



# Louisiana ProStart Invitational

## **2024 Louisiana ProStart Invitational®**

### **Procedures and Rules for the Culinary and Management Competitions**

Participating teams are responsible for understanding and following all the procedures and rules contained in this document; they will not be reviewed at the National ProStart Invitational. Please read this document carefully to maximize your opportunity for success and to avoid receiving penalties during the competition. Refer all questions to Mistica Maples-Adams, Louisiana Restaurant Association Education Foundation (LRAEF) Program Manager prior to arrival at the Louisiana ProStart Invitational.

# 2024 Louisiana ProStart Invitational Procedures and Rules

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## **General Information**

### **Purpose**

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

### **Eligibility**

#### *Students*

1. All high school students, currently enrolled in a confirmed ProStart program recognized by the National Restaurant Association Educational Foundation, who have been certified to represent their high school at the state competition by the Louisiana Restaurant Association Education Foundation (LRAEF)-recognized ProStart Program Manager for Louisiana, are eligible to compete.
2. Students may participate at LPSI as a competitor for only two years, which may be non-consecutive. For the purposes of LPSI, competitors are defined as active team members (i.e., cooking or presenting) and/or team managers.
3. Students may compete in one or both the Culinary and Management teams in any year. Competing on two teams at any one LPSI counts as one year of competition.
4. All students competing must have a ProStart Participant Waiver and Release on file with the LRAEF in order to compete in LPSI.

#### *Teams*

1. The LRAEF program manager for each LRAEF-recognized ProStart program may certify one Culinary team and one Management team to a high school at LPSI. The same team may compete in both competitions provided the program manager certifies the team for both competitions.
2. Participating teams consist of two (2) to four (4) student team members and one (1) optional team manager, for a maximum total of five (5) students.
  - a. At LPSI, each team is permitted to bring one to two educators and one optional restaurant/foodservice industry mentor. Educators and mentors are not considered members of the team, and as such, may not communicate with team members from report time through dismissal.
3. The team manager may only step into an active role (i.e., cooking or presenting) if an original team member is injured, sick or otherwise unable to participate. In such cases, the team manager, with Lead Competition Judge and Event Organizer Staff approval, may replace the affected student. Additional team members may not be substituted in the team manager's place or in any other active team role.
4. The team manager may also participate in certain defined roles in the competitions. See the rules for details. (See page 13 for culinary and page 35 for management.)
5. Teams are not permitted to bring an alternate competitor to LPSI, beyond the team members who are registered for the event. Only the team manager may be designated to replace a team member.

## **General Disqualifications**

1. Teams and all associated competitors must be eligible to compete, as defined by the eligibility terms above. Teams found to be ineligible will be disqualified. Additionally, any individual students found to be ineligible will result in complete team disqualification.
2. Competing teams must arrive at the appointed time to compete, or they will be disqualified. Attendance at the Opening Ceremony is HIGHLY encouraged. Teams must check in by the required time on the date of competition, or they will be disqualified. The only exception made will be for travel delays beyond the control of the team with appropriate notice to Event Staff.
3. Teams do not register by the time that registration closes on January 19, 2024.
4. No team member can receive coaching or any form of communication from anyone, including spectators, educators, mentors, or coaches during the competition from the team's report time until after the competing team receives feedback from the judges (Management) and/or completes dishwashing (Culinary). The determination of what constitutes coaching or communication is solely at the discretion of the LRAEF and the judges. No warnings will be provided; violations will result in immediate team disqualification.
5. Teams who display misconduct including, but not limited to, any nonprescription drug use, alcohol use, unsportsmanlike conduct, or any activity that is illegal under federal, state, or local laws at the event, during competition, during unsupervised free time, during supervised competition social activities or in activities or locations related to the event will be disqualified. Should such alleged misconduct come to the LRAEF's attention, the matter will be investigated as the LRAEF deems appropriate. Any decision as to appropriate action due to misconduct, up to and including team disqualification, is at the sole discretion of the NRAEF and is final.
6. Teams must participate in each event segment in the competition, or they will be disqualified. For details on competition segments see Culinary and Management rules. Failure to compete in any segment will result in team disqualification.
7. By entering into the contest, the student and the team he/she represents accepts all conditions and requirements of the Louisiana ProStart Invitational.

## **Final Scoring**

All judges have been carefully selected by the Event Organizers for their related skills, experience, and expertise. Judges have reviewed the rules in advance of the competition and participated in an orientation and in-person training. By participating in the competitions, each team and its participants acknowledge that while every effort will be made to provide fair and impartial judging, some discretion and subjectivity is present in any judged competition. All decisions and scoring by judges are final. Any questions about scoring should be submitted to the Louisiana ProStart Team at [lraef@lra.org](mailto:lraef@lra.org).

## **Schedules**

Competition schedules will be distributed in advance of the event once all teams have been identified. The schedule will include assigned start and finish times for all competition segments. All schedules are subject to change without notice but will be communicated out with as much advance notice as possible.

## **General Provisions**

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

All participating students must have a Louisiana ProStart Participant Waiver and Release on file with the LRAEF in order to participate in LPSI. Once registration closes, the LRAEF will do an audit to determine if any waivers are missing. If the waiver is not submitted 72 hours prior to competition, the student will be unable to compete at LPSI.

## What's New for 2024

The following provides a review of information added to the 2024 LPSI rules. Please see below.

### *General*

- New – The rules document is now searchable by clicking respective headers in the table of contents.
- General disqualifications have been removed from the individual competition sections.
- Teams may not bring alternate competitors. Only team managers may replace a team member on the competition floor. (pg. 4)
- Team Proposal Deadline - Electronic team submissions must be received by the LRAEF team no later than **Friday, February 9, 2024**. (pgs. 10, 19, 33, 39, 40, 57)

### *Culinary*

- LRAEF proposal submission will be reviewed for the prior three years to determine if it is previously submitted work. (pg. 9)
- Proposal review and notifications (if applicable) will be completed and sent no later than one and a half weeks before competition (February 23, 2024). (pg. 9)
- Additional equipment parameters have been updated to 2 ft (width) x 4 ft (height) x 3 ft (depth). (pgs. 11, 16)
- Additional equipment that cannot be stored within the 10x10 competition space may not be brought onto the competition floor. (pgs. 11, 16)
- Selected knife cuts must be included in the footer of the menu page. (pgs. 12, 13, 18)
- Jewelry and other accessories are not permitted on the competition floor. Facial piercings must be covered during competition (Report to Competition through end of Dishwashing). (pg. 13)
- Dishwashing will now be timed at 15 minutes. (pgs. 14, 19)
- Clarification of packaging for product check-in – Items must be properly wrapped/rewrapped with a professional/commercial label with date, weight, item type, and where it was packaged. (pg. 15)
- Update to permitted ingredients – all-purpose and whole wheat flour, and white sugar, have been specified in the pre-measured ingredient list. (pg. 15)
- Dry goods may be checked in in open containers but may not be pre-measured if not included in the permitted pre-measured list. (pg. 15)
- Update to prohibited ingredients – meat, poultry, and seafood not properly packaged; pre-measured ingredients not listed on the permitted pre-measured ingredients list have been specified. (pg. 15)
- Team managers may assist with organizing speed racks during Report to Competition time while in the holding pen prior to entering the competition floor. (pg. 16)
- Team members may only leave the competition space for handwashing after mis en place. All other requests to leave the workstation must be approved by a judge or Event Staff. (pg. 17)
- Team manager may carry the menu from the competition floor to the tasting room. (pg. 18)
- Update to culinary penalties – knife cuts are not included on the presentation menu as required. (pg. 19)
- Team softbound folders and framed presentation menu must be picked up immediately following the Awards Ceremony at the end of day two. (pg. 20)
- Recipe cost example (*Exhibit E*) has been updated to remove frying oil from the calculation if frying oil is not used. (pgs. 26-27)

- The calculations for menu price have been updated in the Menu Price Example (*Exhibit F*). (pg. 28)
- Selected knife cuts must be from the list provided. The scoring rubric has been updated to include Appropriate Selection. (pg. 31)
- A 1 pt. penalty has been added if knife cut selections are not included on the presentation menu as required. (pg. 33)

### *Management*

- Submitted proposals will be reviewed for the prior three years to determine if there is previously submitted work. (pg. 34)
- Proposal review and notifications (if applicable) will be completed and sent no later than one and a half weeks before competition (February 23, 2024). (pg. 34)
- Cost for frying oil should only be included in the costing template if used. (pg. 38)
- Update to marketing tactic (pgs. 38 – 39, 52 – 53)
  - Teams may opt to present two traditional marketing tactics or one traditional and one social media marketing tactic.
  - Teams must submit one standard 8.5" x 11" sheet of paper for each marketing tactic used.
  - For social media tactics, teams may include a video (no longer than 20 seconds) or a promotional post.
  - Instagram and Facebook are the only two social media mediums allowed for social media tactics.
  - Teams must calculate Return on Investment (ROI) for social media tactics using the standard ROI formula.
  - Social media cost rates by platform have been provided at \$3.56 per click for Instagram and \$0.97 per click for Facebook.
  - If a team opts to include their social media tactic on their poster, they may include a QR code but must submit an image/screenshot of the tactic as well.
  - Judges will review videos in advance as submitted on the written proposal. They will not review videos on the competition floor.
- For social media tactics, an updated video or promotional post can be submitted no later than March 1<sup>st</sup>, 2024. (pg. 39)
- Teams who do not report to management check-in within the allotted time will be disqualified from competition. (pg. 40)
- Team written proposals and posters must be picked up by the end of the awards ceremony on day 2. (pg. 41)
- ProStartville demographics have been updated to include population by age, median income, and gender. (pg. 42)
- QR code for social media tactic was added to the checklist for marketing tactics (*Exhibit B*) for teams using social media. (pg. 43)
- Recipe cost example (*Exhibit H*) has been updated to remove frying oil from the calculation if frying oil is not used. (pg. 50)
- The calculations for menu price have been updated in the Menu Price Example (*Exhibit I*). (pg. 51)
- Marketing Tactic Clarification has been updated to reflect the inclusion of social media as one of the selected marketing tactics (*Exhibit J*). (pg. 52)
- The social media marketing tactic has been updated to reflect the goal of a promotional video or post. (pg. 52)



## **2024 LPSI Culinary Competition**

### **Description**

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

### **Scoring**

1. A maximum of 100 points can be earned by a team during the Culinary competition. Product Check-In is worth five (5) points, Team Presentation/Knife Skills is worth ten (10) points, Work Skills/Organization is worth fifteen (15), Safety and Sanitation is worth fifteen (15) points, the Starter is worth fifteen (15) points, the Entrée is twenty (20) points, the Dessert is fifteen (15) points, and Menu and Recipe Presentation is worth five (5) points.
2. In the event of a tie: the tying teams will each be interviewed by a panel of judges for further insights into their performance. Teams will be asked questions to be answered verbally with regard to the methods, preparation, and presentation of their meal. Judges will discuss and make a group determination as to the ranking of final winner(s).

