



**2019**  
**South Carolina 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 South Carolina ProStart Invitational. Please read this document carefully to maximize your opportunity for success and to avoid receiving penalties during the competition. Refer all questions to the SCRLA office prior to arrival at the South Carolina ProStart Invitational.



# 2019 South Carolina ProStart Invitational Procedures and Rules

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## **Purpose**

Students participating at the South Carolina ProStart Invitational (SCPSI) 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 South Carolina Restaurant and Lodging Association and the National Restaurant Association Educational Foundation, who have been certified are eligible to compete. Participating teams will consist of two (2) to four (4) team members plus one (1) optional team manager.
2. Please note: students may participate at national level (NPSI) as a competitor for only two years, which may be non-consecutive but may compete at the state level for three years.
3. Students may compete on one or both of the Culinary and Management teams in any year.

### *Teams*

1. Participating teams may compete in one or both categories: Culinary and Restaurant Management.
2. Participating teams consist of two (2) to four (4) student competitors and one (1) optional team manager, for a maximum total of five (5) students.
3. Teams also consist of one educator and one optional restaurant/foodservice industry mentor.
4. The team manager may only compete if an original team member is injured, sick or otherwise unable to participate. In such cases, the team manager, with a judge’s approval, may replace the affected student.
5. The team manager may also participate in certain defined roles in the competitions. See the rules for details.

### *Attendees*

Families and fans are encouraged to attend the competition, which is free to attend and open to the public. Awards Dinner tickets are available for purchase and, if possible, should be acquired in advance since space is limited and it has historically sold out.

## **General Disqualifications**

1. Teams must attend a required Opening Ceremony at a time and place designated by the SCRLA Event Organizers. The only exception made will be for travel delays beyond the control of the team with appropriate notice to Event Staff.
2. Competing students must arrive at the appointed time to compete or they will be disqualified. The only exception made will be for travel delays beyond the control of the team.
3. Competing students and team manager must not receive coaching or any form of communication from anyone during the competition time or they will be disqualified. There will be no verbal or non-verbal communication allowed between any spectators, educators, mentors or coaches and competing students. The determination of what constitutes coaching or communication is solely at the discretion of the SCRLA and the judges. No warnings will be provided; violations result in immediate disqualification.
4. Misconduct includes any nonprescription drug use, alcohol use, or any activity that is illegal under federal, state or local laws, at the event, during competition, during unsupervised free time, during supervised competition social activities or in activities or locations related to the event. Should such alleged misconduct come to the SCRLA's attention, the matter will be investigated as the SCRLA deems appropriate. Any decision as to appropriate action due to misconduct, up to and including disqualification, is at the sole discretion of the SCRLA and is final. By entering into the contest, the student and the team he/she represents accept this requirement as well as all other conditions of the South Carolina ProStart Invitational.
5. 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 disqualification.

## **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. 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 is final. Any questions about scoring should be referred to the SCRLA office.

## **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.

## **General Provisions**

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

## What's New for 2019

The following provides a review of information added to the 2019 SCPI rules. Please see below.

### *Culinary*

- Scoring
  - The Team Presentation/Work Skills/Organization point total has been updated from 20 to 25 points to include Proper Knife Usage points (p. 8)
- Menu Planning and Preparation for Culinary Competition
  - Menus must be distinct and not significantly repetitive of previously submitted work (pg. 8)
  - An explanation of a starter has been provided (pg. 8):
    - A first course: soup, salad, appetizer
    - Size appropriate: 4-6 ounces total edible weight
  - An explanation of a dessert has been provided (pg. 8):
    - A little something sweet served at the end of the meal
    - Size appropriate: 3± ounces total edible weight
  - Judged characteristics of a plated meal have been detailed (pg. 8). These include:
    - Oral: Flavor, Texture, Temperature
    - Visual: Color, Shape
  - Teams are required to submit an electronic draft of their menu to [christal@scrla.org](mailto:christal@scrla.org) by Friday, March 1<sup>st</sup> (pg. 9)
- Workspace and Equipment
  - Smart watches are now included on the prohibited equipment list (pg. 10)
- Menu and Recipe Presentation
  - MLA formatting is requested for all citations or sources (pg. 10)
  - Do not use plastic pockets to hold pages (pg. 10)
  - Please list the year of the competition on the cover of the menu and recipe folders (p. 10)
  - Knife Skills form is no longer required
- Competition Flow
  - The time between reporting and the start of product check-in has been reduced to 15 minutes (pg. 12)
- Meal Production
  - Knife Skills requirements and cuts are no longer specified. Instead, teams will be judged on their proper knife usage across the competition. Judges will monitor and assess each team member's consistency, accuracy, safety, and waste when utilizing knives (pg. 15 & 24)
- Culinary Competition Penalties and Disqualifications are detailed (pg. 16)

## *Management*

- Preparation for Management Competition
  - Teams are required to submit an electronic draft of their written proposal to [christal@scrla.org](mailto:christal@scrla.org) by Friday, March 1, 2019 (pg. 27)
- Uniform
  - Neckwear stipulations were added (pg. 28)
- Written Proposal
  - Please list the year of the competition on the cover of the written proposals (p. 29)
  - Organizational charts should not be hand-drawn (p. 30)
- Written Proposal Contents
  - MLA formatting is requested for all citations or sources (pg. 30)
  - Please do not utilize stock photos, clipart, or other pre-published images in submission of menu item photographs (pg. 31)
  - Poster sizes have been specified as 24 x 36 inches (p. 31)

## 2019 SCPI 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 worth is five (5) points, Team Presentation/Work Skills/Organization is worth twenty-five (25), Safety and Sanitation is worth fifteen (15), the Starter is worth fifteen (15), the Entrée is twenty (20), the Dessert is fifteen (15), and Menu and Recipe Presentation is worth five (5).
2. In case of a tie: the tying teams will each be interviewed by a panel of judges for further insights into their performance. Teams will be asked questions to be answered verbally with regard to the methods, preparation and presentation of their meal. Judges will discuss and make a group determination as to the ranking of final winner(s).

### Menu Planning and Preparation for Culinary Competition

1. Each team develops a unique three-course menu. Menus must be distinct and not significantly repetitive of previously submitted work. Submitting work, or parts of work, that was previously submitted will result in immediate disqualification.
2. Each team prepares two (2) identical three-course meals, garnished and served appropriately. One meal is evaluated by the judges for both taste and presentation, and one meal will be used for display. The meal consists of:
  - a. A starter consisting of:
    - i. A first course: soup, salad, appetizer
    - ii. Size appropriate: 4-6 ounces total edible weight
  - b. An entrée consisting of:
    - i. Center of the plate item: 4-6 ounces suggested
    - ii. Accompaniments such as vegetable or starch: 2-3 ounces each suggested
    - iii. Sauce
  - c. A dessert consisting of:
    - i. A little something sweet served at the end of the meal
    - ii. Size appropriate: 3± ounces total edible weight

Each meal component should be appropriate to the complete menu. Flavors across the menu should have harmony for the palate. The five characteristics considered for a plated meal will be:

- a. **Oral:** Flavor, Texture, Temperature
  - b. **Visual:** Color, Shape
3. Teams must employ a minimum of two cooking methods from the following list: Poach, Shallow Poach, Braise, Pan Fry, Steam, and Sauté.
    - a. Additional techniques are also permitted.
    - b. Molecular gastronomy in the competition:
      - i. Use of liquid nitrogen is not allowed.
      - ii. Spherification, foams, and meat glue (transglutaminase) are allowed.



