ROASTED TURKEY DINNER - traditional sides	17.95

## Chicken

Roasted over an oak fire

SPIT ROASTED HERB CHICKEN* - naturally raised, marinated with a special blend of herbs and spices	15.95
BARBECUED CHICKEN* - naturally raised, special recipe barbecue sauce	15.95
TERIYAKI CHICKEN BREAST - grilled pineapple	16.95
LEMON PEPPER CHICKEN BREAST - roasted in our wood burning oven	16.95

\*sorry, all white meat not available

## Barbecue

Homemade cole slaw and apple sauce

BABY BACK RIBS - special recipe barbecue sauce	half 16.95	full 22.95
ST. LOUIS RIBS - honey mustard barbecue sauce	half 16.95	full 22.95
CHICKEN & BABY BACK RIBS* - half barbecue chicken and half slab baby back ribs	22.95	
CHICKEN & ST. LOUIS RIBS* - half barbecue chicken and half slab St. Louis ribs	22.95	
RIBS & RIBS - half slab baby back ribs and half slab St. Louis ribs	22.95	

\*sorry, all white meat not available

## Sides

### ACCOMPANIMENTS

All dinners served with your choice of:

REDSKIN MASHED POTATOES • WILD RICE  
 AU GRATIN POTATOES • CREAMED SPINACH  
 ROASTED VEGETABLES • FRENCH FRIES  
 BROCCOLI WITH HERB BUTTER

~ OR ~

BBQ RUBBED SWEET POTATO	ADD 1.95
GIANT BAKED POTATO	ADD 1.95
TRADITIONAL MAC & CHEESE	ADD 1.95
WOOD ROASTED MUSHROOM CAPS	ADD 2.95
CHEDDAR DOUBLE STUFFED POTATO	ADD 2.95

### POTATOES AND VEGETABLES

REDSKIN MASHED POTATOES	3.95
STEAMED BROCCOLI - with herb butter	3.95
WILD RICE	3.95
AU GRATIN POTATOES	3.95
CREAMED SPINACH	3.95
ROASTED VEGETABLES	3.95
GIANT BAKED POTATO	4.95
BBQ RUBBED SWEET POTATO	4.95
TRADITIONAL MAC & CHEESE	4.95
WOOD ROASTED MUSHROOM CAPS	5.95
CHEDDAR DOUBLE STUFFED POTATO	5.95

WILDFIRE OFFERS A GLUTEN FREE MENU AND A KID'S MENU

# WILDFIRE

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# WILDFIRE

## CLUB SUPPER MENU

PERFECT FOR LARGE GATHERINGS • SERVED TO YOUR TABLE FAMILY STYLE • MINIMUM PARTY SIZE OF SIX

### Starters

choose two

Spinach & Artichoke Fondue  
Cheese Crusted Portobello Mushrooms  
Oven Baked Goat Cheese  
Crispy Fried Calamari  
Chicken & Portobello Mushroom Skewers  
Fresh Mozzarella, Tomato and Basil Pizza  
Eggplant, Olive and Goat Cheese Pizza  
Chicken, Wild Mushroom and Smoked Gouda Pizza  
Spicy Shrimp, Fresh Tomato, Pesto and Asiago Pizza  
Horseradish Crusted Cherry Stone Clams  
Oven Roasted Crab Cakes (\$2 per person extra)  
Jumbo Shrimp Cocktail (\$2 per person extra)  
Roasted Sea Scallop Skewers (\$2 per person extra)

### Salads

choose two

House Salad Bowl with 3 dressings: red wine vinaigrette, ranch, 1000 island  
Greek Salad • Caesar Salad • Spinach Salad  
Wildfire Chopped Salad

### Main Courses

choose two

Spit Roasted Herb Chicken • Barbecued Chicken  
Penne and Wood Roasted Vegetables • Baby Back Ribs • Teriyaki Chicken Breast  
Lemon Pepper Chicken Breast • Swordfish "London Broil" • Cedar Planked Salmon  
Roumanian Skirt Steak • Basil Hayden's® Bourbon Tenderloin Tips  
Fresh Fish of the Day (\$3 per person extra) • Roasted Prime Rib of Beef (\$3 per person extra)  
New York Strip Steak (\$4 per person extra) • Filet Mignon (\$4 per person extra)  
Horseradish Crusted Filet Mignon (\$5 per person extra)

### Potatoes & Vegetables

choose two

Redskin Mashed Potatoes • Roasted Vegetables  
Fresh Vegetable of the Day • Wild Rice • Creamed Spinach  
Steamed Broccoli with Herb Butter • Wood Roasted Mushroom Caps  
Wildfire Cheddar Double Stuffed Potato

### Desserts

choose two

Triple Layer Chocolate Cake • Wildfire Ice Cream Sandwich  
Seasonal Berry Crisp with Ice Cream • Homemade Key Lime Pie  
Baked Apple Skillet Pie • Chocolate Peanut Butter Pie • Fresh Baked Seasonal Pie  
Classic N.Y. Style Cheesecake choose 1 topping: mixed berries, hot fudge, or snickers

29.95 PER PERSON

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## Exhibit H – Page 1

### Recipe Example

Management teams must complete this worksheet prior to the competition. It is unnecessary to send this in with your registration. Management teams need to make one (1) copy to turn in at Team Check-in, in addition to copies included in the written proposal.