### **Menu Planning and Preparation for Culinary Competition**

1. Each team develops a unique three-course menu. Menus must be distinct and not be significantly repetitive of previously submitted work. The LRAEF will review all submitted menus, recipes, and photographs to determine if they are significantly repetitive of work previously submitted at LPSI up to three years prior and will provide feedback to teams no later than one and a half weeks prior to competition, by February 23<sup>rd</sup>, 2024, to permit each team time to revise. Ignoring LRAEF guidance and submitting for review or bringing work, or parts of work, previously submitted at LPSI, will result in immediate team disqualification via email or onsite. To ensure compliance, the standard for change is included below:
  - a. Standard for Change
    - i. *Entrée and Starter:*
      - Protein: The protein or cooking method must change.
      - Vegetable: The vegetable or cooking method must change.
      - Starch: The starch or cooking method must change.
      - Presentation: The presentation must be visibly different from the previous years.
    - ii. *Dessert:*
      - Base (e.g., mousse/Bavarian/tart/cake, etc.): The base must change.
      - Garnish: The garnish components or processing must change (e.g., raspberry whole v. coulis).
      - Presentation: The presentation must be visibly different from the previous years.
2. Each team prepares two (2) identical three-course meals, garnished and served appropriately. One meal is evaluated by the judges for both taste and presentation, and one meal will be used for display. The meal consists of:
  - a. A starter consisting of:
    - i. A first course: soup, salad, appetizer
    - ii. Size appropriate: 4-6 ounces total edible weight

- b. An entrée consisting of:
    - i. A center of the plate item: 4-6 ounces suggested
    - ii. Two accompaniments such as vegetable and/or starch: 2-3 ounces each suggested
    - iii. Sauce
  - c. A dessert consisting of:
    - i. A little something sweet served at the end of the meal
    - ii. Size appropriate: 3± ounces total edible weight
- Each meal component should be appropriate to the complete menu. Flavors across the menu should have harmony for the palate. The five characteristics considered for a plated meal will be:
- a. **Oral:** Flavor, Texture, Temperature
  - b. **Visual:** Color, Shape
3. Teams must employ a minimum of two cooking methods from the following list: Poach, Shallow Poach, Braise, Pan Fry, Steam, and Sauté.
    - a. Additional techniques are also permitted.
    - b. Molecular gastronomy in the competition:
      - i. Use of liquid nitrogen is not allowed.
      - ii. Spherification, foams, and meat glue (transglutaminase) are allowed.
  4. Teams must bring all ingredients necessary to prepare the menu they have developed. See *Product Check-In for information on permitted vs. prohibited ingredients, page 15.*
  5. Educator(s) and Mentor participation:
    - a. May assist teams in preparing for the competition.
    - b. May not develop the menu.
    - c. Expertise is limited to menu suggestions and technique advice.
  6. To allow officials and judges adequate time to review your menu, an electronic copy of the menu, recipes, and photographs of the dishes must be submitted as one PDF document to [iraef@ira.org](mailto:iraef@ira.org) **no later than Friday, February 9<sup>th</sup>, 2024**. Minor adjustments and corrections to the recipes are allowed, but changes to the menu are not allowed after submission. If there is a question about what constitutes a minor adjustment, please contact [iraef@ira.org](mailto:iraef@ira.org). A penalty will be issued if the team does not submit as stated above. See *Culinary Competition Penalties, page 19.*

## Workspace and Equipment

1. The workspace consists of:
  - a. Two (2) eight-foot tables set up in an “L” formation within a 10’ x 10’ space.
    - i. The station tables can be covered with a variety of materials to keep the table surface consistent across stations (e.g., fire-retardant plastic, food-safe elastic covering, tablecloth, etc.), which must remain in use during competition.
    - ii. Tables may not be moved prior to or during competition.
    - iii. Teams may not move the doorway of the workspace prior to or during competition.
    - iv. See *Exhibit A, page 21, for Culinary Station Blueprint.*
  - b. Food preparation must be done within the workspace on the tables provided.

- c. ALL equipment and supplies must be contained within the allotted 10' x 10' space. Teams will not be permitted to remove additional equipment brought onto the competition floor until teams are dismissed from competition by their timer.
  - d. Equipment may not be stacked in the workspace; large equipment may not be stacked to create additional workspace or if it exceeds the 2 ft (width) x 4 ft (height) x 3 ft (depth) size parameters for additional equipment
  - e. Team members may only work on the tables from the interior of the space.
2. Event Organizers provide:
- a. Two (2) eight-foot tables, at approximately 36 inches in height
  - b. One speed rack and four (4) full-size sheet pans
  - c. Sanitation buckets (teams must provide towels)
  - d. Two (2) 1oz containers for Knife Skills selections
  - e. Access to ice
  - f. Access to running water (available prior to and after the competition only)
3. Team must provide:
- a. ALL necessary supplies to prepare the food they have selected, such as small utensils, cutting boards, small hand tools, cookware, gloves, and enough cloths for competition and clean-up
  - b. Two (2) Sterno Model 50108, 15000 BTU burners (or equivalent) and necessary fuel
  - c. All presentations dishes. White only dishes, no larger than 12" edge to edge are allowed. See *Culinary Exhibit B, page 22* for examples.

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

## Menu and Recipe Presentation

1. Each team prepares eight (8) softbound folders/binders with the team's state and year clearly shown on each cover.
  - a. Do not use plastic pockets to hold pages, as this impedes judges' ability to provide feedback.
  - b. Examples of folder:
    - i. [https://www.staples.com/Avery-Flexible-5-Inch-Round-3-Ring-View-Binder-Blue-17670/product\\_614315](https://www.staples.com/Avery-Flexible-5-Inch-Round-3-Ring-View-Binder-Blue-17670/product_614315)
    - ii. [http://www.staples.com/JAM-Paper-Plastic-2-Pocket-Eco-School-Folders-with-Metal-Tang-Fastener-Clasps-Clear-6-Pack-382ECCLDD-/product\\_2329283](http://www.staples.com/JAM-Paper-Plastic-2-Pocket-Eco-School-Folders-with-Metal-Tang-Fastener-Clasps-Clear-6-Pack-382ECCLDD-/product_2329283)
  - c. See *Exhibit C, page 23, for Deliverables Checklist*.
2. Each binder/folder must contain a copy of:
  - a. Recipes: all recipes for the meal presentation, typed and submitted on the official recipe template. Acknowledgements and sources must be listed on each recipe in MLA formatting. Recipes must be written in a logical sequence. See *Exhibit D, page 24, for Recipe example*.
  - b. Recipe Costing: all recipe costing sheets for the meal presentation. Recipe cost must be calculated for each individual recipe, typed and submitted on the official costing template. See *Exhibit E, page 26, for Recipe Cost example*.
    - i. Small amounts of kosher/table salt and black pepper may be priced at 1% of the total recipe cost. Everything else must be costed out.
    - ii. Oil for deep frying may be priced at 2% of the total recipe cost. Everything else must be costed out.
  - c. Menu Pricing: one menu price worksheet for each of the three courses, based on the recipe costs and calculated at a 33% food cost percentage. See *Exhibit F, page 28, for Menu Price example*.
    - i. Each course on the presentation menu is priced separately.
    - ii. The menu price on the presentation menu may be rounded up after applying the 33% food cost percentage for a more realistic menu price.
    - iii. The final calculation before rounding must be indicated on the costing template.
    - iv. The total menu price for the three-course meal may not exceed \$125.00 after applying the 33% food cost percentage.
  - d. Color Plate Photographs: an 8½" x 11" color photo of each plate. Final plates presented to the judges are compared to the photos provided.
  - e. Menu with prices and two selected knife cuts to be used: a simple, typed menu with menu prices printed on an 8½" x 11" sheet of paper; knife cuts should be indicated at the bottom of the page in the footer.
  - f. Please place all materials together by course. E.g., recipe, recipe costing, menu pricing, and color photograph of the starter would be placed together, followed by all materials for the entrée, etc.
3. Binders/Folders are submitted to the judges at Product Check-In. Failure to submit the folders at Product Check-In will result in a penalty. See *Culinary Competition Penalties page 19*.
4. Each participating team also provides one (1) copy of a framed presentation menu:
  - a. The presentation menu is kept with team equipment and not turned in with folders.
  - b. It must include descriptions and final menu prices for each course.

- c. It must include two selected knife cuts, listed in the footer of the page. Teams may include them within their menu descriptions as well, as long as they are also highlighted in the footer as required.
- d. The school's name must be clearly identified on the presentation menu.
- e. It must be displayed on the team's table during competition and then moved to the display area with the team's display plates.
- f. No other additions to the display are allowed.

### **Role of the Optional Team Manager**

1. In the Culinary competition, the one optional team manager may serve as an expeditor. The team manager may replace a team member in the workspace if a member is injured or unable to participate or continue.
  - a. If a team member cannot participate or continue, the team manager, with Lead Judge and Event Staff's approval, may replace that team member.
  - b. The replaced team member, or any other competitor, may not return, step in for or replace the team manager. If the team manager replaces a team member, s/he must stay in the role for the remainder of the competition.
  - c. The replaced team member should leave the Culinary station and, at the discretion of the team's educator, may leave the event or may stay and watch as an observer. The replaced member is not permitted to communicate with their team from the moment they are replaced until after dishwashing.
2. Take note of rules specific to the team manager in each competition category.
3. The team manager may talk to the team at any time and have printed materials such as timelines, recipes or notes to assist in keeping the team on track.
4. The team manager is considered a part of the team and may not have any verbal or non-verbal communication with anyone outside the competition area.
5. The team manager is an optional position; there are no additional provisions for teams without a team manager.

### **Uniform**

1. Teams must present a uniform appearance from Product Check-In through dismissal to dishwashing.
2. Appropriate required apparel consists of:
  - a. Long sleeve, white chef coats
    - i. Logos and sponsor names are permitted on chef coats.
    - ii. Accent colors are permitted, provided the chef coat remains white.
  - b. Checkered or black pants
  - c. Nonporous, closed-toe, non-slip, hard sole black shoes
  - d. Aprons and hats; **hair must be restrained and covered with chef hat**
  - e. Team manager will wear a colored armband indicating his/her role
  - f. Facial piercings must be taped over; this is only required during the time from Report to Competition to end of dishwashing
  - g. Jewelry and other accessories may not be worn on the competition floor.
3. Aprons, hats, and the team manager's colored armband will be provided by Event Organizers at Product Check-In. These items are not required to be worn before or during Product Check-In, as teams will not have access to them prior to presenting at Product Check-In. Teams should add these uniform items from competition report time through dishwashing.

4. Failure to be fully uniformed or in appropriate uniform components from Product Check-In through dismissal to dishwashing will result in a penalty. *See Culinary Competition Penalties, page 19.*

## Competition Flow

### ***Day of Competition:***

Product Check-In (Open check-in during allocated time)  
Report to Competition (15 Minutes)  
Team & Menu Introduction (5 Minutes)  
Production Mise En Place (20 Minutes)  
Cook (60 Minutes – may present up to 3 minutes early)  
Skills & Organization Critique (10 minutes)  
Judges' Tasting Critique (10 Minutes)  
Recipe & Menu Critique (5 minutes)  
Station Clean-Up (20 Minutes)  
Sanitation Critique & Dismissal (5 Minutes)  
Dishwashing (15 Minutes)

1. *See Exhibit H, page 30, for Sample Culinary Competition Timeline.*
2. Feedback occurs:
  - a. On the competition floor for the Product Check-In, Work Skills/Organization, Team Presentation/Knife Skills, and Sanitation segments.
  - b. In the reserved judging area for Tasting and Menu & Recipe segments.
3. Team members are encouraged to ask questions during Feedback to learn from the experience.
4. A maximum of two (2) people comprised of designated teacher(s) and mentor(s) are allowed to be present to observe only during the Tasting & Menu critique sessions.
  - a. **Communication with the team is still prohibited.**

## Product Check-In

1. It is the responsibility of each team to store all product prior to Product Check-In.
2. Product Check-In is the first segment of the evaluation process. The team manager is allowed to fully participate in the Product Check-In segment. Teams' teacher(s) and mentor(s) are allowed to be present in a designated space adjacent to the check-in tables to observe only during the Product Check-In process, including feedback. Team is judged according to:
  - a. Proper shipping and receiving procedures.
    - i. A complete printed product inventory list of every item contained in each cooler or other container holding food items must be attached to the **inside and outside** of the cooler and/or container. The list must be attached in a plastic sleeve. The Inventory List must be submitted on the official Inventory template. *See Exhibit G, page 29, for Inventory List example.*
    - ii. All ingredients must be turned in at Product Check-In.
    - iii. Proper temperature of ingredients must be maintained.
    - iv. If an item has been found to be in the temperature danger zone, the item will not be available for use in the competition. *See #3 below.*