4. Teams must bring all ingredients necessary to prepare the menu they have developed. See *Product Check-In for information on permitted vs. prohibited ingredients*.
5. Educator and Mentor participation:
  - a. May assist teams in preparing for the competition.
  - b. May not develop the menu.
  - c. Expertise is limited to menu suggestions and technique advice.
6. To allow officials and judges adequate time to review your menu, an electronic copy of the menu, recipes, and photographs of the dishes must be submitted to [christal@scrla.org](mailto:christal@scrla.org) **no later than Friday, March 1<sup>st</sup>**. Minor adjustments and corrections to the recipes are allowed, but changes to the menu are not allowed after submission. A penalty will be issued if the team does not submit as stated above. See *Culinary Competition Penalties*.

### **Workspace and Equipment**

1. The workspace consists of:
  - a. Two (2) eight-foot tables set up in an “L” formation within a 10’ x 10’ space.
    - i. The station tables are covered with a tablecloth, which must remain in use during competition.
    - ii. Tables may not be moved prior to or during competition.
    - iii. See *Exhibit A for Culinary Station Blueprint*.
  - b. Food preparation must be done within the workspace on the tables provided.
  - c. Equipment and supplies must be contained within the allotted 10’ x 10’ space unless otherwise directed by event staff.
  - d. Team members may only work on the tables from the interior of the space.
2. Event Organizers provide:
  - a. Two (2) eight-foot tables
  - b. One speed rack and four (4) full size sheet pans
  - c. Sanitation buckets
  - d. Access to ice
  - e. Access to running water (available prior to and after the competition only)
  - f. Table risers that will raise the tables to a working height of approximately 36 inches (can be removed if notified at least 3 days in advance)
  - g. Two Sterno Model 50108, 15,000 BTU burners (or equivalent) and necessary fuel
  - h. All presentation dishes. Teams may only use dishes and glassware provided by Event Organizers, no exceptions. Teams must select their dishes and glassware during the registration process.
3. Team must provide:
  - a. All necessary supplies to prepare the food they have selected, such as small utensils, cutting boards, small hand tools, cookware, gloves, and enough cloths for competition and clean-up.

<i>Permitted Equipment</i>	<i>Prohibited Equipment</i>
<ul style="list-style-type: none"> <li>• Handheld whipped cream chargers</li> <li>• Digital scales and thermometers</li> <li>• Handheld butane/propane torch for finishing 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>All equipment must be used in a safe manner and not obstruct proper butane function.</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, smart watches, or other communication devices</li> <li>• Additional speed racks or equipment exceeding the external dimensions of 2 ft width x 4 ft length x 3 ft height</li> </ul> <p>Cutting guides i.e. cutting boards with rulers or other aids</p>

### Menu and Recipe Presentation

1. Each team prepares five (5) softbound folders with the team's school name and year clearly shown on each cover.
  - a. Do not use plastic pockets to hold pages, as this impedes judges' ability to provide feedback.
  - b. See *Exhibit B for Deliverables Checklist*.
2. Each folder must contain a copy of:
  - a. Recipes: all recipes for the meal presentation, typed and submitted on the official recipe template. Acknowledgements and sources must be listed on each recipe in MLA formatting. Must be written in a logical sequence. See *Exhibit C for Recipe example*.
  - b. Recipe Costing: all recipe costing sheets for the meal presentation. Recipe cost must be calculated for each individual recipe, typed and submitted on the official costing template. See *Exhibit D for Recipe Cost example*.
    - i. Small amounts of common dry spices and herbs may be priced at 1% of the total recipe cost.
    - ii. Oil for frying may be priced at 2% of the total recipe cost.
  - c. Menu Pricing: one menu price worksheet for each of the three courses, based on the recipe costs and calculated at a 33% food cost percentage. See *Exhibit E for Menu Price example*.
    - i. Each course on the presentation menu is priced separately.
    - ii. Menu price on the presentation menu may be rounded up after applying the 33% food cost percentage for a more realistic menu price.
    - iii. Final calculation before rounding must be indicated on costing template.
    - iv. Total menu price for the three-course meal may not exceed \$75.00 after applying the 33% food cost percentage.
  - d. Color Plate Photographs: a color photo of each plate on an 8½ x 11 sheet of paper – one photo per page. Final plates presented to the judges are compared to the photos provided.

- e. Menu with prices: a simple, typed menu with menu prices printed on an 8½ x 11 sheet of paper.
3. Folders are submitted to the judges at Product Check-In. Failure to submit the folders at Product Check-In will result in a penalty. *See Culinary Competition Penalties.*
  4. Each participating team also provides one (1) copy of a framed presentation menu:
    - a. Presentation menu is kept with team equipment and not turned in with folders.
    - b. Must include descriptions and final menu prices for each course.
    - c. State or region name must be clearly identified on presentation menu.
    - d. Must be displayed on the team's table during competition and then moved to the display area with the team's display plates.
    - e. No other additions to the display are allowed.

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

1. In the Culinary competition, the one optional team manager may serve as an expeditor. The team manager may replace an original team member if a member is injured or unable to participate or continue.
  - a. If a team member cannot participate or continue, the team manager, with judge's approval, may replace that team member.
  - b. The replaced team member may not return/step in for the team manager. If the team manager replaces a team member, s/he must stay for the duration of the competition.
  - c. The replaced 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.
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 report time through dishwashing.
2. Appropriate apparel required consisting 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. Team manager will wear a colored arm band indicating his/her role
  - e. Apron, hat, and colored arm band are provided by Event Organizers

## Competition Flow

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

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

1. See Exhibit G for Sample Culinary Competition Timeline.
2. Feedback occurs:
  - a. On the competition floor for the Product Check-In, Work Skills/Organization, and Sanitation segments.
  - b. In the reserved judging area for Tasting and Menu & Recipe segments.
3. Team members are encouraged to ask questions during Feedback to learn from the experience.
4. Designated teacher, mentor, and state coordinator 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. 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. Team is judged according to:
  - a. Proper shipping and receiving procedures.
    - i. Complete printed product inventory list of every item contained in each cooler or other container holding food items must be attached to the inside and outside of the cooler and/or container. The list must be attached in a plastic sleeve.
    - 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 #2 below.
  - b. Proper packaging.
    - i. Items should either be in their original packaging, or wrapped and packaged properly (i.e., no liquid pooling from meats, poultry, or fish, no seeping liquid, vegetables and fruits in proper containers and/or bags), or they will be discarded.
  - c. Uniform and personal hygiene, including proper hand washing
    - i. Hand washing stations are available in the Product Check-In area.
2. Any team that has a product disallowed during check-in has until their assigned Meal Production time to present to the judges a new 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 Meal Production will also be discarded. The team will be assessed an additional penalty for each failed submission.
- 3. Team should have all dry storage product ready to be checked in.
- 4. During Product Check-In, teams, educators and/or mentors have the opportunity to review the dishes they ordered for their meal presentation. It is the team's responsibility to review the dishes at that time. Event personnel are present with the original order forms the team submitted to confirm the order. Substitutions may not be made. Dishes are issued when the team arrives for Product Check-In.
- 5. 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
- 6. Ingredients:

Permitted Ingredients	Prohibited Ingredients
<ul style="list-style-type: none"> <li>• Team-prepared stocks</li> <li>• Team-prepared clarified butter</li> <li>• Pre-measured staple dry goods: flour, sugar, salt, pepper, baking powder, baking soda, cream of tartar</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, bread crumbs, bases and mayonnaise in the original container – must be used as an ingredient, not as a finished product and must be presented at check-in in the original packaging.</li> </ul>	<ul style="list-style-type: none"> <li>• Pre-chopped, pre-sliced, or pre-prepared food not commercially manufactured</li> <li>• Reductions, finished sauces, and clarified broths</li> <li>• Items that risk food illness</li> </ul>
<p><i>*Team may also wash produce during Production Mise en Place.</i></p> <p><i>Note: Follow your school guidelines concerning alcohol in your recipes. SCPI permits the use of alcohol in culinary competition recipes.</i></p>	

- 7. Teams are to bring all of their equipment to the competition at this time as the teams will be escorted directly to the competition floor.