Assigned Team Number	Team # 2
School Name	ABC High School

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

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

Procedure
Procedure written in practical order.

**Source:**

**Exhibit H – Page 2**

**Recipe Cost Example**

Management teams must complete this worksheet prior to the competition. It is unnecessary to send this in with your registration. Management teams need to make one (1) copy to turn in at Team Check-in, in addition to copies included in the written proposal.

<b>Assigned Team Number</b>	Team # 2
<b>School Name</b>	ABC High School
<b>Menu Item</b>	Stuffed Won Tons
<b>Number of Portions</b>	2

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

<b>Total Recipe Cost</b>	\$1.267
<b>Portion Cost</b>	\$0.634

**Exhibit H – Page 3**

**Menu Price Example**

Management teams must complete this form prior to the competition. It is unnecessary to send this in with your registration. Management teams need to make one (1) copy to turn in at Team Check-in, **in addition to** copies included in the written proposal.

<b>Assigned Team Number</b>	Team # 2
<b>School Name</b>	ABC High School
<b>Menu Item</b>	Stuffed Won Ton Appetizer
<b>Number of Portions</b>	2

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

<b>Total Item Portion Cost</b>	\$0.964
<b>Item Menu Price at 33% Food Cost</b>	\$2.921 Menu Price \$2.95

## Exhibit I

### Sample Critical Thinking Scenarios

#### Workplace Safety

- We see that you have a line cook position - while the line cook is carrying your signature soup, he slips in a puddle of water by the dish area. What do you do?
- A guest chokes on a toothpick on their way out the door - what do you do?

#### Food Safety & Sanitation

- While pulling out the beef for your signature ribeye, your prep cook notices that the walk-in seems a bit warm. What do you do?
- While cutting lemon wedges for iced teas, your server finds a moldy lemon halfway through the box of lemons. What should the server do?

#### Customer Relations

- We see that salmon is the star item on your menu, how will you handle customer relations if your supplier does not deliver salmon?
- A reservation for a party of 4 is showing up in your system as cancelled, yet they have arrived and checked in – what will you tell them?

#### Human Resources & Staffing

- You have a party booked in your kid's party room, and your lead party server calls off – what do you do?
- A guest calls the day after dining and complains that the server added an extra \$5 to the tip the guest left. How do you address this?

#### Marketing

- In the coupon you printed in the newspaper, you forgot to put an expiration date. Two months later, a table tries to redeem it – what do you do?
- Someone posts a bad comment on your restaurant's Facebook page – what should you do?

#### Menu Development and Design

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

#### Concept Knowledge

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

# Sample

## Management Competition Timeline

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

**Actual schedule released by event coordinators prior to competition**

## Exhibit K

### Sample Management Competition Judging Sheets

**Criteria** **Max Points** **Score**  
**Written Proposal (55 points)**

Restaurant Concept (25 points)

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

Menu (15 points)

Matches restaurant concept & appropriate menu mix	3	
Description of 9 items	3	
Sample of how presented <ul style="list-style-type: none"> <li>• Easy to read</li> <li>• Does type of menu fit concept (i.e. menu board for fast-food restaurant)</li> </ul>	3	
Recipes, food costing, menu pricing <ul style="list-style-type: none"> <li>• Used official template</li> <li>• Sources listed</li> <li>• Used 33% food cost to calculate menu price</li> <li>• Prices for all items based on calculated prices for 3 items</li> </ul>	5	
Photos	1	

Marketing Plan (15 points)

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

**Verbal Presentation (55 points)**

Organization of presentation	5	
Presentation skills • Ability to sell concept • Easy to hear/understand • Professionalism	15	
Slideshow • Supports/illustrates/complements verbal presentation • Neat • Readable • Creative Relevancy of material presented • Reflect the written presentation • Material presented was appropriate for a verbal presentation	20	
Q & A - Depth of overall knowledge	15	

**Visual Display (15 points)**

Overall appearance of display • Neat • Logically laid out • Appropriate use of space	4	
Matches restaurant concept	4	
Visual Display includes: • Name and description • Restaurant diagram/layout • Sample menu presentation • Sample marketing campaigns	4	
Creativity	3	

**Critical Thinking (50 points)**

Teamwork	5	
Presentation skills • Ability to sell solution • Easy to hear/understand • Professionalism	5	
Category 1	10	
Category 2	10	
Category 3	10	
Category 4	10	

**Total Points**

**175**

**Penalties**

Not dressed in uniform	5
Restaurant concept not located in ProStartville	5
Included more or less than 9 menu items	5
Included more or less than 3 recipe worksheets	5
Included more or less than 3 food costing worksheets	5
Included more or less than 3 menu pricing worksheets	5
Included more or less than 2 marketing tactics	5
Prepared incorrectly (not typewritten, bound, extra information included)	5



All 10 written proposal copies are not identical	5
Visual display not made of corrugated cardboard or foam core	5
Visual display exceeds max dimensions	5
Additional display materials	5
Visual display does not include team name, school, state	1
Visual display includes prohibited electronic items	5
All members of team did not substantially present	5 pts per student
Exceeded max verbal presentation time	1 pt per minute

**Disqualification**

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

# 2013 Culinary Competition

## Purpose

Participating teams will demonstrate their culinary knowledge, skills, and creative abilities during the competition through demonstration of skills mastery and the preparation of a meal consisting of (i) a starter (such as soup, salad, or appetizer); (ii) an entrée, consisting of protein, vegetable, and starch; and (iii) a dessert. Their performance during the practical will be observed and rated by judges from the foodservice industry and colleges and universities. This competition is designed for students capable of high-level food preparation. Participating teams will demonstrate their ability to work together while creating and presenting their meal. Participation will reinforce the skills and knowledge learned from the ProStart curriculum.