- b. Proper packaging.
  - i. Items should be packaged properly i.e., no liquid pooling from meats, poultry, or fish; no seeping liquid; vegetables and fruits in proper containers and/or bags
  - ii. Items should either be in their original packaging, professionally/commercially labeled and packaged properly. Label should include date it was packaged, weight, item type, and where it was packaged, i.e., butcher shop or grocery store.
    - For example, if you purchase a whole chicken and are only using chicken breast in your recipe, you may bring the whole chicken in its original, unopened package OR you may purchase chicken breasts and bring them in their original, commercial packaging. Prepping or rewrapping proteins by a team is prohibited.
  - c. Uniform and personal hygiene, including proper hand washing.
3. Any team that has a product disallowed during Product Check-In has until their assigned competition report time to present to the judges a replacement product for approval.
  - a. Judging and scoring is based on the initial check-in by the team.
  - b. Teams will lose points if their entire product list does not meet the established criteria at the original check-in.
  - c. Replacement product that does not meet requirements at competition report time will also be discarded. The team will be assessed an additional penalty for each failed submission.
4. Freezer/refrigerator storage is not provided at any point.
5. The team should have all dry storage product collected in a single container ready to be checked in.
6. Each team's food is placed in an appropriate and secure location at the competition site until the team's designated report time.
7. During Product Check-In, teams will have the dishes they brought for their meal presentation checked.
8. The previously prepared softbound folders are given to the judges at Product Check-In. Equipment and presentation menu are not turned in at this time.
9. Ingredients:

| Permitted Ingredients  | Prohibited Ingredients  |
|--|---|
| <ul style="list-style-type: none"> <li>• Team-prepared stocks</li> <li>• Team-prepared clarified butter</li> <li>• Team-prepared pre-soaked beans</li> <li>• Pre-measured staple dry goods: all-purpose or whole wheat flour, white sugar, salt, pepper, baking powder, baking soda, cream of tartar</li> <li>• Other dry goods, open but in the original packaging/not premeasured</li> <li>• Pre-measured butter and oil</li> <li>• Pre-washed produce*</li> <li>• Dry ice</li> <li>• Commercially manufactured food items such as jams, breadcrumbs, bases and mayonnaise in the original, sealed container or packaging. Must be used</li> </ul> | <ul style="list-style-type: none"> <li>• Pre-chopped, pre-sliced, or pre-prepared food not commercially manufactured               <ul style="list-style-type: none"> <li>○ Meat, poultry, seafood that is not in original or commercial/professional labeled packaging (see <i>2b Proper Packaging above</i>)</li> <li>○ Pre-measured ingredients not included in the permitted ingredients list</li> </ul> </li> <li>• Reductions, finished sauces, and clarified broths</li> <li>• Items that risk food illness</li> </ul> |

|   |  |
|---|--|
| as an ingredient, not as a finished product.  |  |
| <p><i>*Team may also wash produce during Production Mise en Place.<br/>Note: Follow your school guidelines concerning alcohol in your recipes. LPSI permits the use of alcohol in Culinary competition recipes.</i></p> |  |

10. No equipment will be checked-in during this period. Teams are to bring all their equipment to the competition area at their assigned Competition Report Time.
11. The LRAEF is not responsible for tracking, obtaining, or holding any shipments prior to competition.
12. Should travel delays arise, and as a result a team is unable to check-in their ingredients during the times allotted, the team must contact the LRAEF program manager to arrange for an alternate check-in time.
13. Product Check-In Feedback will occur immediately following each team's check-in.

### **Day of Competition**

1. Team should arrive promptly to the Report to Competition area at their assigned report time to retrieve their cold and dry products.
2. Team will be introduced to their LRAEF-assigned timer who will announce the start and end of each competition segment.
3. Teams will be allowed to place equipment on and/or otherwise organize their speed rack during their report time prior to entering the competition floor. Team manager may assist with organization during this time.
4. Team members should be prepared to carry and/or roll all of their equipment and products onto the competition floor. Additional equipment may not be brought onto the competition floor. All equipment and materials must fit in the 10' X 10' workspace.
5. The team manager may assist in transporting the equipment and food products to the team's station but may not assist in any organizing, unpacking, or set-up.

### **Team & Menu Introduction**

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

- a. Telling what each team member is charged with executing.
- b. Describing their three-course meal.
- c. Explaining how they designed their unique menu.
- d. Answering any questions by the emcee and/or judges.

### **Production Mise en Place**

1. The team has twenty (20) minutes to pre-set their station for the meal production segment. All of the team's equipment must be contained within the 10' x 10' workspace. Large equipment may not be stacked to create additional workspace or if it exceeds the 2 ft (width) x 4 ft (height) x 3 ft (depth) size parameters for additional equipment.
2. The team manager must stay on the outside of the "L" of the tables in the designated team manager workspace and may not touch any equipment, products, or any other item on the table or production area.



3. During Production Mise en Place:

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

4. The LRAEF-assigned timer will notify the team when the Production Mise en Place segment time ends, and the Meal Production segment time begins.
5. After Mise en Place, team members may only leave the workstation to use the handwashing stations. Other requests to leave the workstation must be approved by a judge or Event Staff.

### Meal Production

1. Final meal production and all plating must be completed in the sixty (60) minute time period provided. The LRAEF-assigned timer will announce the time at regular intervals, becoming more frequent towards the end of meal production time. It is the responsibility of each team to know their start time and be ready to begin when their assigned time is announced.
  - a. Teams may bring a manual or battery-operated timer; however, Event Organizers will keep and display the official time.
2. The team manager must stay on the outside of the “L” of the tables and may not touch any equipment, products, or any other item on the table or production area. *See Exhibit A, page 21.*
  - a. The team manager may taste food throughout the competition. To do so, the team manager must carry his/her own supply of tasting spoons. Used, disposable tasting spoons may be discarded in the trashcans located on the shared space of the competition floor to avoid interfering with the team station.
3. Knife Skills
  - a. Knife skills are demonstrated during the 60-minute Meal Production segment. Team Presentation/Knife Skills judges may evaluate knife cuts anytime during Meal Production segment.
  - b. The team must demonstrate a minimum of two (2) of eleven (11) specified knife cuts to incorporate in their meal.
  - c. Cuts must be demonstrated on fruits, vegetables, or herbs only.
    - i. Rondelle: ¼” thick disc-shaped slices
    - ii. Diagonal: ¼” thick oval-shaped slices
    - iii. Batonnet: Cut into long, thin, rectangular pieces ¼” x ¼” x 2”
    - iv. Julienne: Cut into long, thin, rectangular pieces. 1/8” x 1/8” x 2”
    - v. Large Dice: Cube shaped ¾” x ¾” x ¾”
    - vi. Medium Dice: Cube shaped ½” x ½” x ½”.

- vii. Small Dice: Cube shaped  $\frac{1}{4}$ " x  $\frac{1}{4}$ " x  $\frac{1}{4}$ "
  - viii. Brunoise: Very small dice.  $\frac{1}{8}$ " x  $\frac{1}{8}$ " x  $\frac{1}{8}$ "
  - ix. Paysanne: Square cut  $\frac{1}{2}$ " x  $\frac{1}{2}$ " x  $\frac{1}{8}$ "
  - x. Chiffonade: Leafy green vegetables such as spinach or basil that are stacked, rolled tightly, and then cut into long thin strips. Approximate width is  $\frac{1}{8}$ ".
  - xi. Tourne: football shape,  $\frac{3}{4}$ " diameter, 2" long, seven equal sides and flat ended
- d. The team must identify the selected cuts at the bottom of their printed menu in the footer. For example: Knife cuts used: medium dice and brunoise.
  - e. The team must set aside a 1oz. cup **volume** measurement for each knife cut for evaluation by Team Presentation/Knife Skills judges. Event staff will provide 1oz. containers. This may be done at any time. Judges will rotate and evaluate when available.
4. A team is considered done cooking when each requirement is met:
    - a. The food is plated.
    - b. The dishes are on the service trays.
    - c. All team members have stepped away from the trays and raised their hands to signal they are finished.
      - i. Teams may present plates to judges up to three minutes before the 60-minute cooking time has completed. *See Culinary Competition Penalties, page 19.*
  5. After a team completes their two (2) identical meals, the team will determine which meal will be evaluated by tasting judges and which will be for display.
    - a. Team members transport both service trays and their presentation menu to the judges' table and leave immediately. The team manager may accompany the team to the tasting area but may not carry plates. The team manager is permitted to carry the menu.
    - b. The evaluation plates receive the most critical judging.
    - c. There should not be a major variance in the composition of the finished plates. If there is a great variance, then the team will be assessed a penalty. If the second meal is not presented, the team will be disqualified. *See Culinary Competition Penalties and Disqualifications, pages 19-20.*
  6. The team returns to their station for the Work Skills/Organization and Team Presentation/Proper Knife Usage feedback.
  7. Judges have ten (10) minutes to evaluate the plates. At that time, the entire team (including the team manager) returns to the tasting area for a ten (10) minute feedback session. Only the designated teacher(s), mentor, and LRAEF program manager for a total of four (4) people may accompany the team and listen to feedback.
  8. The team will proceed next to the menu and recipe judges for a five (5) minute feedback session. Only the designated teacher, mentor, and LRAEF program manager may accompany and listen to feedback.
  9. The team then takes their display plates and presentation menu to the display area. *Reminder: the team is still competing, and students may only converse with their teammates.*
  10. The team returns to their station to begin Station Clean-up.

### **Station Clean-Up**

1. The team has twenty (20) minutes to clean and vacate their station.
  - a. The team must return the station to the condition it was in when they arrived.

- b. The team manager is allowed to assist during Station Clean-Up.
  - c. The team or team member cannot leave the floor unless released by a Sanitation judge and accompanied by their assigned timer.
2. The team receives Sanitation feedback and is released for dishwashing.

### Dishwashing

1. After teams receive Sanitation feedback, they may then collect supplies to be washed and bring all their equipment off the competition floor. Team members will be escorted by timekeepers to the appropriate area of the competition venue for dishwashing. Reminder: the team is still competing and may only converse with their teammates.
  - a. Teams should clean items so that food is clear from the equipment; however, teams do not need to sanitize, etc. A surface clean of all items is sufficient and will ensure that teams may move more quickly through the dishwashing process.
2. **Teams have 15 minutes to complete dishwashing.** Once complete with dishwashing and released by their assigned timer, the team has officially completed the competition and may communicate freely.

### Culinary Competition Penalties

The following are fixed deductions.

1. The menu does not meet specifications, or was not submitted on time i.e., by **February 9, 2024**, to [lraef@lra.org](mailto:lraef@lra.org) – 5 pts
2. The team is not dressed in uniform – 5 pts
3. The team did not submit folders with menu, plate photographs, recipe, and recipe costing at Product Check-In – 2 pts
4. Replacement product did not meet requirements and was discarded – 2 pts
5. The team manager touches or handles any equipment or food when not allowed – 5 pts
6. The team uses dishes/glassware other than those approved by Event Organizers – 5 pts
7. The team begins any competition segment before their assigned start time – ¼ pt to 10 pts
  - a. ¼ point is deducted per 15 seconds
  - b. 10 or more minutes early, the team is disqualified
8. The team does not complete any competition segment within their allotted time – ¼ pt to 10 pts
  - a. ¼ point is deducted per 15 seconds
  - b. After 10 minutes, team is disqualified
9. Use of prohibited equipment or pre-prepared ingredients – 5 pts
10. The team produces two meals, which are not identical – 2 pts
11. The station is left in an unsanitary manner – 3 pts
12. Knife cut selections are not included on the presentation menu as required. – 1pt

### Culinary Specific Disqualifications

1. The team submitted work, or parts of work, that was previously submitted.
2. The team started any competition segment more than 10 minutes early or finished more than 10 minutes late.

3. The team used an electric/battery-operated device or additional butane burner.
4. The team did not produce two (2) complete meals.