8. Product Check-In Feedback will occur immediately following each team's check-in.

### Report to Check-In

1. Team should arrive promptly at their assigned Report time.
2. Team will be introduced to their SCRLA-assigned timer who will announce the start and end of each competition segment.
3. Team members should be prepared to carry and/or roll all their equipment and products onto the competition floor.
4. The team manager may assist in transporting the equipment and food products to the team's station, but may not assist in any unpacking or set-up.
5. Teams may use an additional cart or hand truck to roll in equipment but must be removed from the competition floor immediately.

### Team & Menu Introduction

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

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

### Production Mise en Place

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

Teams are allowed to:	Teams are not allowed to:
<ul style="list-style-type: none"> <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 SCRLA-assigned timer will notify the team when the Production Mise en Place segment time ends and the Meal Production segment time begins.

## Meal Production

1. Final meal production and all plating must be completed in the sixty (60) minute time period provided. SCRLA-assigned timer will announce the time at 15-minute intervals. It is the responsibility of each team to know their start time and be ready to begin when their assigned time is announced.
  - a. Teams may bring a manual or battery-operated timer; however, Event Organizers will keep and display the official time.
2. The team manager must stay on the outside of the “L” of the tables, and may not touch any equipment, products, or any other item on the table or production area. *See Exhibit A.*
  - a. The team manager may taste food throughout the competition. To do so, the team manager must carry his/her own supply of tasting spoons. Used, disposable tasting spoons may be discarded in the trashcans located on the shared space of the competition floor to avoid interfering with team station.
3. A team is considered done cooking when each requirement is met:
  - a. The food is plated.
  - b. The dishes are on the service trays.
  - c. All team members have stepped away from the trays and raised their hands to signal they are finished.
    - i. Teams may present plates to judges up to three minutes before the 60-minute cooking time has completed. *See Culinary Competition Penalties.*
4. After a team completes their two (2) identical meals, the team will determine which meal will be evaluated by tasting judges and which will be for display.
  - a. Team members transport both service trays and their presentation menu to the judges’ table and leave immediately. The team manager may accompany the team to the tasting area, but may not carry plates or the menu.
  - b. The evaluation plates receive the most critical judging.
  - c. There should not be a major variance in composition of the finished plates. If there is a great variance, then the team will be assessed a penalty. If the second meal is not presented, the team will be disqualified. *See Culinary Competition Penalties and Disqualifications.*
5. Team returns to their station for the Work Skills/Organization and Proper Knife Usage feedback.
6. Judges have ten (10) minutes to evaluate the plates. At that time the entire team (including the team manager) returns to the tasting area for a ten (10) minute feedback session. Only the designated teacher, mentor, and state coordinator may accompany the team and listen to feedback.
7. The team will proceed next to the menu and recipe judges for a five (5) minute feedback session. Only the designated teacher, mentor, and state coordinator may accompany and listen to feedback.
8. Team then takes display plates and presentation menu to the display area. *Reminder: the team is still competing and students may only converse with their teammates.*
9. Team returns to their station to begin Station Clean-up.

## Station Clean-Up

1. Team has twenty (20) minutes to clean and vacate their station.
  - a. The team must return station to the condition it was in when they arrived.
  - b. The team manager is allowed to assist during Station Clean-Up.

- c. Team or team member cannot leave the floor unless released by Sanitation judge and accompanied by their assigned timer.
2. Team receives the Sanitation feedback and is released.
3. Once off the competition floor, the team has officially completed the competition and may communicate freely.
4. Teams may 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.

### **Culinary Competition Penalties**

The following are fixed deductions.

1. The team is not dressed in uniform – 5 pts
2. Station left in unsanitary manner – 3 pts
3. Finishing late – ¼ pt to 10 pts
  - a. ¼ point is deducted per 15 seconds
  - b. After 10 minutes, team is disqualified
4. Starting early – 1pt to 10 pts
  - a. 1 point is deducted per minute
  - b. After 10 minutes, team is disqualified
5. Use of disallowed pre-prepared ingredients – 5 pts
6. Two meals not identical – 2 pts
7. Use of unauthorized dishes/glassware – 5 pts
8. Failure to submit recipes at product check-in – 2 pts
9. Menu does not meet specifications, or was not submitted on time – 5 pts
10. Replacement product did not meet requirements – 2 pts
11. Alternate touches or handles any equipment or food when not allowed – 5 pts

### **Culinary Specific Disqualifications**

1. Team submitted work, or parts of work, that was previously submitted.
2. Team did not produce two (2) complete meals.
3. Team starts more than 10 minutes early, or finishes Meal Preparation more than 10 minutes late.
4. Violation of the General Disqualifications on page 5.