## Uniform

The team must present a uniform appearance. All team members are required to wear appropriate apparel consisting of white chef coats, checkered or black pants, **non-porous, closed toe, non slip hard sole black shoes** and the apron and hat provided by Event Organizers. Event Organizers will provide chef coats and chef hats at check in. The team will be evaluated on proper uniform throughout all culinary events, from Product Check-in through Station Clean-up, pot and pan cleaning, packing and critique.

## Scoring

1. A maximum of **105 points** can be earned by a team during the culinary competition.
2. In case of a tie: The teams that have tied will each be interviewed by a panel of judges and the culinary competition coordinator. The judges will ask questions of the team to be answered verbally with regard to the methods, preparation and presentation of their meal. After the interviews, the judges panel, led by the culinary competition coordinator, will discuss those teams who have tied scores, and make a group determination as to the ranking of final winner(s) based on the answers to the questions given by team members.

## Competition Flow

**Station Set-Up (15 Minutes)**  
**Knife Skills/Poultry Fabrication (15 Minutes + 5 Minute Critique)**  
**Production Mise En Place (20 Minutes)**  
**Cook (60 Minutes-can present up to 3 minutes early)**  
**Skills & Organization Critique (10 minutes)**  
**Judge's Tasting Critique (7 Minutes)**  
**Recipe & Menu Critique (5 minutes)**

**Station Clean-Up (20 Minutes)**  
**Sanitation Critique & Dismissal (5 Minutes)**

1. Feedback for the Product Check-in, Knife Skills/Fabrication, Sanitation and Work Skills segments will occur on the competition floor. Feedback for Tasting and Menu and Recipe segments will occur in the judging area.
2. Teams are allowed to bring a recording device to record the critique and feedback sessions. Teachers and mentors will be allowed to be present only during the Tasting and Menu sessions.
3. **If the alternate replaces a team member, the alternate must stay in the competition for the duration. The replaced member may not return.**

**Menu Planning and Preparation for Competition:**

1. Mentors may assist teams in preparing for the competition; however, they may not prepare the menu. Their expertise is limited to menu suggestions and technique advice.
2. Teams must employ a minimum of two cooking methods from the following list: Poach, Shallow Poach, Braise, Pan Fry, Steam, and Sauté. Teams are allowed to use additional techniques if they so desire. *See Foundations of Restaurant Management & Culinary Arts Level 1, Chapter 5, pgs. 319-344; Becoming a Restaurant and Foodservice Professional Year 1, pgs. 212-13 for additional information.*
3. The workspace will consist of two (2) eight-foot tables provided for each team. The tables will be set up in an “L” formation within a 10’ x 10’ foot space. All food preparation must be done within the workspace on the tables provided. All equipment and supplies must be contained within the allotted 10’ x 10’ space unless otherwise directed by event staff. Team members may only work on the tables from the interior of the space. **Teams will be provided one speed rack and four (4) full size sheet pans.** Ice will be provided for each team during the competition. Running water will be available prior to and after the competition only. Teams may bring additional storage units & speed racks however they must remain inside the team working space during competition.
4. Table risers that will raise the tables seven (7) inches will be provided by Event Organizers on request. Only risers provided by Event Organizers may be used during the competition. The use of table risers is optional.

The team must request table risers on the event registration form. If the team requests table risers, the station will be set-up with table risers when the team arrives to do Station Pre-Set.

5. No electric or battery-operated equipment may be used with the exception of electric timers or clocks, thermometers and digital scales.
6. The only heat sources provided will consist of two butane burners provided by Event Organizers.
  - To the extent permitted by law, a butane torch may be used for the purpose of finishing any item, sweet or savory. The torch is only allowed to be used for the purpose of caramelizing or browning the surface of the item, not to cook the item.

- No other fueled or mechanical heat sources will be allowed.
  - **The use of metal, stone or other types of plates or apparatus to extend the cooking surface of the burners is allowed. However, extending between and covering both burners simultaneously is not allowed. The fuel canister must not be covered at any time. If at any time the burners malfunction as result of the use of plates, it shall be the team's responsibility to remedy the issue and no additional time shall be granted.**
7. Molecular gastronomy in the competition:
    - Use of liquid nitrogen, referred to as "flash-freezing" is not allowed.
    - Spherification, foams, and meat glue (transglutaminase) are allowed.
  8. **During the Station Pre-Set and Knife Skills/Poultry Fabrication segments the station tables will be skirted but not covered with a tablecloth or other covering. Upon completion of the Knife Skills/Poultry Fabrication segment the team will cover their station tables with cloth tablecloths provided by Event Organizers. Covering tables with plastic or plexiglass is not allowed.**
  9. Each participating team will prepare two (2) identical meals of their choice, garnished and served appropriately. Suggested serving sizes for the entrée are 4-6 ounces for protein, 2-3 ounces for starch and 2-3 ounces for vegetables. One meal will be tasted by the judges and one meal used for display.
  10. Participating teams must bring all ingredients necessary to prepare the food they have selected. Event Organizers will supply a list of local stores where items can be purchased. Teams may bring pre-measured dry goods (flour, sugar, salt, etc.), as well as butter and oil. Follow your state or school guidelines concerning the use of alcohol in your recipes.
  11. Participating teams must bring all necessary supplies to prepare the food they have selected, such as small utensils, cutting boards, small hand tools, cookware, gloves, enough cloths for competition and clean-up and sanitation buckets. Sanitation solution provided by event organizers.
  12. Event Organizers will supply all serving dishes. Teams may only use dishes and glassware provided by Event Organizers, no exceptions. (*See Penalties*). The emphasis here is on simple plate presentation. Dish dimensions/specifications will be provided prior to the event.