### **Event Personnel**

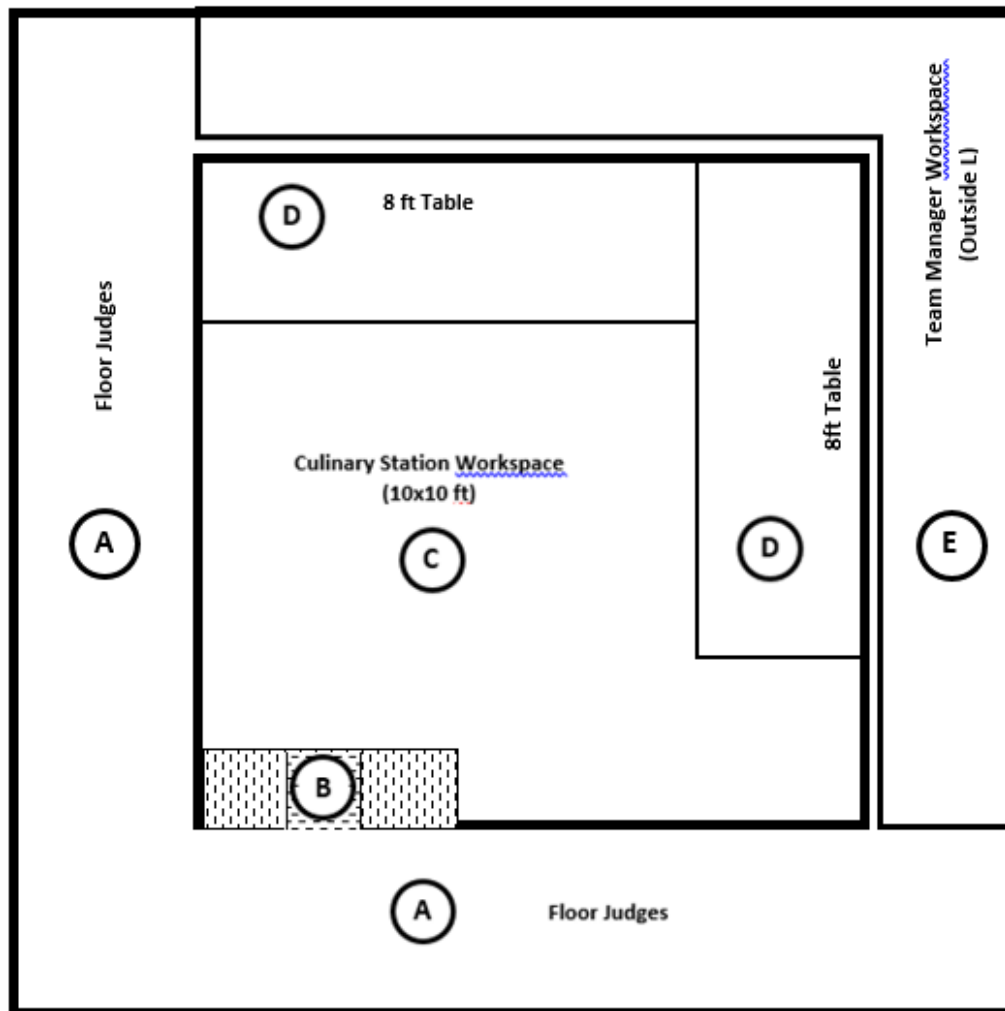
1. Event Organizers: LRAEF staff members
2. Volunteers: Assigned and trained by the LRAEF to assist with the event
3. Timekeepers: Personnel designated and trained by the LRAEF, who are charged with keeping the official time for assigned teams during all segments of the competition.
4. Judges: Sourced from post-secondary education and the restaurant and foodservice industry, including a Lead Judge. Lead Judges do not score teams.
  - a. All judges will be consistent from team to team (i.e., judges scoring team presentation and knife skills or work skills and organization will be responsible for that category across all competitors). See *Exhibit I for sample Culinary Competition Score Sheet (pg.31)*.

### **Post Competition**

The softbound folders and framed presentation menus must be picked up following the Awards Ceremony on the last day of competition, or the Event Organizers will dispose of unclaimed materials. Report to the registration desk with a team member's badge to claim the team folders and framed presentation menus. The LRAEF will retain one copy of the folder from each team.

**Exhibit A – Culinary**

**Culinary Station Blueprint**  
Observers












- A. Competition floor outside of Culinary Station Workspace.
  - a. No team equipment should be in this area. Teams may access this area to use the handwashing station. Floor judges have access to this space.
- B. Culinary Station Doorway
  - a. No team equipment should be in this area to leave a safe space to enter and exit the station. Approximately 2 ½ ft wide.
- C. Culinary Station Workspace (10ft x 10ft)
  - a. Teams must keep all materials inside the designated area. Teams may store equipment under and around the tables.
  - b. Equipment may not be stacked to create additional workspace or to exceed 2ft x 4ft x 3ft in parameter
- D. Two 8 ft. tables set up in “L” formation
  - a. Teams may not move or otherwise rearrange or readjust tables.
- E. The team Manager must stay in his/her designated space. Floor judges and the team’s timer will also have access to this space.

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

**Exhibit B– Culinary**

**Tableware Examples**

Below you will find examples of acceptable tableware to use during the 2024 LPSI competition. Refer to the Culinary Competition procedures and rules, which outline the rules and requirements for the competition. Remember you will need one plate for the starter, a second for the entrée, and a third plate for the dessert. You will be presenting two plates of each course for judging.

| Plate               | Size     | Service      | Sample  |
|---------------------|----------|--------------|---|
| Large Round Plate   | 11"      | 7"           |    |
| Medium Round Plate  | 9"       | 5"           |    |
| Small Round Plate   | 6.5"     | 4"           |   |
| Large Square Plate  | 10"      | 7"           |  |
| Medium Square Plate | 8.5"     | 5.5"         |  |
| Small Square Plate  | 5"       | 3.5"         |  |
| Rectangular Plate   | 14" x 7" | ~ 11" x 4.5" |  |
| Bowl                | 6.5"     | 5"           |  |
| Ramekin             | 1.5"     | 1.5 oz.      |  |

## Exhibit C – Culinary

### Deliverables Checklist Present at Product Check-In

#### Eight binders/folders, each containing

Example 1: [https://www.staples.com/Avery-Flexible-5-Inch-Round-3-Ring-View-Binder-Blue-17670/product\\_614315](https://www.staples.com/Avery-Flexible-5-Inch-Round-3-Ring-View-Binder-Blue-17670/product_614315)

Example 2: [http://www.staples.com/JAM-Paper-Plastic-2-Pocket-Eco-School-Folders-with-Metal-Tang-Fastener-Clasps-Clear-6-Pack-382ECCLDD-/product\\_2329283](http://www.staples.com/JAM-Paper-Plastic-2-Pocket-Eco-School-Folders-with-Metal-Tang-Fastener-Clasps-Clear-6-Pack-382ECCLDD-/product_2329283)

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

#### **Checklist of other items required**

- Complete printed list of the contents of each cooler or dry storage container on the inside and outside of each cooler or container in a plastic sleeve (**High school name and year must be included on inside and outside list**).
- One copy of framed Presentation Menu

## Exhibit D – Culinary

### Recipe Example

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

|                         |                     |
|-------------------------|---------------------|
| <b>High School Name</b> | Awesome High School |
| <b>Educator Name</b>    | Chef Jane Doe       |

|                            |  |                     |          |
|----------------------------|--|---------------------|----------|
| <b>Menu Item</b>           | French Fries   |                     |          |
| <b>Number of Portions</b>  | 4  | <b>Portion Size</b> | 5 ounces |
| <b>Cooking Method(s)</b>   | Fry  |                     |          |
| <b>Recipe Source (MLA)</b> | TNN. "French Fries Recipe." <i>Times Food</i> ,<br><a href="https://recipes.timesofindia.com/us/recipes/french-fries/rs54659021.cms">https://recipes.timesofindia.com/us/recipes/french-fries/rs54659021.cms</a><br>Accessed 30 June 2021. |                     |          |

| Ingredients  |        |
|--------------|--------|
| Item         | Amount |
| Potato       | 500 gm |
| Kosher Salt  | TT     |
| Black Pepper | TT     |
| Frying Oil   | AN     |
|              |        |
|              |        |
|              |        |
|              |        |
|              |        |
|              |        |
|              |        |
|              |        |
|              |        |
|              |        |

| Procedure  |
|--|
| <p>Chop potatoes and soak in ice-cold water for 10-15 minutes.<br/>           Heat the oil in a deep bottomed pan.<br/>           Once hot, add the potatoes to the pan.<br/>           Cook for about 5 to 7 minutes.</p> <p>Remainder of procedures...</p> |



## Exhibit D – Culinary

### Recipe Example

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

|                         |                     |
|-------------------------|---------------------|
| <b>High School Name</b> | Awesome High School |
| <b>Educator Name</b>    | Chef Jane Doe       |

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

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

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

**Exhibit E – Culinary**

**Recipe Cost Example**

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

|                           |                     |                     |          |
|---------------------------|---------------------|---------------------|----------|
| <b>High School Name</b>   | Awesome High School |                     |          |
| <b>Educator Name</b>      | Chef Jane Doe       |                     |          |
| <b>Menu Item</b>          | French Fries        |                     |          |
| <b>Number of Portions</b> | 4                   | <b>Portion Size</b> | 5 ounces |

| <b>Ingredient</b> | <b>Purchase Unit</b> | <b>Purchase cost</b> | <b>Unit cost</b> | <b>Amount Needed</b> | <b>Ingredient Cost</b> |
|-------------------|----------------------|----------------------|------------------|----------------------|------------------------|
| Potatoes          | 5 kg                 | \$2.65               | \$0.0005/g       | 500 g                | \$0.25                 |
| Kosher Salt       |                      |                      |                  |                      |                        |
| Black Pepper      |                      |                      |                  |                      |                        |
| Frying Oil        |                      |                      |                  |                      |                        |
|                   |                      |                      |                  |                      |                        |
|                   |                      |                      |                  |                      |                        |
|                   |                      |                      |                  |                      |                        |
|                   |                      |                      |                  |                      |                        |
|                   |                      |                      |                  |                      |                        |
|                   |                      |                      |                  |                      |                        |
|                   |                      |                      |                  |                      |                        |
|                   |                      |                      |                  |                      |                        |
|                   |                      |                      |                  |                      |                        |

|   |         |
|---|---------|
| <b>Subtotal</b>                                   | \$0.25  |
| <b>1 % for small amounts of spices (Q Factor)</b> | \$0.003 |
| <b>2 % for frying oil (if used)</b>               | \$0.005 |
| <b>Total Recipe Cost</b>                          | \$0.257 |
| <b>Portion Cost</b>                               | \$0.064 |

## Exhibit E – Culinary

### Recipe Cost Example

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

|                           |                     |                     |          |
|---------------------------|---------------------|---------------------|----------|
| <b>High School Name</b>   | Awesome High School |                     |          |
| <b>Educator Name</b>      | Chef Jane Doe       |                     |          |
| <b>Menu Item</b>          | Ratatouille         |                     |          |
| <b>Number of Portions</b> | 6                   | <b>Portion Size</b> | 5 ounces |

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

|   |         |
|---|---------|
| <b>Subtotal</b>                                   | \$7.057 |
| <b>1 % for small amounts of spices (Q Factor)</b> | \$0.071 |
| <b>2 % for frying oil (if used)</b>               | \$0.00  |
| <b>Total Recipe Cost</b>                          | \$7.128 |
| <b>Portion Cost</b>                               | \$1.212 |

**Exhibit F – Culinary**

**Menu Price Example**

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

|                         |                     |  |  |
|-------------------------|---------------------|--|--|
| <b>High School Name</b> | Awesome High School |  |  |
| <b>Educator Name</b>    | Chef Jane Doe       |  |  |

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

| <b>Recipe</b>  | <b>Portion Cost</b> |
|--|---------------------|
| Ratatouille  | \$1.212             |
| Couscous (from additional recipe and costing sheets) | \$0.972             |
| Garnish (from additional recipe and costing sheets)  | \$0.127             |
|  |                     |
|  |                     |
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|                                    |         |
|------------------------------------|---------|
| <b>Total Plate Portion Cost</b>    | \$2.311 |
| <b>Menu Price at 33% Food Cost</b> | \$7.003 |
| <b>Actual Price on Menu</b>        | \$8.00  |

**Exhibit G – Culinary**

**Product Check-In Inventory List**

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

|                         |                     |
|-------------------------|---------------------|
| <b>High School Name</b> | Awesome High School |
| <b>Year</b>             | 2024                |
| <b>Educator Name</b>    | Chef Jane Doe       |