### **Event Personnel**

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

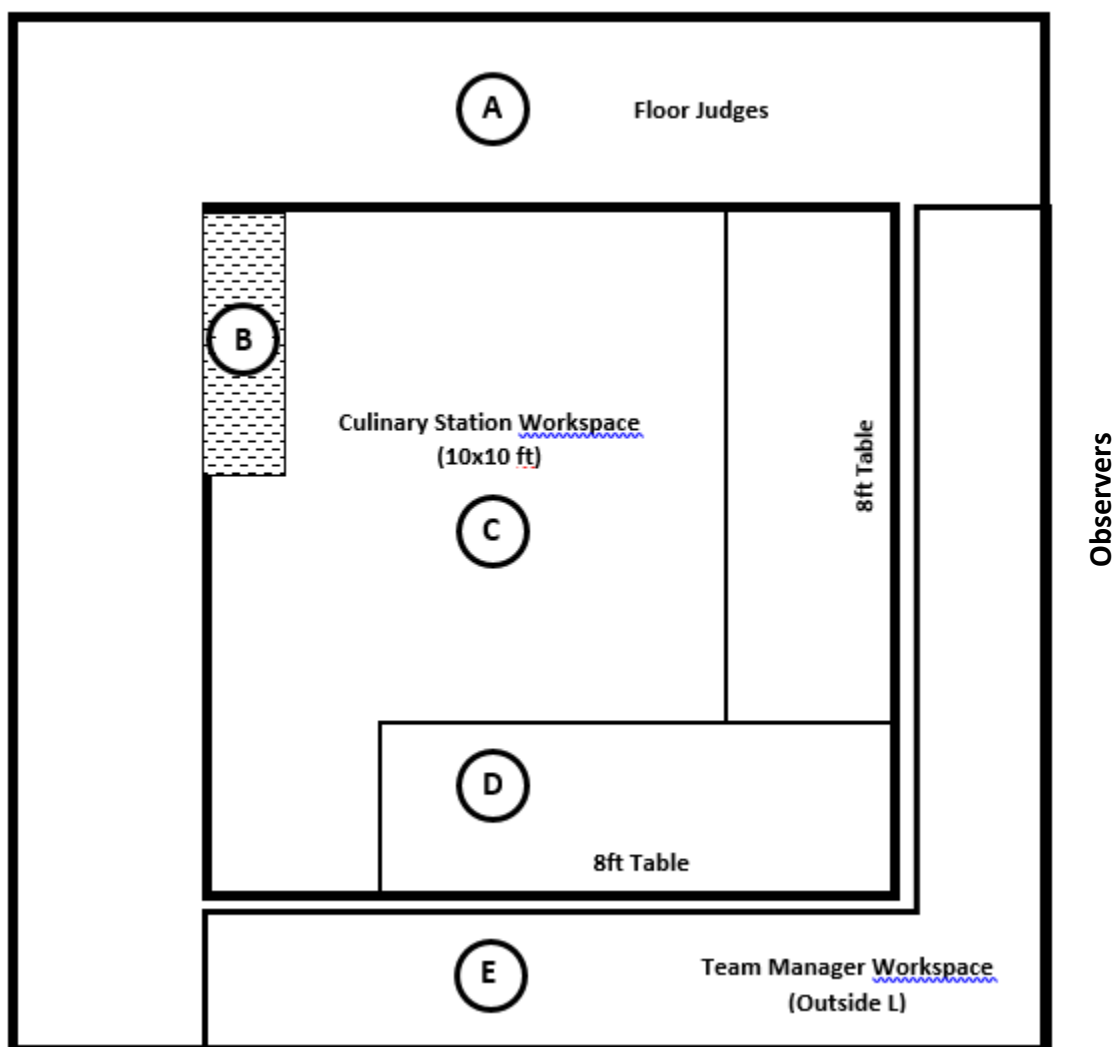


**Post Competition**

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

## Exhibit A – Culinary

### Culinary Station Blueprint



- A. Competition floor outside of culinary station.
  - a. No team equipment should be in this area. Teams may access this area to use handwashing station. Floor judges have access to this space.
- B. Culinary station doorway
  - a. No team equipment should be in this area to leave a safe space to enter and exit the station. Approximately 2.5 ft wide.
- C. Culinary station workspace (10ft x 10ft)
  - a. Teams must keep all materials inside designated area. Teams may store equipment under and around the tables.
- D. Two 8ft tables set up in “L” formation
  - a. Teams may not move or otherwise rearrange or readjust tables.
- E. Team Manager must stay in his/her designated space. Floor judges and the team’s timer will also have access to this space.

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

## Exhibit B – Culinary

### **Deliverables Checklist** Present at Product Check-In

Five 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)

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

### **Checklists of other items required**

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

## Exhibit C – Culinary

### Recipe Example

*Culinary teams must complete this form prior to the competition. Make five (5) copies to include in the folders turned in at Product Check-In.*

<b>School Name</b>	Awesome 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/emiril-lagasse/ratatouille-recipe0.html">http://www.foodnetwork.com/recipes/emiril-lagasse/ratatouille-recipe0.html</a> . Accessed 30 September 2016.		

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

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

## Exhibit D – Culinary

### Recipe Cost Example

*Culinary teams must complete this form prior to the competition. Make five (5) copies to include in the folders turned in at Product Check-In.*

<b>School Name</b>	Awesome 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 c	\$16.79	\$2.634 / cup	¼ cup	\$0.658
Yellow onion, small dice	1 lb / 4 cup	\$1.40	\$0.35 / cup	1 ½ cup	\$0.525
Garlic, minced	1 head	\$0.50	\$0.10 / tsp	1 tsp	\$0.100
Eggplant, medium dice	1 lb / 3 cup	\$2.05	\$0.683 / cup	2 cup	\$1.367
Thyme	1 bunch / 18 tsp	\$2.09	\$0.116 / tsp	½ tsp	\$0.058
Green bell pepper, diced	1 lb / 4 cup	\$2.30	\$0.575 / cup	1 cup	\$0.575
Red bell pepper, diced	1 lb / 4 cup	\$1.07	\$0.268 / cup	1 cup	\$0.268
Zucchini squash, diced	1 lb / 2.5 cup	\$1.93	\$0.772 / cup	1 cup	\$0.772
Yellow squash, diced	1 lb / 2.5 cup	\$1.93	\$0.772 / cup	1 cup	\$0.772
Tomatoes, peeled, seeded, and chopped	1 lb / 2 cup	\$2.40	\$1.20 / cup	1 ½ cup	\$1.80
Basil, chiffonade	1 bunch / 1 cup	\$1.54	\$0.096 / tbsp	1 tbsp	\$0.096
Parsley, chopped	1 bunch / ½ cup	\$0.53	\$0.066 / tbsp	1 tbsp	\$0.066

<b>Subtotal</b>	\$7.057
<b>1 % for small amounts of spices (Q Factor)</b>	\$0.071
<b>Total Recipe Cost</b>	\$7.128
<b>Portion Cost</b>	\$1.188

## Exhibit E – Culinary

### Menu Price Example

*Culinary teams must complete this form prior to the competition. Make five (5) copies to include in the folders turned in at Product Check-In.*

<b>School Name</b>	Awesome 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
----------------------	---	---------------------------------	----------------------------------

Recipe	Portion Cost
Ratatouille	\$1.188
Couscous (from additional recipe and costing sheets)	\$0.972
Garnish (from additional recipe and costing sheets)	\$0.127

<b>Total Plate Portion Cost</b>	\$2.287
<b>Menu Price at 33% Food Cost</b>	\$6.930
<b>Actual Price on Menu</b>	\$7.50

## Exhibit F – Culinary

### Sample Culinary Competition Timeline

Station	Team Report	Product Check In / Pictures	Team & Menu Introduction	Production Mise en Place	Start Cooking	Present Plates/ Skills Critique	Tasting Critique	Menu Critique	Clean Up	Sanitation Critique/ Dismissal	Out
1	8:00 AM	8:20 AM	8:50 AM	8:55 AM	9:15 AM	10:15 AM	10:25 AM	10:35 AM	10:40 AM	11:00 AM	11:05 AM
2	8:20 AM	8:40 AM	9:10 AM	9:15 AM	9:35 AM	10:35 AM	10:45 AM	10:55 AM	11:00 AM	11:20 AM	11:25 AM
3	8:40 AM	9:00 AM	9:30 AM	9:35 AM	9:55 AM	10:55 AM	11:05 AM	11:15 AM	11:20 AM	11:40 AM	11:45 AM
4	9:00 AM	9:20 AM	9:50 AM	9:55 AM	10:15 AM	11:15 AM	11:25 AM	11:35 AM	11:40 AM	12:00 PM	12:05 PM
5	9:20 AM	9:40 AM	10:10 AM	10:15 AM	10:35 AM	11:35 AM	11:45 AM	11:55 AM	12:00 PM	12:20 PM	12:25 PM
6	9:40 AM	10:00 AM	10:30 AM	10:35 AM	10:55 AM	11:55 AM	12:05 PM	12:15 PM	12:20 PM	12:40 PM	12:45 PM
7	10:00 AM	10:20 AM	10:50 AM	10:55 AM	11:15 AM	12:15 PM	12:25 PM	12:35 PM	12:40 PM	1:00 PM	1:05 PM
8	11:20 AM	11:40 AM	12:10 PM	12:15 PM	12:35 PM	1:35 PM	1:45 PM	1:55 PM	2:00 PM	2:20 PM	2:25 PM
9	11:40 AM	12:00 PM	12:30 PM	12:35 PM	12:55 PM	1:55 PM	2:05 PM	2:15 PM	2:20 PM	2:40 PM	2:45 PM
10	12:00 PM	12:20 PM	12:50 PM	12:55 PM	1:15 PM	2:15 PM	2:25 PM	2:35 PM	2:40 PM	3:00 PM	3:05 PM
11	12:20 PM	12:40 PM	1:10 PM	1:15 PM	1:35 PM	2:35 PM	2:45 PM	2:55 PM	3:00 PM	3:20 PM	3:25 PM
12	12:40 PM	1:00 PM	1:30 PM	1:35 PM	1:55 PM	2:55 PM	3:05 PM	3:15 PM	3:20 PM	3:40 PM	3:45 PM
13	1:00 PM	1:20 PM	1:50 PM	1:55 PM	2:15 PM	3:15 PM	3:25 PM	3:35 PM	3:40 PM	4:00 PM	4:05 PM
14	1:20 PM	1:40 PM	2:10 PM	2:15 PM	2:35 PM	3:35 PM	3:45 PM	3:55 PM	4:00 PM	4:20 PM	4:25 PM
15	1:40 PM	2:00 PM	2:30 PM	2:35 PM	2:55 PM	3:55 PM	4:05 PM	4:15 PM	4:20 PM	4:40 PM	4:45 PM