## **Menu and Recipe Presentation**

1. Participating teams must bring five (5) copies of the menu (a simple, typed menu with menu prices printed on an 8 ½ x 11 sheet of paper) and five (5) copies of a color photo of each plate being prepared for their meal presentation (printed on an 8 ½ x 11 sheet of paper – 1 plate color photo per page). Final plates presented to the judges will be compared to the color photo provided.
2. Participating teams must bring five (5) copies of all recipes for their meal presentation. Typed recipes must be submitted on the official recipe worksheet (*See Exhibit L of these rules for a sample*) supplied by Event Organizers. Acknowledgements and sources must be listed on each recipe. Recipes must be written in a logical sequence. *Refer to Foundations of Restaurant Management &*

*Culinary Arts Level 1, Chapter 4 pgs. 245-246; Becoming a Restaurant and Foodservice Professional Year 1, pg. 180, for additional information.*

3. Participating teams must bring five (5) copies of all **recipe** costs for their meal presentation **and five (5) copies of the menu price sheet**. **Recipe** cost and menu price must be calculated for each individual course on the menu, typed and submitted on the official costing and menu price worksheets supplied by Event Organizers. *Refer to Foundations of Restaurant Management & Culinary Arts Level 1, Chapter 4, pg. 258; Becoming a Restaurant and Foodservice Professional Year 1, Chapter 12, for more information. (See Exhibit M for recipe cost example and Exhibit N for a menu price sheet example).*
4. Menus will include item prices based on the **recipe** cost and calculated at a 33% food cost percentage. Each course on the presentation menu will be priced separately - one price for the starter; one price for the entrée that includes starch, vegetable, and protein; and one price for the dessert. **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.** Menu price on the presentation menu 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 on the presentation menu. However, the final calculation before rounding must be indicated on the costing template. Total menu price for all three courses combined may not exceed \$75.00 after applying the 33% food cost percentage. *Refer to Foundations of Restaurant Management & Culinary Arts Level 2, pg. 483; Becoming a Restaurant and Foodservice Professional Year 1, pg. 491, and the menu pricing example in Exhibit N for details on menu pricing.* Teams are responsible for collecting their presentation menus from the display area by 5:00 p.m. on the team's day of competition. Event Organizers are not responsible for any menus not collected by 5:00 p.m. on the team's day of competition.
5. **Teams will prepare five soft bound folders** with the team number, school name city and state clearly shown on each cover and each containing a copy of the menu with prices, color plate photographs, recipes and **recipe** costing, and **menu pricing** will be given to the judges at Product Check-in. **See Exhibit O for a checklist.** Failure to submit the folders at Product Check-in will result in a penalty. *See Penalties for points deducted.* If you would like your folders returned, they can be picked up from the judges at the conclusion of your team's culinary critique. TRAEF will retain one copy of the folder from each team. Any folders not picked up at the **of end day/end of competition** will be discarded.
6. Participating teams will provide one (1) copy of a presentation menu. It is required that the menu be framed and professionally displayed on the team's table during competition and then moved to the display area after the team has completed their event. The school name and state must be clearly identified on the menu.
7. The display of the team's plates is to be accompanied by the framed menu used on the competition station and any identification of the team provided by Event Organizers at the display table. No other additions to the display are allowed.

## Product Check-in

1. Product Check-In is part of the evaluation process and results of the check-in will be entered on the score sheet for the team. Teams will be judged according to proper shipping and receiving procedures. In addition, students will be evaluated on uniform and personal hygiene, including proper hand washing, during Product Check-in. Hand washing stations will be available in the Product Check-in area.
2. Neither event nor facility personnel will be available to receive any perishable items shipped to the event site, and are not responsible for any lost or damaged items.
3. There will be Product Check-in day one of competition, schedule will be sent to teams in advance. All teams must check-in all products during the check-in period. Once an item has been checked in it cannot be retrieved until the team's assigned competition Station Pre-Set time.
4. A complete typed 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. All ingredients must be checked in with event personnel. Each team's food will be placed in an appropriate and secure location at the competition site until just prior to the designated Station Pre-Set time.
5. Teams will be evaluated on the proper temperature of ingredients. If an item has been found to be in the temperature danger zone, that particular item will not be available for use in the competition. Teams will also be evaluated on proper packaging. Items to be checked in 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. Any team that has a product disallowed during check-in has until their assigned Station Pre-Set time to present to the judges a new product for approval, however, judging and scoring will be based on the initial check-in by the team. While replacements may be obtained, teams may lose points if their entire product list does not meet the established criteria at the original check-in. Replacement product that does not meet requirements at Station Pre-Set will be discarded, and the team will be assessed a 3-point penalty. (*See Penalties*).
6. No pre-chopped, pre-sliced, or pre-prepared food not commercially manufactured will be allowed, with the exception of stock and clarified butter. (*See Penalties*).  
Prior preparation of stock necessary for the completion of final product is permissible. Stock is a flavorful liquid made by gently simmering bones or vegetables to extract their flavor, aroma, color, body, and nutrients.  
Demi-glace, reductions, and sauces made prior to the event are **not** allowed.  
Commercially manufactured food items such as jams, jellies, and mayonnaise are allowed if they are used as an ingredient and not as a finished product. Commercially manufactured food products must be presented at Product Check-in in the original container.
7. No equipment will be allowed to be checked-in during this period. Teams will bring all of their equipment to the competition area at their assigned Station Pre-Set time.
8. Should travel delays arise, and as a result a team is unable to check-in their ingredients during the assigned time, the team will be allowed to store those items in the ProStart refrigerated storage area. The team must contact their state ProStart