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

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

**Exhibit H – Culinary**

**Sample Culinary Competition Timeline**

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

**Exhibit I – Culinary**

**Sample Culinary Competition Score Sheet**

| EVALUATION CRITERIA  | POOR | FAIR | GOOD | VERY GOOD | EXCELLENT | SCORE |
|--|------|------|------|-----------|-----------|-------|
| <b>Product Check-In</b>  |      |      |      |           |           |       |
| Including but not limited to: <ul style="list-style-type: none"> <li>• Proper temperature</li> <li>• Proper packaging</li> <li>• Complete product inventory list(s)</li> <li>• Uniform and hygiene</li> </ul>  | 1    | 2    | 3    | 4         | 5         |       |
| <b>Work Skills/Organization</b>  |      |      |      |           |           |       |
| <b>Work Organization/ Teamwork</b><br>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 Production Mise en Place</li> <li>• Proper time management</li> </ul>   | 1    | 2    | 3    | 4         | 5         |       |
| <b>Proper Cooking Procedures</b><br>Including but not limited to: <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 provided list</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> <li>• Proper pans and tools for intended use</li> </ul> | 1    | 2    | 3    | 4         | 5         |       |
| <b>Degree of Difficulty</b><br>Including but not limited to: <ul style="list-style-type: none"> <li>• Creativity</li> <li>• Complicated techniques</li> <li>• Preparation of item during competition rather than using commercial product</li> </ul>   | 1    | 2    | 3    | 4         | 5         |       |
| <b>Team Presentation/Knife Skills</b>  |      |      |      |           |           |       |
| <b>Team Appearance</b><br>Including but not limited to: <ul style="list-style-type: none"> <li>• White chef coats, long sleeve</li> <li>• Black or checkered pants</li> <li>• Uniform clean &amp; presentable</li> <li>• Hard sole shoes</li> <li>• Hats, aprons, and armband (provided)</li> <li>• Team uniformity</li> </ul>   | 1    | 2    | 3    | 4         | 5         |       |
| <b>Proper Knife Usage</b> <ul style="list-style-type: none"> <li>• Appropriate Selection</li> <li>• Consistency</li> <li>• Accuracy</li> <li>• Safety</li> <li>• Waste</li> </ul>  | 1    | 2    | 3    | 4         | 5         |       |

| EVALUATION CRITERIA  | POOR | FAIR | GOOD | VERY GOOD | EXCELLENT | SCORE |
|--|------|------|------|-----------|-----------|-------|
| <b>Safety and Sanitation</b>   |      |      |      |           |           |       |
| <b>Follows Safety and Sanitation Procedures</b><br>Including but not limited to: <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>   | 1    | 2    | 3    | 4         | 5         |       |
| <b>Proper Food Handling</b><br>Including but not limited to: <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> | 1    | 2    | 3    | 4         | 5         |       |
| <b>Work Area Cleaned</b><br>Including but not limited to: <ul style="list-style-type: none"> <li>• Work area cleaned in appropriate time frame</li> <li>• Return of station to original condition</li> </ul>   | 1    | 2    | 3    | 4         | 5         |       |
| <b>Product Taste</b>   |      |      |      |           |           |       |
| <b>Product Taste – Starter</b><br>A subjective category based on tasting judges' expertise   | 1-2  | 3-4  | 5-6  | 7-8       | 9-10      |       |
| <b>Finished Product</b>  |      |      |      |           |           |       |
| <b>Appearance – Starter</b><br>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>  | 1    | 2    | 3    | 4         | 5         |       |
| <b>Product Taste</b>   |      |      |      |           |           |       |
| <b>Product Taste – Entrée</b><br>A subjective category based on tasting judges' expertise  | 1-3  | 4-6  | 7-9  | 10-12     | 13-15     |       |
| <b>Finished Product</b>  |      |      |      |           |           |       |
| <b>Appearance – Entrée</b><br>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>   | 1    | 2    | 3    | 4         | 5         |       |
| <b>Product Taste</b>   |      |      |      |           |           |       |
| <b>Product Taste – Dessert</b><br>A subjective category based on judges' expertise   | 1-2  | 3-4  | 5-6  | 7-8       | 9-10      |       |



| EVALUATION CRITERIA   | POOR | FAIR | GOOD | VERY GOOD | EXCELLENT | SCORE |
|---|------|------|------|-----------|-----------|-------|
| <b>Finished Product</b>   |      |      |      |           |           |       |
| <b>Appearance – Dessert</b><br>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>   | 1    | 2    | 3    | 4         | 5         |       |
| <b>Menu and Recipe Presentation</b>   |      |      |      |           |           |       |
| <b>Presentation</b><br>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> | 1    | 2    | 3    | 4         | 5         |       |

| DISQUALIFICATION  |
|---|
| <b>Reason for Disqualification:</b>   |
| _____ Team submitted work, or parts of work, that was previously submitted.   |
| _____ Team started any competition segment more than 10 minutes early or finished more than 10 minutes late.<br>Disqualifying Segment _____   |
| _____ Team used an electric/battery operated device or additional butane burner.  |
| _____ Team did not produce two (2) complete meals.  |
| _____ Violation of the General Disqualifications on page 5.   |
| PENALTY   |
| <b>Reason for Penalty:</b>  |
| _____ Menu does not meet specifications, or was not submitted by <b>February 9, 2024</b> , to <a href="mailto:Iraef@Ira.org">Iraef@Ira.org</a> – 5 pts                              |
| _____ Team not dressed in uniform. 5 pts  |
| _____ Team did not submit folders with menu, plate photographs, recipe, and recipe costing at Product Check-In – 2 pts  |
| _____ Replacement product did not meet requirements and was discarded – 2 pts.  |
| _____ Team manager touches or handles any equipment or food when not allowed – 5 pts  |
| _____ Team uses dishes/glassware other than those provided by Event Organizers – 5 pts  |
| _____ Team begins any competition segment before their assigned start time – ¼ pt to 10 pts<br>¼ point is deducted per 15 seconds<br>10 or more minutes early, team is disqualified |
| _____ Team does not complete any competition segment within their allotted time – ¼ pt to 10 pts<br>¼ point is deducted per 15 seconds<br>After 10 minutes, team is disqualified    |
| _____ Use of prohibited equipment or pre-prepared ingredients – 5 pts<br><input type="checkbox"/> Equipment <input type="checkbox"/> Pre-prepared ingredients                       |
| _____ Team produces two meals, which are not identical – 2 pts  |
| _____ Station left in unsanitary manner – 3 pts   |
| _____ Knife cut selections are not included on the presentation menu as required. – 1pt   |

## **2024 Management Competition**

### **Description**

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

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

### **Scoring**

A maximum of 200 points can be earned by a team during the Management Competition. Management Check-In is worth five (5) points, Concept is worth thirty (30) points, Menu and Costing is worth thirty-five (35) points, Marketing is worth forty (40), Operations is worth thirty (30), Critical Thinking is worth fifty-five (55), and Menu and Recipe Costing is worth five (5) points. In the event of a tie, the tied team with the highest number of Critical Thinking points will be awarded one (1) additional point to break the tie. Teams will only be evaluated on the information and materials requested in these rules. If a team has scores from multiple rounds of judging in a single segment, the scores will be averaged (e.g., two rounds of critical thinking). *See Exhibit M, page 56, for sample Judges Sheets.*

### **Preparation for Management Competition**

1. Mentors and educators may assist teams in preparation for the competition; however, they may not prepare the written proposal or posters. Their expertise is limited to acting as a sounding board for concept development.
2. The team's work must be unique and not built off of previously submitted work. Submitting work, or parts of work, that was previously submitted will result in immediate disqualification. *See Management Specific Disqualifications, page 40.*
3. The Management team may collaborate with their school's Culinary team on the menu and recipe items, including recipe development, costing, pricing, and photography.
4. Requirements
  - a. Restaurant Concept must be located in ProStartville. *Exhibit A, page 42*, contains the city's description, including demographics and local points of interest.
  - b. Students will select 1 of the 4 provided restaurant space scenarios provided in *Exhibit C, page 44*.
5. To allow officials and judges adequate time to review your proposal, a digital copy of the team's written proposal must be submitted as a single pdf document to [lraef@lra.org](mailto:lraef@lra.org) **no later than February 9, 2024**. The LRAEF will review all submitted menus, recipes, and photographs to determine if they are significantly repetitive of work previously submitted at LPSI up to three years prior and will provide feedback to teams no later than one and a half weeks prior to competition, by February 23<sup>rd</sup>, 2024, to permit each team time to revise. Details on the Written Proposal are on the following pages.

6. Minor adjustments and corrections to the proposal are allowed after submission. If there is a question about what constitutes a minor adjustment, please contact [lraef@lra.org](mailto:lraef@lra.org). A penalty will be issued if the team does not submit as stated above. See *Management Competition Penalties*, page 40. Details on the Written Proposal are on the following pages.

### **Role of the Optional Team Manager**

1. The team manager is an important asset to the team.
  - a. The team manager will not be permitted on the competition floor and must stay in the designated team manager seating area.
  - b. The team manager may be introduced and shake hands at the end of the feedback session.
  - c. The team manager may not communicate with the other team members, their educator, or observers to collaborate on answers during the competition period.
2. In the event a team member is unable to participate or continue, the team should notify the Lead Judge and Event Staff. Only with approval from the Lead Judge and Event Staff may the team manager permanently replace that team member.
3. The replaced team member, or any other competitor, may not return, step in for, or replace the team manager. If the team manager replaces a team member, he/she must stay in the role for the remainder of the competition.
4. The replaced team member should leave the Management booth and, at the discretion of the team's educator, may leave the event or may stay and watch as an observer. The replaced member is not permitted to communicate with his/her team from the moment he/she is replaced until after feedback.

### **Uniform**

Each team is required to dress in uniform during all portions of the competition. This includes Team Check-In as well as feedback sessions. The uniform should consist of solid color,  $\frac{3}{4}$  sleeve or long sleeve, collared dress shirts; dress pants or skirts; and professional footwear suitable for a business meeting, with heel height no more than 3 inches. Neckwear of any sort (e.g., necktie, bowtie, bolo tie, bandana, etc.) should not be worn. Teams will have the option of using a LRAEF-provided patch if they choose not to have the ProStart logo embroidered on their shirts. The ProStart logo must be displayed on the participants' right or left chest if embroidered or placed in this location if using a patch. The choice of embroidery or patch has no impact on scoring. Only ProStart or sponsor logos are allowed on uniform shirts. No other logos are permitted, including concept logos. Please see the NRAEF branding guidelines for questions on logo usage. All team members should wear the same style of shirt, and pants should be worn appropriately and professionally (not sagging, etc.). Khaki pants may be worn; jeans are not permitted. The team's uniform should reflect a professional event, not their concept, as concept logos are prohibited on their uniforms.

### **Competition Flow**

#### **Day of competition**

- Check in Written Proposals and Posters
- Report to Assigned Booth & Set Up (5 minutes)
- Five Verbal Presentations (7-minute sessions with a 3-minute break between)
- Feedback (10 minutes)

## Team Check-In

1. Teams should schedule their travel so they arrive at the competition property with sufficient time to check-in their materials. Team check-in is first come, first served with no assigned times given.
2. Should travel delays arise and, as a result, a team is unable to check-in their materials during the times specified by Event Organizers, the team must contact the LRAEF program manager, who will make arrangements to submit materials.
3. At check-in, teams will report in uniform to submit the following items (*See Exhibit B for Outline and Checklist, page 43*)
  - a. Fifteen (15) copies of the written proposal
  - b. Menu and Costing information in a separate manila folder
  - c. Two (2) 24 x 36-inch posters, rolled for storage
4. Any team that arrives to check-in with incomplete items has until the end of the check-in time to resubmit completed items. Teams will be penalized for each incomplete check-in attempt. Judges will not provide feedback on content at this time and will only notify teams of completion status.
  - a. Judging and scoring is based on the initial check-in by the team.
  - b. Teams will lose points if their submission does not meet the established criteria at the initial check-in.
  - c. The team will be assessed an additional penalty for each failed submission. Completed items that do not meet requirements by close of check-in time will be assessed a penalty.
  - d. Items not submitted by close of check-in time will not be accepted at a later time.

## Day of Competition

1. Teams will report to the Management Competition floor and their assigned booth five (5) minutes before their scheduled start time. Team posters and one (1) copy of the Written Proposal will be in the assigned booth at this time. Teams will have an additional five (5) minutes to set up their booth. Inside the booth will be one table and two easels for poster display. Teams may have one (1) copy of the written proposal and no other props. Each student may bring a bottle of water and notecards into the booth. No other items will be permitted. *Note: Teams should not enter their booth until told to do so by Event staff.*
2. At the designated time, the competition will begin and will include 7-minute presentation segments. During this time, students will present on the relevant section of their concept, reference their posters, and answer judge questions. Each set of judges will rotate to the next booth at the conclusion of this 7-minute period. There will be a 3-minute break and announcement of the next group of judges before the next judges arrive. There may be more than one round of judging per segment. Scores from multiple rounds will be averaged (e.g., two rounds of critical thinking).
3. Teams may not shake hands, distribute materials to judges, or use additional materials (e.g., business cards, promotional items, props, etc.) during the competition segments. Any relevant materials must be included in the written proposal.
4. Critical Thinking Judges will question each team and evaluate their critical thinking skills and ability to react to management challenges. The judges will present each team mini scenarios from four (4) of the following seven (7) categories: 1) safety and sanitation, 2) customer service, 3) social media, 4) human resources and staffing, 5) menu development and design, 6) marketing, and 7) concept knowledge. All teams will be evaluated on the same categories; the chosen categories will NOT be distributed at check-in. The team will then present how they would address that scenario from the context of their unique restaurant concept. (*For sample scenarios, see Exhibit K, page 54*).