## Exhibit G – Culinary

### Sample Culinary Competition Score Sheet

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



EVALUATION CRITERIA	POOR	FAIR	GOOD	VERY GOOD	EXCELLENT	SCORE
<b>Safety and Sanitation</b>						
<b>Follows Safety and Sanitation Procedures</b> 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> 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> 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> 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> 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> A subjective category based on tasting judge's expertise	1-3	4-6	7-9	10-12	13-15	
<b>Finished Product</b>						
<b>Appearance - Entrée</b> Including but not limited to: <ul style="list-style-type: none"> <li>• Balance of color</li> <li>• Shape</li> <li>• Texture</li> <li>• Portion size</li> </ul>	1	2	3	4	5	
<b>Product Taste</b>						
<b>Product Taste - Dessert</b> A subjective category based on judge's expertise	1-2	3-4	5-6	7-8	9-10	

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

<b>DISQUALIFICATION</b>
<b>Reason for Disqualification:</b>
_____ Team received coaching during the event.
_____ Team used an electric/battery operated device or additional butane burner.
_____ Team did not produce two (2) complete meals.
_____ Team started Meal Production more than 10 minutes early.
_____ Team completed Meal Production more than 10 minutes late.
_____ Team did not arrive at proper time.
_____ Team did not compete in each segment.
_____ General disqualifications listed on page 5.
<b>PENALTY</b>
<b>Reason for Penalty:</b>
_____ Menu does not meet specifications or was not submitted on time. 5 points.
_____ Team not dressed in uniform. 5 points.
_____ Team did not leave station in a sanitary manner. 3 points.
_____ Team begins any competition segment before their assigned start time. 1/4 point per 15 seconds up to 10 minutes.
_____ Team did not complete within allotted time. 1/4 point per 15 seconds up to 10 minutes.
_____ Team started early. 1 point/min. up to 10 minutes.
_____ Team used prohibited pre-prepared ingredient. 5 points.
_____ Team produced two meals, but not identical. 2 points.
_____ Team used dishes/glassware other than those provided by Event Organizers. 5 points.
_____ Replacement product did not meet requirements and was discarded. 3 points.
_____ Team did not submit folders with menu, plate photographs, recipe and recipe costing at Product Check-In. 2 points.
_____ Team did not utilize knife cuts in final plate presentation. 2 points
_____ Team manager handled equipment or food during competition. 5 points

## 2019 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 195 points can be earned by a team during the Management Competition. The Concept worth is thirty (30) points, the Menu and Costing is worth thirty-five (35) points, the Marketing is worth forty (40), the Operations is worth thirty (30), Critical Thinking is worth fifty-five (55), and Menu and Recipe Costing is worth five (5) points. In the event of a tie, the tied team with the highest number of Critical Thinking points will be awarded one (1) additional point to break the tie. Teams will only be evaluated on the information and materials requested in these rules. If a team has scores from multiple rounds of judging in a single segment, the scores will be averaged (e.g. two rounds of critical thinking). *See Exhibit M for sample Judges Sheets.*

### Preparation for Management Competition

1. Mentors and educators may assist teams in preparation for the competition; however, they may not prepare the written proposal or posters. Their expertise is limited to acting as a sounding board for concept development.
2. The team's work must be unique and not built off of previously submitted work. Submitting work, or parts of work, that was previously submitted will result in immediate disqualification. *See Management Specific Disqualifications.*
3. The Management team may collaborate with the 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, South Carolina. Exhibit A contains city's description including demographics and local points of interest.
  - b. Students will select 1 of the 4 provided restaurant space scenarios provided in Exhibit C.
5. To allow officials and judges adequate time to review your proposal, an electronic copy of the team's written proposal must be submitted to [christal@scrla.org](mailto:christal@scrla.org) **no later than Friday, March 1<sup>st</sup>**. Minor adjustments and corrections to the proposal are allowed after submission. A penalty will be issued if the team does not submit as stated above. *See Management Competition Penalties.* Details on the Written Proposal are below.

### Role of the Optional Team Manager

1. The team manager is an important asset to the team, and also serves as the alternate.
  - 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 compete, the team should notify the lead official. Only with approval from the lead official, may the team manager permanently replace that team member.
3. The replaced team member may not return/step in for the team manager. If the team manager replaces a team member, s/he must stay for the duration of the competition.
4. The replaced member should leave the competition area. At the discretion of the educator, replaced members may leave the event or may stay and watch as an observer.

## **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. The ProStart logo must be displayed on the participants' right or left chest. Teams will have the option of using a SCRLA-provided pin if they choose not to have the ProStart logo embroidered on their shirts. The choice of embroidery or pin has no impact on scoring. Only ProStart or sponsor logos are allowed on uniform shirts. No other logos are permitted. Please see the SCRLA 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 as appropriate for the restaurant concept. Jeans are not permitted. The team's uniform should reflect a professional event, not their concept, as concept logos are prohibited on their uniforms.

## **Competition Flow**

### **Day prior to competition**

Check in Written Proposals and Posters

### **Day of competition**

Report to Assigned Booth & Set Up (5 minutes)

Five Verbal Presentations (7 minute sessions with a 3 minute break between)

Feedback (10 minutes)

## **Team Check-In**

1. Teams should schedule their travel so they arrive at the competition property no later than 3:00 pm on Day 1 to allow 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 Christal Van Wickler, who will contact the SCRLA Management Competition Coordinator to make arrangements to submit materials.
3. At check-in, teams will submit the following items (*See Exhibit B for Outline and Checklist*)
  - a. Fifteen (15) copies of the written proposal
  - b. Menu and Costing information in a separate manila folder
  - c. Two (2) 24 x 36 inch posters

## Day of Competition

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

## Written Proposal

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

2. In addition to the Written Proposal, teams must prepare one additional copy of the sample menu, the recipes, photographs, costing and menu pricing worksheets in a standard manila colored folder. The team's state or region must be listed on the front of this folder. Note: the school name should not be included.
3. Contents of the Written Proposal are detailed in the following section.