Coordinator to make arrangements to access the storage area. It is the team's responsibility to retrieve their products from the storage area and allow enough extra time prior to their assigned Station Pre-Set time on the day of Meal Production to check-in their product.

- 9. During Product Check-in, teams will have the opportunity to review the dishes they ordered for their meal presentation. It is the team's responsibility to review these dishes at that time. Event personnel will be present with the original order forms the team submitted to double check the order. Dishes will be issued when the team arrives for Station Set-up.**
- 10. Five soft bound folders with the team number, school name, city and state clearly shown on each cover and each containing a copy of the menu with prices, color plate photographs, recipes and recipe costing and menu pricing will be given to the judges at Product Check-in. The Framed Presentation menu is not turned in at this time.**
11. Feedback for Product Check-in will occur immediately following each team's check-in.

### **Station Pre-Set**

- 1. Teams should arrive at least thirty (30) minutes prior to their Station pre-Set time to retrieve their products.**
2. The team will have fifteen (15) minutes to pre-set their station for the Knife Skills/Poultry Fabrication segment. This pre-set includes:
  - Organization of equipment to allow an unobstructed work area and judging for Knife Skills/Poultry Fabrication
  - Ice perishable products of any type for proper food safety
  - Set cutting boards, knives, etc. required for Knife Skills/Poultry Fabrication (including preparation of solutions for keeping cut vegetables/fruits properly after cutting and ice for chicken holding)
  - Obtain chicken, ice, water and sanitizing solution from kitchens
3. Station Pre-Set does not include full organization of equipment for production or further mise en place of station or food for production.
- 4. During the Station pre-Set the teams are allowed to:**
  - **Place all equipment and food containers to allow free movement of team members and judges.**
  - **Set one table for poultry fabrication and one for knife skills**
    - **Set cutting boards**
    - **Place knives**
    - **Set containers (can be iced) to hold poultry before and after cutting**
    - **Set containers for cut vegetables (can be iced or acid bath)**
    - **Set waste containers**
    - **Place chickens and vegetables**
  - **Leave station to wash chickens and vegetables**
  - **Leave station to obtain:**
    - **Water**

- Ice
- Sanitation solution
- Go to restroom

Team is **NOT** allowed to:

- Talk to any spectators, coaches, educators, or mentors

5. The timer will notify the team when the Station Pre-Set segment time ends and the Knife Skills/Poultry Fabrication segment time begins.

### **Knife Skills/Poultry Fabrication**

1. Each team will have fifteen (15) minutes to complete the Knife Skills/Poultry Fabrication portion of the competition.
2. Two (2) team members will be randomly selected for poultry fabrication and each will independently fabricate one chicken (provided by Event Organizers). The remaining two (2) team members will execute two (2) each of the four (4) required knife cuts (product to be cut is of the team's choosing and is to be provided by the team). NOTE: Should the team have three members, one will be selected to fabricate and two to do knife skills. Should the team have two members one will fabricate and one will do knife skills.
3. When all of the team's work has been judged and critique is complete the team may break down and clean the station and place table clothes in preparation for Production Pre-Set.
4. The timer will notify the team when the Knife Skills/Poultry Fabrication segment time ends and the Feedback time begins. Judges will have five (5) minutes to offer feedback on the Knife Skills/Poultry Fabrication segment. This feedback will occur at the team station.

#### Knife Skills portion of this segment:

5. The team will select four (4) of the six (6) knife cut options listed below (with corresponding dimensions) for competition. See *Foundations of Restaurant Management & Culinary Arts Level One* pgs. 585-58; *Becoming a Restaurant and Foodservice Professional Year 1* pg. 194 for more information. **See also Level 1, chapter 5 knife cut reference sheet**
  - a. Julienne: Cut into long, thin, rectangular pieces. 1/8" x 1/8" x 2 4/2"
  - b. Brunoise: Very small dice. 1/8" x 1/8" x 1/8"
  - c. Chiffonade: Leafy green vegetables such as spinach or basil that are stacked, rolled tightly, and then cut into long thin strips. Approximate width is 1/8".
  - d. Medium Dice: Cut into cube-shaped pieces. 1/2" x 1/2" x 1/2".
  - e. Mince: Cut very fine and evenly.
  - f. Tomato Concasse: peeled, seeded and chopped
    - i. Teams will be allowed to prepare water for the preparations of concasse. The water must be discarded at the end of the Knife Skills portion of the competition.