5. The entire team (including the team manager) will report to the Feedback Room at the designated time for a ten (10) minute feedback session. A maximum of four people comprised of designated teacher(s), mentor(s), and the LRAEF program manager are allowed to be present to observe only during the Feedback sessions.
  - a. *Any communication with the team by outside parties, including teacher(s), mentor(s), LRAEF staff, or other observers is prohibited during this time.*
6. See *Exhibit L, page 55*, for a sample Management Competition timeline.

### Written Proposal

1. Teams should utilize *Foundations of Restaurant Management & Culinary Arts Levels 1 and 2* when crafting their written proposals. Definitions, explanations, and examples of complex topics are included throughout the curriculum and can provide sufficient background knowledge for teams to develop unique and creative concepts. Additional research and use of outside resources is also encouraged.
2. General Guidelines for the Written Proposal:
  - a. Typed, 12 point, Times New Roman or Arial font, 1-inch margins
  - b. Printed on white paper, single-sided, and stapled (NOT in a folder, spiral bound, 3-ring binder, etc.)
  - c. The front cover must include only the following information: high school name, names of team members, concept name, concept logo, and year. Style and font of the cover page should match the contents.
  - d. Sections should be separated by tabs, with each tab labeled with its corresponding section. *Note: tabs do not need to be comprised of a single page; tabs may be attached to proposal pages.*
  - e. All 15 copies must be identical. *Note: large printing companies (e.g., Staples, Office Depot, FedEx, etc.) may offer educational printing discounts.*
  - f. The LRAEF will retain one copy of the written proposal at the completion of the competition. This may be used by the LRAEF for promotional, educational, research or other purposes. The remaining written proposals will be available for pick up in the Registration space following the completion of the competition.
2. In addition to the Written Proposal, teams must prepare one additional copy of the sample menu, the recipes, photographs, costing and menu pricing worksheets in a standard manila colored folder. The team's high school must be listed on the front of this folder.
3. Contents of the Written Proposal are detailed in the following section.

### Written Proposal Contents

1. **Restaurant Concept Description (2 pages maximum):** The following information must be included in the description:
  - a. Type of establishment
  - b. Purpose and impact
  - c. Meals served (breakfast, lunch, dinner, etc.)
  - d. Hours of operation
  - e. Type of cuisine served
  - f. Target market within the fictional city of ProStartville (defining characteristics, demographics, business/leisure, etc.)
2. **Floorplan and Selected Restaurant Space Scenario (1-page maximum):** The LRAEF will provide 4 restaurant space scenarios to choose from. Students must use one of the four scenarios provided to create a unique floorplan. (*See Exhibit C for Restaurant Space*)

*Scenario Options, page 44.*) A basic floorplan of the restaurant's layout (front-of-the-house and back-of-the-house) must be provided. The floorplan may be handwritten or electronically diagrammed. Students are encouraged to make it as much to scale as possible; however, the floorplan will not be judged on scale and proportions but on how well it conveys the restaurant's flow and the inclusion of features necessary to run a restaurant. (See *Exhibit D, page 45, for Sample Floorplan.*)

3. **Interior and Décor (2 pages maximum):** Teams will prepare a description of interior and décor for their concept. This may include photos, samples of paint, etc. These should be entirely flat and printed on paper and should NOT include 3D objects affixed to the pages.
4. **SWOT Analysis (1 page maximum):** Teams will prepare a SWOT analysis for their concept. SWOT stands for strengths, weaknesses, opportunities, and threats.
5. **Organizational Chart (1 page maximum):** Teams must include an organizational chart that lists the positions that will be necessary to staff the restaurant. It is not mandatory to include how many staff will fill each position. Charts should not be hand-drawn; many programs and websites offer free templates. (See *Exhibit E, page 46, for sample Organizational Chart.*)
6. **Menu (1 page maximum):** Teams must develop a menu to support the restaurant concept that includes exactly twelve (12) menu items. The sample menu should be representative of how this information would be communicated to customers including pricing and should include all necessary menu item descriptions. The menu may not exceed one standard 8.5" x 11" sheet of paper. See *Exhibit F, page 47, for clarification on what counts as a menu item.*
7. **Recipes:** For one (1) of the twelve (12) menu items, teams will prepare and provide recipes. Recipes should be typed and submitted on the official recipe and costing templates that can be found in *Exhibits G & H*. Acknowledgements and sources must be listed on each recipe. Recipes must be written in a logical sequence. See *Exhibit G, page 49, for a sample recipe.*
8. **Costing:** For one (1) of the twelve (12) menu items, teams will prepare and provide costing information. Costing information should be typed and submitted on the official recipe and costing templates that can be found in *Exhibits G & H*. Acknowledgements and sources must be listed on each recipe in MLA formatting. See *Exhibit H, page 50, for a recipe cost example.*
  - a. Small amounts of kosher/table salt and black pepper may be priced at 1% of the total recipe cost. Everything else must be costed out.
  - b. Oil for deep-frying may be priced at 2% of the total recipe cost, only if used.
9. **Menu Pricing:** Prices must also be developed for the same one menu item costed in item 8 above—calculated at a 33% food cost percentage. The menu price may be rounded up after applying the 33% food cost percentage for a more realistic menu price. For example, if the menu price is calculated to be \$7.67, it would be acceptable to have a price of \$7.95 or \$8.00. However, the final calculation before rounding must be indicated on the menu pricing template. See *Exhibit I, Menu Price Example, page 51.*
10. **Photographs (2 pages maximum):** Teams will prepare and photograph at least one, and up to four, menu items to be included in the written proposal. Photographs must be of items made by the team, and should not be stock photo, clipart, or other published images.
11. **Marketing Tactics (2 pages maximum per tactic, including sample):** Teams will develop two (2) marketing tactics to launch their restaurant concept. See *Exhibit J, page 52, for additional information on the different tactics.* Alcohol-related activities or promotions may not be used as one of the marketing tactics. At least one of the two tactics must be traditional, from the list on the next page. The other tactic may involve the use of social media, and teams will create a video or an image that promotes their unique restaurant concept. A team may opt for two traditional marketing tactics or one traditional marketing tactic and one social media tactic. A team may **NOT** opt for two social media tactics. For

each marketing tactic, teams must submit a description of the tactic, the goal of the tactic, a detailed budget that shows all associated costs, and the estimated return on investment (ROI). Students are encouraged to use creativity to develop their tactics. For the budget for each tactic, teams must use local rates and list the rate source. Teams may not enlist the services of a PR firm or a 3<sup>rd</sup> party agency as a marketing tactic. For the two marketing tactics, teams must submit a paper-based sample, which may not exceed one standard 8.5" x 11" sheet of paper of the tactics.

Examples of acceptable samples of the traditional marketing tactic include:

- a. Print or digital ad – mockup of ad
- b. Radio commercial – script
- c. TV commercial – storyboard
- d. Public relations campaign – sample press release
- e. Promotional giveaway items – photo or mockup of item
- f. Email or mail campaign – email text and mockup of accompanying artwork

Teams may utilize a social media driven marketing tactic that promotes their restaurant by creating one of the following:

- a. Video (no longer than 20 seconds) – submitted via QR code with the management proposal, on the paper-based sample page
- b. Promotional post – submitted via QR code with the management proposal along with a screenshot, on the paper-based sample page

A screenshot or example of the tactic must be displayed on a paper-based sample.

Video or promotional post must also be submitted to the LRAEF by sending a Google Drive link to [laprostart@gmail.com](mailto:laprostart@gmail.com) no later than **February 9<sup>th</sup>, 2024**. After receiving feedback, an updated version of the video or post may be sent via Google Drive link to [laprostart@gmail.com](mailto:laprostart@gmail.com) no later than **Friday, March 1<sup>st</sup>**.

Social media marketing tactics must be specific to a social media platform. Teams must choose **ONLY ONE** of the following platforms:

- a. Instagram
- b. Facebook

Teams must demonstrate the return-on-investment for their social media marketing tactic by using the standard ROI formula.

$$\text{ROI} = (\text{Return [profit]} - \text{investment [expense]} / \text{investment [expense]}) \times 100$$

Each social media platform has its own cost, or base rate. Below are the costs for each platform's cost-per-click (the amount a team spends per the cost of each click the ad receives):

- a. Instagram: \$3.56 per click
- b. Facebook: \$0.97 per click

## Posters

Teams will prepare two posters, 24" x 36" in size. Posters must be entirely flat and may not include any 3-dimensional objects. The poster, when fully constructed, should be able to be rolled up for storage at Check-In. Event organizers **will NOT** provide all required display materials (e.g., easels, foam board, thumbtacks, magnets, clips, etc.). Teams must supply their **own** display materials.

One poster should display the sample menu and the floorplan; the second poster should display one marketing tactic. If a team opts to display their social media marketing tactic on their poster, they are permitted to include their QR code and must include an image of the tactic itself. If the tactic is a reel/story/video post, a screenshot suffices. Please note: Judges will not view videos during a team's time on the competition floor. Concept logos are permitted on the posters, but no other information should be included. *See Management Competition Penalties, page 40.*

## Management Competition Penalties

The following are fixed deductions.

1. Written proposal does not meet specifications or was not submitted on time i.e., **February 9, 2024**, to [lraef@lra.org](mailto:lraef@lra.org) – 5 pts
2. Team did not successfully submit all items at check-in; items submitted did not meet specifications – 1 pt to 5 pts
  - a. 1 point is deducted per incomplete/incorrect check-in attempt up to 5 total points.
  - b. If the team is unable to successfully check-in within the allotted window, the team is disqualified.
3. The team is not dressed in uniform – 5 pts
4. Posters do not meet specifications or include additional information – 5 pts
5. Restaurant concept is not located in ProStartville or does not match one of the provided restaurant space scenarios – 5 pts
6. Team submits more or fewer than 12 menu items – 5 pts
7. Team includes an alcoholic beverage as one of their menu items – 5 pts
8. Team submits recipes for more or fewer than 1 menu item – 5 pts
9. Team submits food costing worksheets for more or fewer than 1 menu item – 5 pts
10. Team submits more or fewer than 1 menu pricing worksheet – 5 pts
11. Team submits more or fewer than 2 marketing tactics – 5 pts
12. Team uses an alcohol-related activity or promotion as one of their marketing tactics – 5 pts

## Management Specific Disqualifications

1. Team submitted work, or parts of work, that was previously submitted.
2. Team does not check in for Management Check-In or fails to successfully check-in within the allotted window on the appropriate date.

## Event Personnel

1. Event Organizers: LRAEF staff members
2. Volunteers: Assigned and trained by the LRAEF to assist with the event
3. Timekeeper/Emcee: Personnel designated and trained by the LRAEF, who are charged with keeping the official time for assigned teams during all segments of the competition.



4. Judges: Sourced from post-secondary education and the restaurant and foodservice industry, including a Lead Judge. Lead Judge does not score teams.
5. All judges will be consistent from team to team (i.e., judges scoring team presentation/work skills will be responsible for that category across all competitors). *See Exhibit M, page 56, for sample Management Competition Score Sheet.*

### **Post Competition**

The written proposals and posters must be picked up at the end of the awards ceremony or they will be disposed of by the Event Organizers. Report to the registration desk with a team member's badge to claim the proposals and posters. The LRAEF will retain one copy of the written proposal from each team.

**Exhibit A – Management**

**2024 Location Description – ProStartville, USA**

**Demographics:**

The geographic location of ProStartville, USA is at your discretion. ProStartville, USA is home to a diverse group of families, students, and young professionals. Residents of ProStartville enjoy a thriving arts scene, a large university with a strong sports program, an international airport, and unique neighborhoods.