### Written Proposal Contents

1. **Restaurant Concept Description (2 pages maximum):** The following information must be included in the description:
  - a. Type of establishment
  - b. Purpose and impact
  - c. Meals served (breakfast, lunch, dinner, etc.)
  - d. Hours of operation
  - e. Type of cuisine served
  - f. Target market within the fictional city of ProStartville (defining characteristics, demographics, business/leisure, etc.)
2. **Floorplan and Selected Restaurant Space Scenario (1 page maximum):** SCRLA will provide 4 restaurant space scenarios to choose from. Students must use one of the four scenarios provided to create a unique floorplan. (*See Exhibit C for Restaurant Space Scenario Options.*) A basic floorplan of the restaurant's layout (front-of-the-house and back-of-the-house) must be provided. The floorplan may be handwritten or electronically diagrammed. Students are encouraged to make it as much to scale as possible; however, the floorplan will not be judged on scale and proportions, but on how well it conveys the restaurant's flow and the inclusion of features necessary to run a restaurant. (*See Exhibit D for Sample Floorplan.*)
3. **Interior and Décor (2 pages maximum):** Teams will prepare a description of interior and décor for their concept. This may include photos, samples of paint, etc. These should be entirely flat and printed on paper and should NOT include 3D objects affixed to the pages.
4. **SWOT Analysis (1 page maximum):** Teams will prepare a SWOT analysis for their concept.
5. **Organizational Chart (1 page maximum):** Teams must include an organizational chart that lists the positions that will be necessary to staff the restaurant. It is not mandatory to include how many staff will fill each position. Charts should not be hand-drawn; many programs and websites offer free templates. (*See Exhibit E for sample Organizational Chart.*)
6. **Menu (1 page maximum):** Teams must develop a menu to support the restaurant concept that includes exactly twelve (12) menu items. The sample menu should be representative of how this information would be communicated to customers including pricing, and should include all necessary menu item descriptions. The menu may not exceed one standard 8.5" x 11" sheet of paper. *See Exhibit F for clarification on what counts as a menu item.*
7. **Recipes:** For one (1) of the twelve (12) menu items, teams will prepare and provide recipes. Recipes should be typed and submitted on the official recipe and costing templates can be found in Exhibits G & H. Acknowledgements and sources must be listed on each recipe. Recipes must be written in a logical sequence. *See Exhibit G for a sample recipe.*
8. **Costing:** For one (1) of the twelve (12) menu items, teams will prepare and provide costing information. Costing information should be typed and submitted on the on the official recipe and costing templates can be found in Exhibits G & H. Acknowledgements and sources must be listed on each recipe in MLA formatting. *See Exhibit H for a recipe cost example.*
  - a. Small amounts of dry spices and herbs may be priced as 1% of the total recipe cost.
  - b. Oil for frying may be priced at 2% of the total recipe cost.

9. **Menu Pricing:** Prices must also be developed for the same one menu item costed in item 8 above— calculated at a 33% food cost percentage. The menu price may be rounded up after applying the 33% food cost percentage for a more realistic menu price. For example, if the menu price is calculated to be \$7.67, it would be acceptable to have a price of \$7.95 or \$8.00. However, the final calculation before rounding must be indicated on the menu pricing template.
10. **Photographs (2 pages maximum):** Teams will prepare and photograph at least one, and up to four, menu items to be included in the written proposal. Photographs must be of items made by the team, and should not be stock photo, clipart, or other published images.
11. **Marketing Tactics (2 pages maximum per tactic, including sample):** Teams will develop two (2) marketing tactics to launch their restaurant concept. *See Exhibit J for additional information on the different tactics.* Alcohol-related activities or promotions may not be used as one of the marketing tactics. For each marketing tactic, teams must submit a description of the tactic, the goal of the tactic and a detailed budget that shows all associated costs, and the estimate return on investment (ROI). Students are encouraged to use creativity to develop their tactics. For the budget for each tactic, teams must use local rates and list the rate source. Teams may not enlist the services of a PR firm or a 3<sup>rd</sup> party agency as a marketing tactic. Website and social media presence are not tactics in and of themselves. For the two marketing tactics, teams must submit a paper-based sample, which may not exceed one standard 8.5" x 11" sheet of paper, of the tactic. Examples of acceptable samples could include:
  - a. Newspaper ad – mockup of ad
  - b. Radio commercial – script
  - c. TV commercial – storyboard
  - d. Public relations campaign – sample press release
  - e. Promotional giveaway items – photo or mockup of item
  - f. Email or mail campaign – email text and mockup of accompanying artwork
12. **Posters:** Teams will prepare two posters, 24 x 36 inches 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. Event organizers will provide all required display materials (e.g. easels, foam board, thumbtacks, clips, etc.)
  - a. One poster should display the sample menu and the floorplan; the second poster should display one marketing tactic Concept logos are permitted on the posters, but no other information should be included. *See Management Competition Penalties.*

### **Management Competition Penalties**

The following are fixed deductions.

1. The team is not dressed in uniform – 5 points
2. Restaurant concept is not located in ProStartville or does not match one of the provided restaurant space scenarios – 5 points
3. Team submits more or fewer than 12 menu items – 5 points
4. Team includes an alcoholic beverage as one of their menu items – 5 points
5. Team submits recipes for more or fewer than 1 menu item – 5 points
6. Team submits food costing worksheets for more or fewer than 1 menu item – 5 points
7. Team submits more or fewer than 1 menu pricing worksheet – 5 points
8. Team submits more or fewer than 2 marketing tactics – 5 points

9. Team uses an alcohol-related activity or promotion as one of their marketing tactics – 5 points
10. Written proposal does not meet specifications, or was not submitted on time – 5 points
11. Menu and Costing information not presented in a separate manila folder – 5 points
12. All 15 copies of the written proposal are not identical – 5 points
13. Posters do not meet specifications or include additional information – 5 points

### **Management Specific Disqualifications**

1. Team submitted work, or parts of work, that was previously submitted.
2. Violation of the General Disqualifications on page 5.

### **Event Personnel**

1. Event Organizers (SCRLA staff members)
2. Volunteers assigned and trained by SCRLA, to assist with the event.
3. Judges from post-secondary education and the restaurant and foodservice industry, including one lead official. Lead official does not score teams.
4. All judges will be consistent from team to team (i.e., judges scoring Restaurant Concept will be responsible for scoring that category for all teams).

### **Post Competition**

The written proposal and posters must be picked up by 6pm the last day of the competition or it will be disposed of by the Event Organizers. SCRLA will retain one copy of the written proposal from each team.