6. The team will present to the judges a printed list of the four (4) cuts they selected to execute. The judges will randomly assign two of the knife cuts submitted by the team to each of the selected students for independent execution.
7. The finished cuts will be evaluated by the judges and then must be incorporated into the team's menu preparation during meal production. No further alteration of the cut is allowed. The products must be used as cut during the knife skills segment.
8. There is NOT an exact amount of product required to be provided by the teams, although there MUST be enough product for the judges to evaluate.

Poultry Fabrication portion of this segment:

1. Each of the selected students will be required to independently fabricate one (1) whole chicken into 8 pieces (2 breasts, 2 wings, 2 legs, and 2 thighs) with the long back removed (one [1] chicken per selected student). All pieces are required to be bone-in. *Refer to Foundations of Restaurant Management & Culinary Arts Level 2, Chapter 6, pgs. 383-384.*



2. Students are not allowed to debone any of the 8 pieces during the Poultry Fabrication time period. **The only exceptions are the wishbone and keel bone in the breast, it is not required that these be removed it is optional and teams will not be penalized if they are removed.** Any additional deboning, if desired, has to be completed in the 60-minute meal preparation period.
3. The team may use part or all of the fabricated chicken in their meal preparation, but it is not required. If the team chooses not to use it, the Event Organizers will have another use for the poultry.
4. At completion of fabrication, each student's chicken is to be displayed on their own cutting board with all waste and the long back. There is to be no combining of waste or cuts until all judging of the fabrication is declared complete by the judge/s.
5. The fabrication will be judged on skill and technique, not on level of difficulty. Sanitation and safety will be strictly evaluated.

### Example of Knife Skills/Poultry Fabrication Student Distribution

1. Team consists of Terry, Caroline, Denise and Mike
2. The team selected chiffonade, brunoise, medium dice and mince as their four knife cuts
3. At the competition, the judges will randomly assign that:
  - Terry and Denise will fabricate the chicken
  - Caroline will execute brunoise and mince
  - Mike will execute chiffonade and medium dice

### **Production Mise en Place**

1. The team will have twenty (20) minutes to pre-set their station for the meal production segment.
2. During Production Mise en Place, teams will not be allowed to:
  - Heat water or any liquid
  - Marinate any food (all marinating must be done within the 60-minute meal preparation period.)
  - Perform any knife work
  - Begin cooking any items
  - Mix any ingredients
3. During Production Mise en Place, teams will be allowed to:
  - Wash vegetables
  - Set their station
  - Obtain water from the kitchen
  - Obtain sanitizing solution from kitchen (provided by Event Organizers)
  - Measure dry and liquid ingredients
4. The timer will notify the team when the Production Mise en Place segment time ends and the Meal Production segment time begins.

### **Meal Production**

1. During the competition, final meal production must be completed in a sixty-minute time period that includes plating. Event personnel will announce the time at 15-minute intervals. It is the responsibility of each team to know their start time and be ready to begin when their assigned time is announced. Teams may bring a manual or battery-operated timer. Event personnel will keep official time.
2. A team is considered done when the food is plated, on the service trays, and all team members have stepped away from the trays **and raised their hands** to signal they are finished. Teams may present plates to judges up to three minutes before the 60 minute cooking time has completed. (*See Penalties*).
3. After a team completes their two (2) identical meals, the team will determine which meal will be evaluated and which will be for display. Team members will transport

all plates to the judges' table and leave immediately. The meal designated as the evaluation plates will receive the most critical judging. However, 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 (*See Penalties*). If the second meal is not prepared, the team will be disqualified.

4. Teams will return to their station for the Work Skills/Organization feedback.
5. Judges will have ten (10) minutes to evaluate the plates. At that time the team will return to the tasting area for a seven (7) minute feedback session. Teachers and mentors may accompany the team.
6. Teams will proceed to the menu and recipe judges for a five (5) minute feedback session. Teachers and mentors may accompany the team.
7. Teams will return to their station to begin Station Clean-up

### **Station Clean-Up**

1. Teams have twenty (20) minutes to clean and vacate their station. The team will leave the food preparation area only when their station is returned to the condition it was in when they arrived (*See Penalties*).
2. Teams will receive the Sanitation feedback and will be released

### **Penalties**

1. Team does not leave station in a sanitary manner:  
Deduction of 3 points. Work area should be left in the same condition as when team arrived.
2. Team begins any competition segment before their assigned start time:  
Deduction of 1 to 10 points. One (1) point per minute up to 10 minutes. Over and above 10 minutes the team is disqualified.
3. Team does not complete Meal Production within allotted time:  
Deduction of 1 to 10 points. One (1) point per minute up to 10 minutes. After 10 minutes the team is disqualified.
4. Team uses pre-prepared ingredients:  
Deduction of 5 points.
5. Team does not produce two (2) identical meals:  
Deduction of 2 points. There should be minimal variance between the two (2) prepared meals.
6. Team uses dishes/glassware other than those provided by Event Organizers:  
Deduction of 5 points.
7. Team did not submit folders with menu, photograph, recipes and food costing at Product Check-in:  
Deduction of 2 points.
8. Replacement product did not meet requirements and was discarded:  
Deduction of 3 points

9. Teams do not utilize knife cuts in final plates:  
Deduction of 2 points.

**Culinary Specific Disqualifications (see additional General Disqualifications on page 4)**

1. Team will be disqualified if it uses electric, battery-operated and/or additional butane burners.
2. Team must prepare two complete meals. If the second meal is not prepared, the team will be disqualified.
3. Team will be disqualified if it starts more than 10 minutes early or finishes Meal Production more than 10 minutes late.