**Population**

- 194,750
- Year-over-year population change - +2.5%
- Median age – 29.4
- Population breakdown by age

|         |     |
|---------|-----|
| <18     | 20% |
| 18 - 24 | 20% |
| 25 - 44 | 32% |
| 45 - 64 | 20% |
| 65+     | 8%  |

- Families – represent 23% of the population.
- Gender
  - Men: 49%
  - Women: 51%
- Median income - \$67,000

**Economy**

- In civilian labor force – 65%

**Education**

- High school graduate or higher (25+ years old) – 95%

## Exhibit B – Management

### Written Proposal Outline and Checklist

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

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

#### *Additional Materials:*

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

Example of folder: [https://www.staples.com/Staples-Manila-File-Folders-Letter-3-Tab-Assorted-Position-100-Box/product\\_116657](https://www.staples.com/Staples-Manila-File-Folders-Letter-3-Tab-Assorted-Position-100-Box/product_116657)

**Further information on the construction of the Written Proposal is found on pages 37 and 38.**

## **Exhibit C – Management**

### **Restaurant Space Scenario Options**

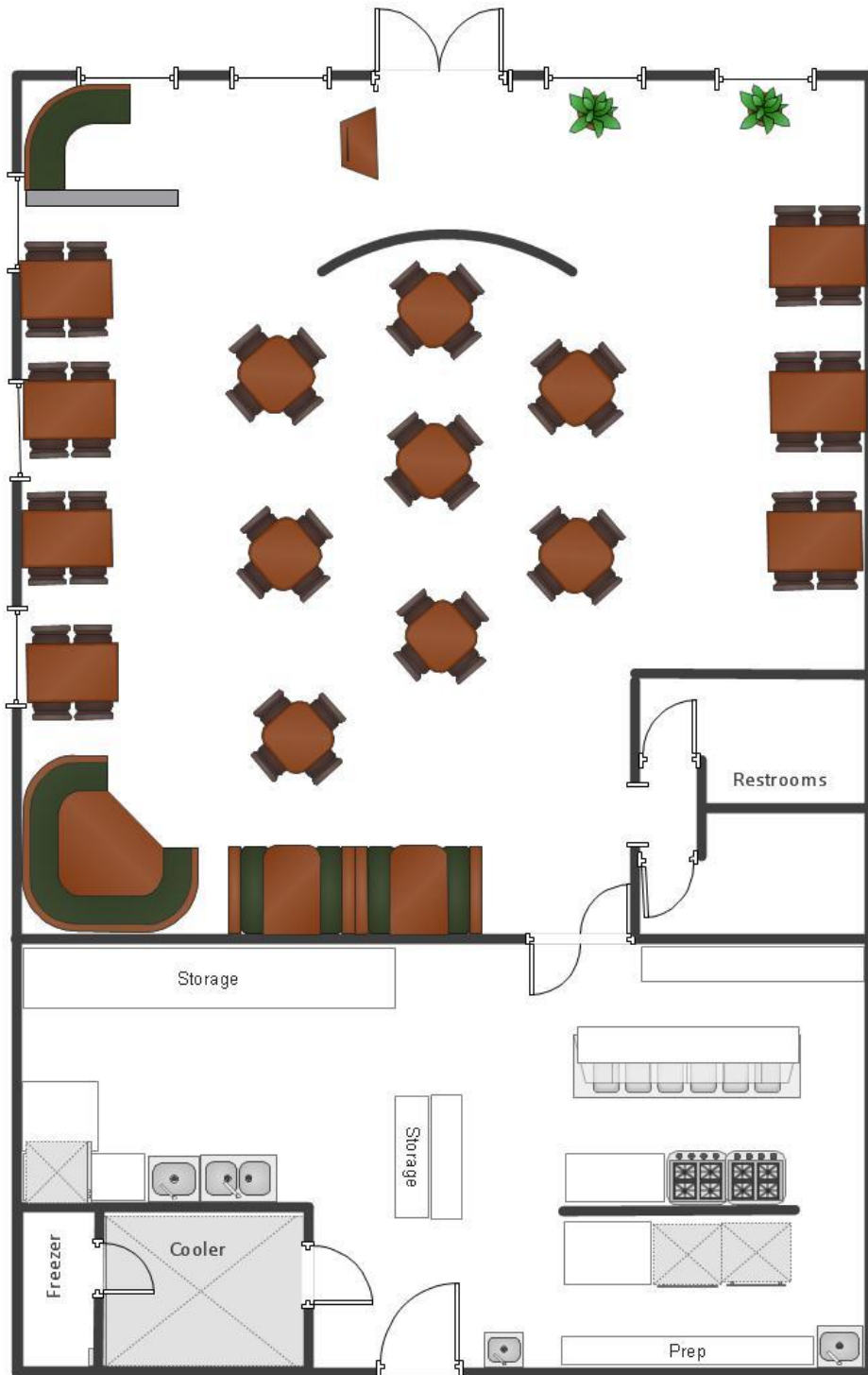
There are four scenarios available to choose from. The Management team may enhance their selected scenario, but the team may not change the set parameters.

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

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

Exhibit D – Management

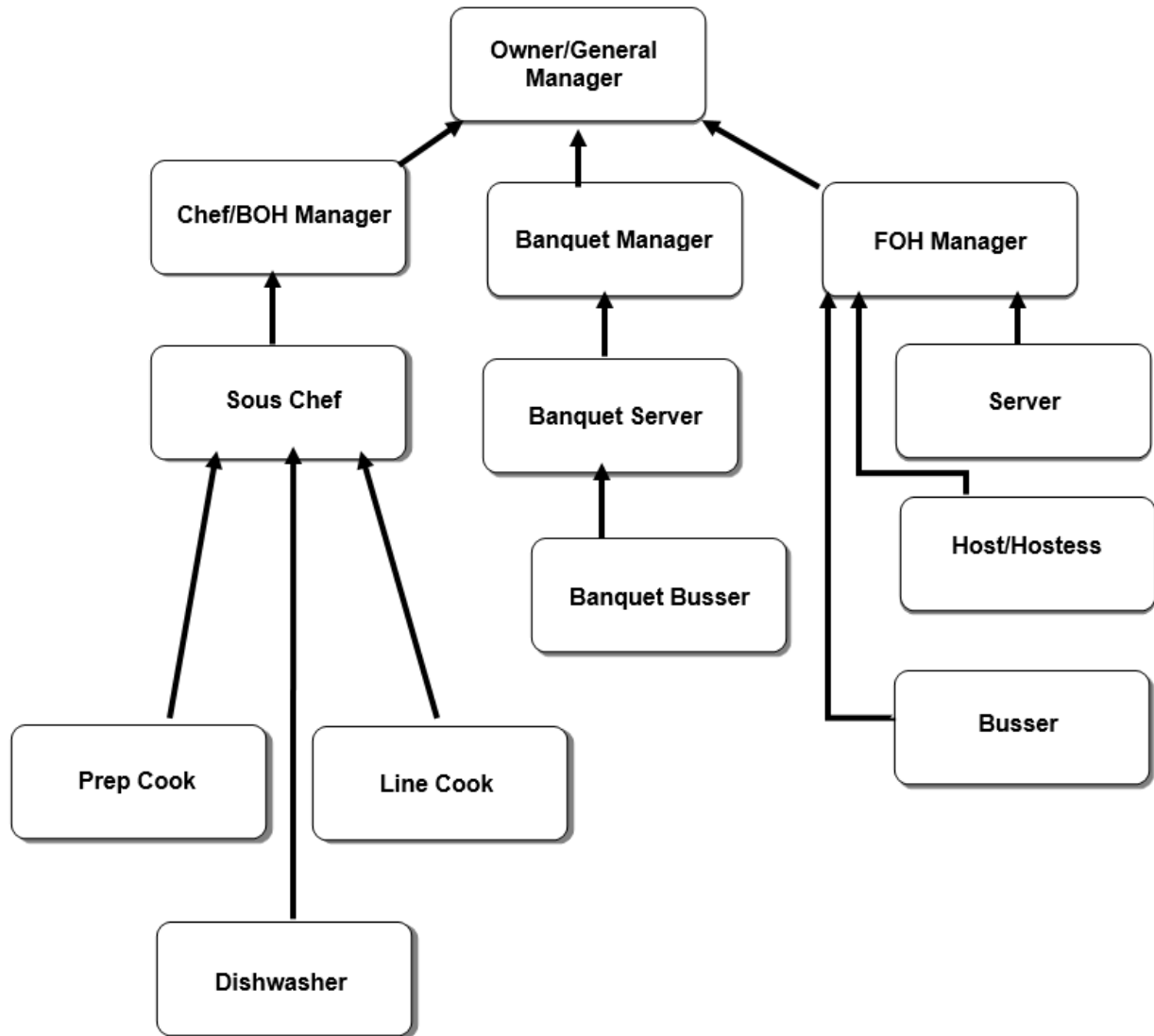
Sample Restaurant Floorplan



**Exhibit E – Management**

**Sample Organizational Chart**

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



## Exhibit F – Management

### Menu Item Clarification

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

#### Menu Item Clarification

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

An exception to this rule is a table d’hote menu (see *Foundations of Restaurant Management & Culinary Arts Level 2, 1<sup>st</sup> Edition, pgs. 473-74, or pgs. 28-29 of the 2<sup>nd</sup> Edition*) or prix fixe menu. In those cases, each dish that makes up the table d’hote or choice for prix fixe counts as one menu item.

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

- Each Appetizer and Salad counts as one menu item.
- Each Sandwich counts as one menu item. The costing for each item would include the costliest of the side choices.
- Each Dinner item counts as one menu item. Costing would include all sides and sauces.
- Each Dessert is one item. Each Beverage is one item.
- The total menu items count for this menu is 16.

| Appetizers  | Salads   |
|---|--|
| <p><b>Calamari</b> <sup>1</sup> \$8.00<br/>Fresh, tender squid lightly floured then deep fried, served with lemon wedges and homemade marinara sauce.</p> <p><b>Spinach and Artichoke Dip</b> <sup>2</sup> \$7.50<br/>Warm blend of creamy spinach, tender artichokes, and melted Asiago and Parmesan cheeses. Served with tortilla chips.</p>  | <p><b>House</b> <sup>3</sup> \$6.50<br/>Spring greens, avocado, roasted peppers, onions, shredded carrots, tomatoes &amp; balsamic dressing</p> <p><b>Crazy</b> <sup>4</sup> \$8.50<br/>Chicken breast, goat cheese, spring greens, crushed walnuts, bacon, roasted peppers, onions &amp; balsamic dressing</p> <p><b>Wild Alaska Salmon</b> <sup>5</sup> \$10.50<br/>Alaska salmon, spring greens, tomatoes, sliced lemon &amp; balsamic dressing</p> |
| Sandwiches  | Entrees  |
| <p><i>Available with your choice of potato, pasta, or green salad.</i></p> <p><b>Best Burger</b> <sup>6</sup> \$8.50<br/>¼ lb. beef patty, pickle, tomatoes, sautéed onions, spring greens, cheddar cheese</p> <p><b>Best Chicken</b> <sup>7</sup> \$8.00<br/>Chicken breast, spring greens, tomatoes, onions &amp; basil mayo</p> <p><b>Garden Burger</b> <sup>8</sup> \$7.00<br/>Veggie patty, sun-dried tomato pesto, spring greens, avocado, tomatoes, onions, shredded carrot &amp; basil mayo</p> | <p><b>Pot Roast Dinner</b> <sup>9</sup> \$15.75<br/>Piled high with cippolini onions, carrots &amp; mushrooms over mashed potatoes, served au jus</p> <p><b>Chili Glazed Salmon</b> <sup>10</sup> \$16.50<br/>Served over a roasted vegetable &amp; quinoa pilaf finished with micro greens</p> <p><b>Chicken Pot Pie</b> <sup>11</sup> \$13.00<br/>Roasted chicken in an herbed cream sauce with leeks &amp; carrots under a pastry crust</p>         |

| Desserts                       |        | Beverages                        |        |
|--------------------------------|--------|----------------------------------|--------|
| Cake of the day <sup>12</sup>  | \$4.00 | Soda <sup>14</sup>               | \$2.00 |
| Ice Cream Sundae <sup>13</sup> | \$3.50 | Housemade Lemonade <sup>15</sup> | \$2.50 |
|                                |        | Brewed Coffee <sup>16</sup>      | \$1.50 |

For beverages, each item that is individually priced would count as a menu item. The example below includes 20 items. **Note:** The Cappuccino and Café Latte, while priced the same, are two separate menu items as they are substantially different items. The Brewed and Iced Coffee are two separate menu items as they are priced differently.