## **Exhibit A – Management**

### **2019 Location Description – ProStartville, South Carolina**

#### **Demographics:**

The geographic location of ProStartville, South Carolina 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 – 145,000
- Median age – 32
- Families – represent 25% of the population

## Exhibit B – Management

### Written Proposal Outline and Checklist

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

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

#### *Additional Materials:*

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

Example of folder: [https://www.staples.com/Staples-Manila-File-Folders-Letter-3-Tab-Assorted-Position-100-Box/product\\_116657](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 29 and 30.**

## Exhibit C – Management

### Restaurant Space Scenario Options

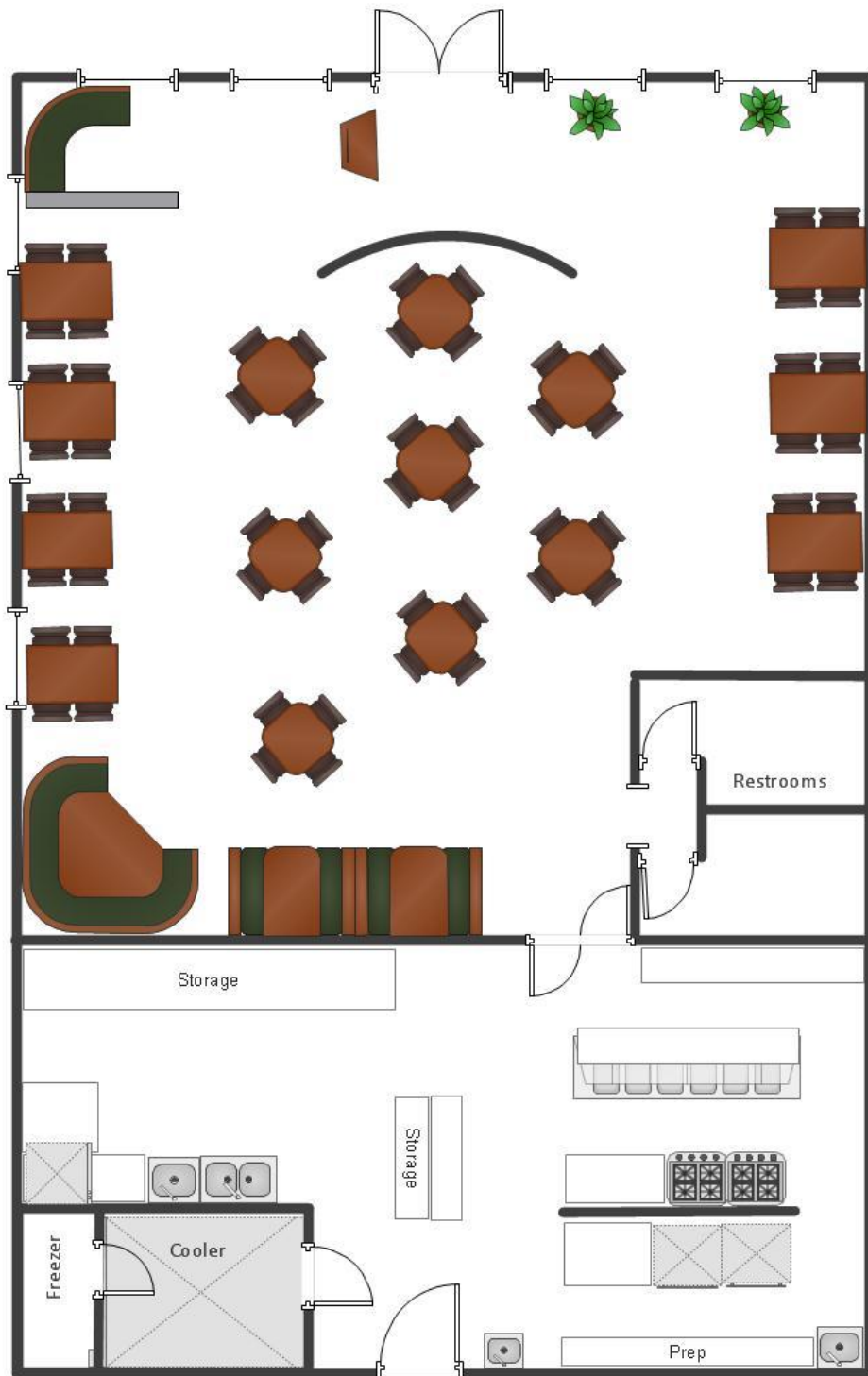
There are four scenarios available to choose from. The management team may enhance their selected scenario but the team may not change the set parameters.