**Event Personnel**

1. Event Organizers (TRAEF staff members)
2. Judges from colleges/universities and the restaurant and foodservice industry. There will also be one lead judge.
3. All judges will be consistent from team to team (i.e. judges scoring team presentation/work skills will be responsible for that category across all competitors)
4. Judges will cover the following categories. (See *Exhibit P for sample Culinary Competition Rating Sheet*).

Shipping and Receiving:	4
Knife Skills/Poultry Fabrication	3/2
Team Presentation/Work Skills/Org.:	4
Safety and Sanitation:	4
Product Taste and Finished Product:	9
Menu and Recipe Presentation:	2

**Attendees**

Mentors, teachers, chaperones, parents, etc. are encouraged to attend the competition.

## Exhibit L

### Recipe Example

Culinary teams must complete this form prior to the competition. It is unnecessary to send this in with your registration. Culinary teams need to make five (5) copies to turn in at Product Check-in.

Assigned Team Number	Team # 2
School Name	ABC High School

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

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

Procedure
Procedure written in practical order.

**Source:**

## Exhibit M

### Recipe Cost Example

Culinary teams must complete this form prior to the competition. It is unnecessary to send this in with your registration. Culinary teams need to make five(5) copies to turn in at Product Check-in.

<b>Assigned Team Number</b>	Team # 2
<b>School Name</b>	ABC High School
<b>Menu Item</b>	Stuffed Won Tons
<b>Number of Portions</b>	2

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

<b>Total Recipe Cost</b>	\$1.267
<b>Portion Cost</b>	\$0.634

## Exhibit N

### Menu Price Example

Culinary teams must complete this form prior to the competition. It is unnecessary to send this in with your registration. Culinary teams need to make five (5) copies to turn in at Product Check-in.

<b>Assigned Team Number</b>	Team # 2
<b>School Name</b>	ABC High School
<b>Menu Item</b>	Stuffed Won Ton Appetizer
<b>Number of Portions</b>	2

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

<b>Total Item Portion Cost</b>	\$0.964
<b>Item Menu Price at 33% Food Cost</b>	\$2.921 Menu Price \$2.95

## Exhibit O

### Culinary Menu, Costing Folder Outline and Checklist Present at Product Check-In

- One copy of Presentation Menu, framed

#### Five folders, each containing

- Assigned Team Number, School Name, City & State on cover

- Menu with Prices (simple typed menu 8 ½ x 11)

- Plate Photographs

A separate color photograph for each course  
Photographs on 8 ½ x 11 pages

- Recipes; typed on official template

- Recipe costing sheets; typed on official template

- Menu Price Sheets, typed on official templates**

#### **Other Check-In Checklists**

- Complete typed list of the contents of each cooler or container on the outside and inside of each cooler or container

- Sheet with the four chosen knife cuts to present to judges during Knife Skills portion



**Exhibit P**

**Culinary Competition Rating Sheet**

EVALUATION CRITERIA	POOR	FAIR	GOOD	VERY GOOD	EXCELLENT	SCORE
<b>Product Check-In</b>						
<b>Product check-in</b> Including but not limited to: <ul style="list-style-type: none"> <li>• Proper temperature</li> <li>• Proper packaging</li> </ul>	1	2	3	4	5	
<b>Knife Skills</b>						
<b>Knife Skills</b> <ul style="list-style-type: none"> <li>• Consistency</li> <li>• Accuracy</li> <li>• Safety</li> <li>• Waste</li> </ul>						
Competitor 1	1	2	3	4	5	
Competitor 2	1	2	3	4	5	
<b>Poultry Fabrication</b>						
<b>Poultry Fabrication</b> <ul style="list-style-type: none"> <li>• Accuracy</li> <li>• Safety</li> <li>• Waste</li> </ul>						
Competitor 1	1	2	3	4	5	
Competitor 2	1	2	3	4	5	
<b>Team Presentation/Work Skills/Organization</b>						
<b>Team Appearance</b> Including but not limited to: <ul style="list-style-type: none"> <li>• White chef coats</li> <li>• Black or checkered pants</li> <li>• Uniform clean &amp; presentable</li> <li>• Hard sole shoes</li> <li>• Hats and aprons (provided)</li> <li>• Team uniformity</li> </ul>	1	2	3	4	5	
<b>Work Organization/ Teamwork</b> Including but not limited to: <ul style="list-style-type: none"> <li>• Utilization of a team plan</li> <li>• Mastery of skills required for individual tasks</li> <li>• Workload evenly distributed</li> <li>• Team cohesiveness</li> <li>• Communication</li> <li>• Professionalism</li> <li>• Proper Station Pre-Set/Production Mise en place</li> <li>• Proper time management</li> </ul>	1	2	3	4	5	