### Central Perk Coffee Shop

| Item          | Small              | Medium             | Large              |
|---------------|--------------------|--------------------|--------------------|
| Espresso      | 1.75 <sup>1</sup>  | 1.95 <sup>2</sup>  | --                 |
| Cappuccino    | 2.95 <sup>3</sup>  | 3.65 <sup>4</sup>  | 3.95 <sup>5</sup>  |
| Americano     | 2.15 <sup>6</sup>  | 2.55 <sup>7</sup>  | 2.95 <sup>8</sup>  |
| Café Latte    | 2.95 <sup>9</sup>  | 3.65 <sup>10</sup> | 3.95 <sup>11</sup> |
| Vanilla Latte | 3.45 <sup>12</sup> | 4.15 <sup>13</sup> | 4.45 <sup>14</sup> |
| Brewed Coffee | 1.95 <sup>15</sup> | 2.45 <sup>16</sup> | 2.95 <sup>17</sup> |
| Iced Coffee   | 2.15 <sup>18</sup> | 2.65 <sup>19</sup> | 3.15 <sup>20</sup> |

For a “build your own” concept, ingredients that are individually priced would count as one menu item. The example below includes 9 menu items and are noted in red below.

| Item Type<br>Choose 1 | Protein<br>Choose 1             | Toppings<br>Choose 2<br>(\$1 for additional<br>topping) <sup>5</sup> | Extras                                  |
|-----------------------|---------------------------------|--|---|
| Burrito               | Chicken <sup>1</sup> \$6.25     | Beans and Rice   | Chips and Salsa <sup>6</sup> \$3.00     |
| Bowl                  | Steak <sup>2</sup> \$6.50       | Cheese   | Guacamole <sup>7</sup> \$4.00           |
| Tacos                 | Ground Beef <sup>3</sup> \$5.95 | Salsa  | Chips and Guacamole <sup>8</sup> \$5.00 |
| Salad                 | Vegetarian <sup>4</sup> \$5.75  | Sour Cream   | Chips only <sup>9</sup> \$2.00          |

*Note: While a “build your own” concept is permissible, it is not recommended. Teams instead should focus on their core menu, composed of items that reflect their unique brand signature. There can then be an acknowledgement that there are opportunities to “build your own” integrated into the concept’s broader menu.*



## Exhibit G – Management

### Recipe Example

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

Management teams must complete this worksheet prior to the competition and include it in both the written proposal and costing folder. Portion size is at your discretion.

|                         |                     |
|-------------------------|---------------------|
| <b>High School Name</b> | Awesome High School |
| <b>Educator Name</b>    | Chef Jane Doe       |

|                           |  |                     |                          |
|---------------------------|--|---------------------|--------------------------|
| <b>Menu Item</b>          | Chicken Gruyere  |                     |                          |
| <b>Number of Portions</b> | 4  | <b>Portion Size</b> | 1 breast / approx. 8 oz. |
| <b>Cooking Method(s)</b>  | Sauté, bake  |                     |                          |
| <b>Recipe Source</b>      | Doe, Jane. "Chicken Gruyere." <i>Awesome High School</i> , 2015. |                     |                          |

| Ingredients                       |                       |
|-----------------------------------|-----------------------|
| Item                              | Amount                |
| Butter                            | 2 oz.                 |
| Onion, sliced                     | 8 oz.                 |
| Swiss Cheese, shredded            | 3 oz.                 |
| Bread Crumbs                      | 3 oz.                 |
| Paprika                           | 1 teaspoon            |
| Chicken Breast, Airline, skinless | 4, approx. 8 oz. each |
| Salt and Pepper                   | To taste              |
| White Wine                        | 3 oz.                 |
| Chicken Stock                     | 3 oz.                 |
|                                   |                       |

| Procedure  |
|--|
| <ol style="list-style-type: none"> <li>1. Sauté onions and ½ butter until soft but not brown.</li> <li>2. Combine cheese, bread crumbs, and paprika</li> <li>3. Sprinkle chicken breasts with salt and pepper</li> </ol> <p>Remainder of procedures...</p> |

## Exhibit H – Management

### Recipe Cost Example

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

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

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

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

|   |         |
|---|---------|
| <b>Subtotal</b>                           | \$8.041 |
| <b>1 % for salt and pepper (Q Factor)</b> | \$0.08  |
| <b>2 % for frying oil (if used)</b>       | \$0.00  |
| <b>Total Recipe Cost</b>                  | \$8.121 |
| <b>Portion Cost</b>                       | \$2.03  |

## Exhibit I – Management

### Menu Price Example

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

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

|                         |                     |  |  |
|-------------------------|---------------------|--|--|
| <b>High School Name</b> | Awesome High School |  |  |
| <b>Educator Name</b>    | Chef Jane Doe       |  |  |

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

| <b>Recipe</b>  | <b>Portion Cost</b> |
|--|---------------------|
| Chicken Gruyere  | \$2.03              |
| Sauteed Spinach (from additional recipe and costing sheets)  | \$0.753             |
| Roasted Potatoes (from additional recipe and costing sheets) | \$0.961             |
| Sauce (from additional recipe and costing sheets)            | \$0.354             |
|  |                     |
|  |                     |
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|                                    |         |
|------------------------------------|---------|
| <b>Total Plate Portion Cost</b>    | \$4.098 |
| <b>Menu Price at 33% Food Cost</b> | \$12.42 |
| <b>Actual Price on Menu</b>        | \$14.50 |

## **Exhibit J – Management**

### **Marketing Tactic Clarification**

Teams must include two marketing tactics as a part of their proposal. Teams may submit two traditional marketing tactics or one traditional marketing tactic and one social media marketing tactic. Teams **MAY NOT** submit two social media marketing tactics. The below categories will help identify what qualifies as a marketing tactic and what can be seen as specific examples of each tactic.

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

#### **Social Media:**

The video of promotional post created by teams should focus on strong brand recognition and reinforce the restaurant concept.

**Video** – Promoted short form videos, with captions

- Instagram story
- Instagram reel
- Facebook reel

**Promotional Post** – Promoted posts with images and captions

- Instagram post
- Facebook post

#### **Traditional:**

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

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

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

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

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

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

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

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

## **Exhibit K – Management**

### **Sample Critical Thinking Scenarios**

#### Social Media

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

#### Safety & Sanitation

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

#### Customer Service

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

#### Human Resources & Staffing

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

#### Marketing

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

#### Menu Development and Design

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

#### Concept Knowledge

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

## Exhibit L – Management

### Sample Management Competition Timeline

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

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

## Exhibit M – Management

### Sample Management Competition Score Sheet

| EVALUATION CRITERIA  | POOR | FAIR | GOOD | VERY GOOD | EXCELLENT | SCORE |
|--|------|------|------|-----------|-----------|-------|
| <b>Check-In (5 points)</b>   |      |      |      |           |           |       |
| Including but not limited to:<br><ul style="list-style-type: none"> <li>• Arrival within timeframe</li> <li>• Items meet specifications</li> <li>• Complete submission</li> <li>• Uniform</li> </ul> | 1    | 2    | 3    | 4         | 5         |       |
| <b>Concept (30 points)</b>   |      |      |      |           |           |       |
| Description of Concept   | 1-2  | 3-4  | 5-6  | 7-8       | 9-10      |       |
| SWOT Analysis  | 1-2  | 3-4  | 5-6  | 7-8       | 9-10      |       |
| Presentation Skills  | 1    | 2    | 3    | 4         | 5         |       |
| Q & A – Depth of Knowledge   | 1    | 2    | 3    | 4         | 5         |       |
| <b>Menu and Costing (35 points)</b>  |      |      |      |           |           |       |
| Menu Matches Concept   | 1    | 2    | 3    | 4         | 5         |       |
| Description of 12 items  | 1    | 2    | 3    | 4         | 5         |       |
| Sample of how presented  | 1    | 2    | 3    | 4         | 5         |       |
| Photos   | 1    | 2    | 3    | 4         | 5         |       |
| Presentation Skills  | 1    | 2    | 3    | 4         | 5         |       |
| Q & A – Depth of Knowledge   | 1    | 2    | 3    | 4         | 5         |       |
| Menu Poster  | 1    | 2    | 3    | 4         | 5         |       |
| <b>Marketing (40 points)</b>   |      |      |      |           |           |       |
| Matches Concept  | 1    | 2    | 3    | 4         | 5         |       |
| ROI  | 1    | 2    | 3    | 4         | 5         |       |
| Tactic Budgets   | 1    | 2    | 3    | 4         | 5         |       |
| Samples  | 1    | 2    | 3    | 4         | 5         |       |
| Creativity   | 1    | 2    | 3    | 4         | 5         |       |
| Presentation Skills  | 1    | 2    | 3    | 4         | 5         |       |
| Q & A – Depth of Knowledge   | 1    | 2    | 3    | 4         | 5         |       |
| Marketing Poster   | 1    | 2    | 3    | 4         | 5         |       |
| <b>Critical Thinking (55 points)</b>   |      |      |      |           |           |       |
| Teamwork   | 1    | 2    | 3    | 4         | 5         |       |
| Presentation Skills  | 1    | 2    | 3    | 4         | 5         |       |
| Q & A – Depth of Knowledge   | 1    | 2    | 3    | 4         | 5         |       |
| Category 1   | 1-2  | 3-4  | 5-6  | 7-8       | 9-10      |       |
| Category 2   | 1-2  | 3-4  | 5-6  | 7-8       | 9-10      |       |
| Category 3   | 1-2  | 3-4  | 5-6  | 7-8       | 9-10      |       |
| Category 4   | 1-2  | 3-4  | 5-6  | 7-8       | 9-10      |       |
| <b>Operations (30 points)</b>  |      |      |      |           |           |       |
| Layout Selection & Floorplan   | 1-2  | 3-4  | 5-6  | 7-8       | 10        |       |
| Interior and décor   | 1    | 2    | 3    | 4         | 5         |       |
| Organizational chart   | 1    | 2    | 3    | 4         | 5         |       |



|                                    |   |   |   |   |   |  |
|------------------------------------|---|---|---|---|---|--|
| Presentation Skills                | 1 | 2 | 3 | 4 | 5 |  |
| Q & A – Depth of Knowledge         | 1 | 2 | 3 | 4 | 5 |  |
| <b>Menu and Costing (5 points)</b> |   |   |   |   |   |  |
| Recipes, Costing, Pricing          | 1 | 2 | 3 | 4 | 5 |  |

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| <b>DISQUALIFICATION</b>  |
| <b>Reason for Disqualification:</b>  |
| _____ Team submitted work, or parts of work, that was previously submitted.  |
| _____ Violation of the General Disqualifications on page 5.  |
| <b>PENALTY</b>   |
| <b>Reason for Penalty:</b>   |
| _____ Written proposal does not meet specifications, or was not submitted by <b>February 9, 2024</b> , to <a href="mailto:iraef@ira.org">iraef@ira.org</a> – 5 pts   |
| _____ Team did not successfully submit all items at check-in; items did not meet specifications – 1 pt to 5 pts<br>1 point is deducted per incomplete/incorrect check-in attempt up to 5 total points.<br>If the team is unable to successfully check-in within the allotted window, the team is disqualified. |
| _____ The team is not dressed in uniform – 5 pts   |
| _____ Posters do not meet specifications or include additional information – 5 pts   |
| _____ Restaurant concept is not located in ProStartville or does not match one of the provided restaurant space scenarios – 5 pts  |
| _____ Team submits more or fewer than 12 menu items – 5 pts<br>Number of items submitted _____   |
| _____ Team includes an alcoholic beverage as one of their menu items – 5 pts   |
| _____ Team submits recipes for more or fewer than 1 menu item – 5 pts<br>Number of recipes submitted _____   |
| _____ Team submits food costing worksheets for more or fewer than 1 menu item – 5 pts<br>Number of costing worksheets submitted _____  |
| _____ Team submits more or fewer than 1 menu pricing worksheet – 5 pts<br>Number of menu pricing worksheets submitted _____  |
| _____ Team submits more or fewer than 2 marketing tactics – 5 pts<br>Number of marketing tactics submitted _____   |
| _____ Team uses an alcohol-related activity or promotion as one of their marketing tactics – 5 pts   |