5 total points

5 total points

<p><b>Proper Cooking Procedures</b> Including but not limited to:</p> <ul style="list-style-type: none"> <li>• Appropriate cooking method for product used</li> <li>• Required cooking techniques used minimum of two cooking methods from the following list: Poach, Shallow Poach, Braise, Pan Fry, Steam, and Sauté</li> <li>• Cooking procedures done in a time efficient manner</li> <li>• Proper amount of product for recipe requirements</li> <li>• Effective use of remaining product</li> </ul> <p><i>Please refer to Foundations I, Ch. 5; ProStart® Year 1, Ch. 4 and Section 3</i></p> <ul style="list-style-type: none"> <li>• Proper pans and tools for intended use</li> </ul> <p><i>Please refer to Foundations I, Ch. 5: Becoming Year 1, Ch. 5</i></p>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
<p><b>Degree of Difficulty</b> Including but not limited to:</p> <ul style="list-style-type: none"> <li>• Creativity</li> <li>• Complicated techniques</li> </ul>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
<b>Safety and Sanitation</b>						
<p><b>Follows Safety and Sanitation Procedures</b> Including but not limited to:</p> <ul style="list-style-type: none"> <li>• Personal hygiene</li> <li>• Proper knife safety</li> <li>• Proper use and handling of food contact surfaces</li> </ul> <p><i>For additional information refer to Foundations I, Ch. 2 &amp; 3; Becoming Year 1, Ch. 2.</i></p>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
<p><b>Proper Food Handling</b> Including but not limited to:</p> <ul style="list-style-type: none"> <li>• Proper use of gloves</li> <li>• Appropriate temperature control of ingredients</li> <li>• Proper sanitation practices regarding food contact surfaces</li> <li>• Proper storage of food</li> <li>• Avoidance of cross contamination</li> </ul> <p><i>For additional information refer to Foundations I, Ch. 2 &amp; 3; Becoming Year 1, Ch.2.</i></p>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	

<b>Work Area Cleaned</b> Including but not limited to: <ul style="list-style-type: none"> <li>• Work area cleaned in appropriate time frame</li> </ul>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
<b>Product Taste</b>						
<b>Product Taste - Starter</b> A subjective category based on tasting judges' expertise	<b>1-2</b>	<b>3-4</b>	<b>5-6</b>	<b>7-8</b>	<b>9-10</b>	
<b>Finished Product</b>						
<b>Appearance - Starter</b> Including but not limited to: <ul style="list-style-type: none"> <li>• Balance of color</li> <li>• Shape</li> <li>• Texture</li> <li>• Portion size</li> </ul> <i>Please refer to Foundations II, Ch. 4; Becoming Year 1, Ch. 9, and Section 3</i>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
<b>Product Taste</b>						
<b>Product Taste - Entrée</b> A subjective category based on tasting judge's expertise	<b>1-3</b>	<b>4-6</b>	<b>7-9</b>	<b>10-12</b>	<b>13-15</b>	
<b>Finished Product</b>						
<b>Appearance - Entrée</b> Including but not limited to: <ul style="list-style-type: none"> <li>• Balance of color</li> <li>• Shape</li> <li>• Texture</li> <li>• Portion size</li> </ul> <i>Please refer to Foundations II, Ch. 4; Becoming Year 1, Ch. 9, and Section 3.</i>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
<b>Product Taste</b>						
<b>Product Taste - Dessert</b> A subjective category based on judge's expertise	<b>1-2</b>	<b>3-4</b>	<b>5-6</b>	<b>7-8</b>	<b>9-10</b>	
<b>Finished Product</b>						
<b>Appearance - Dessert</b> Including but not limited to: <ul style="list-style-type: none"> <li>• Balance of color</li> <li>• Shape</li> <li>• Texture</li> <li>• Portion size</li> </ul> <i>Please refer to Foundations II, Ch. 8; Becoming Year 1, Ch. 9, and Section 3.</i>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	

Menu and Recipe Presentation						
<b>Presentation</b> Including but not limited to: <ul style="list-style-type: none"> <li>• Typewritten</li> <li>• Recipe structure</li> <li>• Menu presentation</li> <li>• Recipe costing</li> <li>• Menu pricing</li> <li>• Within food cost guidelines</li> <li>• Sources and acknowledgements listed</li> </ul>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	

DISQUALIFICATION	PENALTY
<b>Reason for Disqualification:</b>	<b>Reason for Penalty:</b>
_____ Team received coaching during the event.	_____ Team did not leave station in a sanitary manner. 3 points.
_____ Team used an electric/battery operated device or additional butane burner.	_____ Team did not complete within allotted time. 1 pt/min. up to 10 minutes
_____ Team did not produce two (2) complete meals.	_____ Team started early. 1 pt/min. up to 10 minutes.
_____ Team started Meal Production more than 10 minutes early.	_____ Team used pre-prepared ingredient. 5 points.
_____ Team completed Meal Production more than 10 minutes late.	_____ Team produced two meals, but not identical. 2 points.
_____ Team did not arrive at proper time.	_____ Team used dishes/glassware other than those provided by Event Organizers. 5 points.
_____ Team did not compete in each segment.	_____ Team food did not pass temperature danger zone/stored/transported by final deadline. 3 points.
	_____ Team did not submit folders with menu, plate photographs, recipe and recipe costing at Product Check-in. 2 points.
	_____ Team did not utilize knife cuts in final plate presentation. 2 points