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

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

Exhibit D – Management

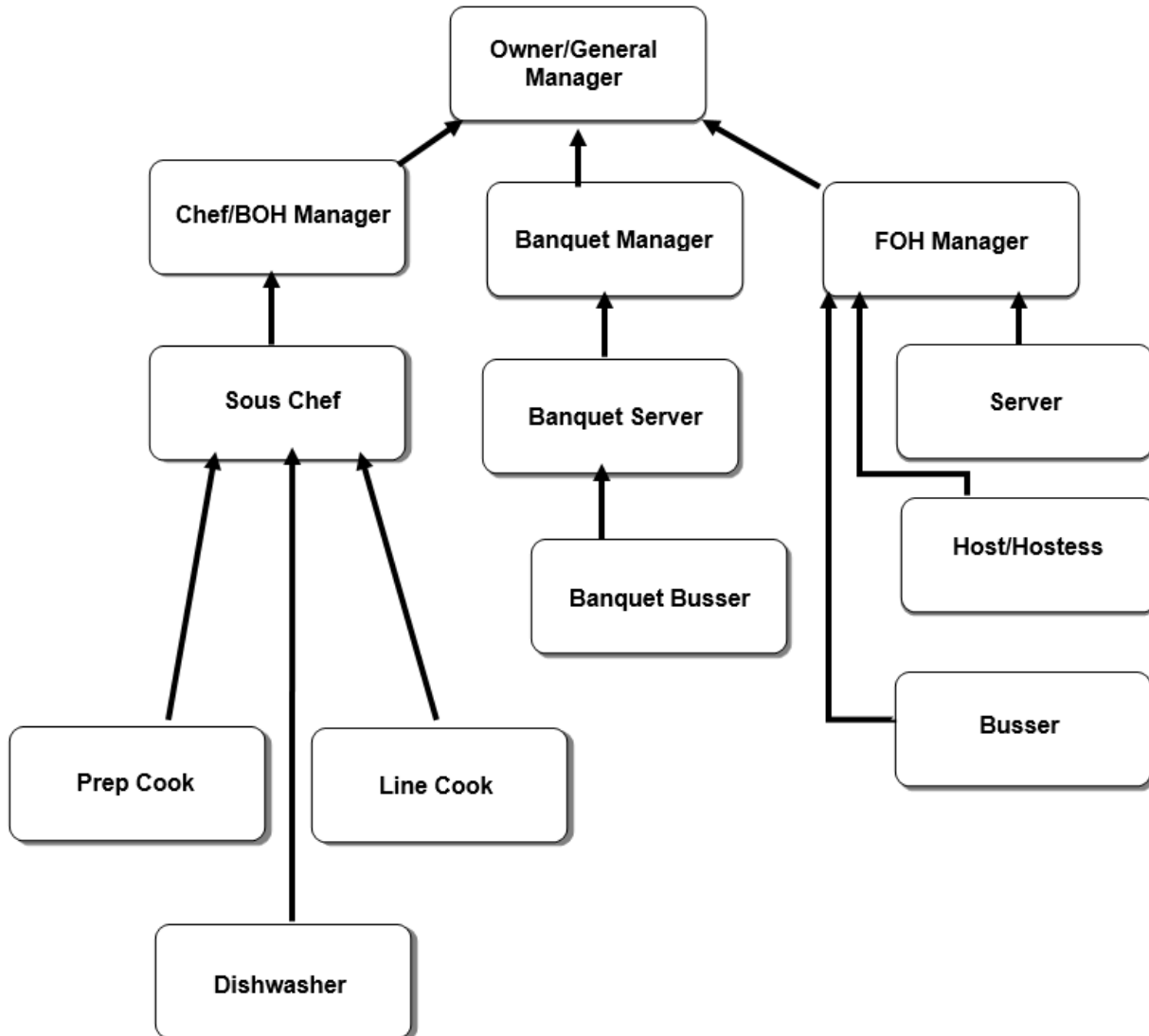
Sample Restaurant Floorplan



**Exhibit E – Management**

**Sample Organizational Chart**

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



## Exhibit F – Management

### Menu Item Clarification

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

#### Menu Item Clarification

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

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

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

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

<b>Appetizers</b>	<b>Salads</b>
<b>Calamari</b> <sup>1</sup> \$8.00 Fresh, tender squid lightly floured then deep fried, served with lemon wedges and homemade marinara sauce.	<b>House</b> <sup>3</sup> \$6.50 Spring greens, avocado, roasted peppers, onions, shredded carrots, tomatoes & balsamic dressing
<b>Spinach and Artichoke Dip</b> <sup>2</sup> \$7.50 Warm blend of creamy spinach, tender artichokes, and melted Asiago and Parmesan cheeses. Served with tortilla chips.	<b>Crazy</b> <sup>4</sup> \$8.50 Chicken breast, goat cheese, spring greens, crushed walnuts, bacon, roasted peppers, onions & balsamic dressing
<b>Wild Alaska Salmon</b> <sup>5</sup> \$10.50 Alaska salmon, spring greens, tomatoes, sliced lemon & balsamic dressing	
<b>Sandwiches</b>	<b>Entrees</b>
<i>Available with your choice of potato, pasta, or green salad.</i> <b>Best Burger</b> <sup>6</sup> \$8.50 ¼ lb. beef patty, pickle, tomatoes, sautéed onions, spring greens, cheddar cheese	<b>Pot Roast Dinner</b> <sup>9</sup> \$15.75 Piled high with cippolini onions, carrots & mushrooms over mashed potatoes, served au jus
<b>Best Chicken</b> <sup>7</sup> \$8.00 Chicken breast, spring greens, tomatoes, onions & basil mayo	<b>Chili Glazed Salmon</b> <sup>10</sup> \$16.50 Served over a roasted vegetable & quinoa pilaf finished with micro greens
<b>Garden Burger</b> <sup>8</sup> \$7.00 Veggie patty, sun-dried tomato pesto, spring greens, avocado, tomatoes, onions, shredded carrot & basil mayo	<b>Chicken Pot Pie</b> <sup>11</sup> \$13.00 Roasted chicken in an herbed cream sauce with leeks & carrots under a pastry crust
<b>Desserts</b>	<b>Beverages</b>
<b>Cake of the day</b> <sup>12</sup> \$4.00 <b>Ice Cream Sundae</b> <sup>13</sup> \$3.50 Choice of chocolate or caramel sauce	<b>Soda</b> <sup>14</sup> \$2.00 <b>Housemade Lemonade</b> <sup>15</sup> \$2.50 <b>Brewed Coffee</b> <sup>16</sup> \$1.50 Regular or decaf

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

### Central Perk Coffee Shop

Item	Small	Medium	Large
Espresso	1.75 <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.

### Bayside Burrito Grille

Item Type Choose 1	Protein Choose 1	Toppings Choose 2 (\$1 for additional 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> \$6.00
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 recommended that teams instead focus on their core/signature menu of composed items, with an acknowledgement that there are opportunities to “build your own” integrated into the concept’s broader menu.*

## Exhibit G – Management

### Recipe Example

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

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

<b>School Name</b>	Awesome 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 State School</i> , 2015.		

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

Procedure
<ol style="list-style-type: none"> <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 in both the written proposal and costing folder.

<b>School Name</b>	Awesome 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 pound	\$4.59	\$0.287/oz.	2 oz.	\$0.574
Onion	3 lbs.	\$1.98	\$0.041/oz.	8 oz.	\$0.328
Swiss Cheese	1 pound	\$5.99	\$0.374/oz.	3 oz.	\$1.122
Bread Crumbs	15 oz.	\$1.75	\$0.117/oz.	3 oz.	\$0.351
Paprika	2 oz. / 12 tsp	\$1.79	\$0.895/oz.	.167 oz./1 tsp	\$0.149
Chicken Breast	1 pound	\$1.98	\$1.98/#	2 #	\$3.96
White Wine	750 ml / 25.4 oz.	\$12.00	\$0.472/oz.	3 oz.	\$1.416
Chicken Stock	1 gallon	\$6.00	\$0.047/oz.	3 oz.	\$0.141

<b>Subtotal</b>	\$8.041
<b>1 % for small amounts of spices (Q Factor)</b>	\$0.08
<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 in both the written proposal and costing folder.

<b>School Name</b>	Awesome School
<b>Educator Name</b>	Chef Jane Doe

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

Recipe	Portion Cost
Chicken Gruyere	\$2.03
Sauteed Spinach (from additional recipe and costing sheets)	\$0.753
Roasted Potatoes (from additional recipe and costing sheets)	\$0.961
Sauce (from additional recipe and costing sheets)	\$0.354

<b>Total Plate Portion Cost</b>	\$4.098
<b>Menu Price at 33% Food Cost</b>	\$12.418
<b>Actual Price on Menu</b>	\$12.50

## Exhibit J – Management

### Marketing Tactic Clarification

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

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

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

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

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

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

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

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

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

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

## Exhibit K – Management

### Sample Critical Thinking Scenarios

#### Social Media

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

#### Safety & Sanitation

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

#### Customer Service

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

#### Human Resources & Staffing

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

#### Marketing

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

#### Menu Development and Design

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

#### Concept Knowledge

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

## Exhibit L – Management

### Sample Management Competition Timeline

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

Team	8:00 AM	8:05 AM	8:15 AM	8:25 AM	8:35 AM	8:45 AM	8:55 AM	Break	Feedback Sessions	Students Out
1	Report & Setup	Operations	Critical A	Critical B	Menu	Concept	Marketing		9:10 AM	9:20 AM
2	Report & Setup	Marketing	Operations	Critical A	Critical B	Menu	Concept		9:10 AM	9:20 AM
3	Report & Setup	Concept	Marketing	Operations	Critical A	Critical B	Menu		9:20 AM	9:30 AM
4	Report & Setup	Menu	Concept	Marketing	Operations	Critical A	Critical B		9:20 AM	9:30 AM
5	Report & Setup	Critical B	Menu	Concept	Marketing	Operations	Critical A		9:30 AM	9:40 AM
6	Report & Setup	Critical A	Critical B	Menu	Concept	Marketing	Operations		9:30 AM	9:40 AM
7	Report & Setup	Operations	Critical A	Critical B	Menu	Concept	Marketing		9:40 AM	9:50 AM
8	Report & Setup	Marketing	Operations	Critical A	Critical B	Menu	Concept		9:40 AM	9:50 AM
Team	10:05 AM	10:10 AM	10:20 AM	10:30 AM	10:40 AM	10:50 AM	11:00 AM	Break	Feedback Sessions	Students Out
1	Report & Setup	Operations	Critical A	Critical B	Menu	Concept	Marketing		11:15 AM	11:25 AM
2	Report & Setup	Marketing	Operations	Critical A	Critical B	Menu	Concept		11:15 AM	11:25 AM
3	Report & Setup	Concept	Marketing	Operations	Critical A	Critical B	Menu		11:25 AM	11:35 AM
4	Report & Setup	Menu	Concept	Marketing	Operations	Critical A	Critical B		11:25 AM	11:35 AM
5	Report & Setup	Critical B	Menu	Concept	Marketing	Operations	Critical A		11:35 AM	11:45 AM
6	Report & Setup	Critical A	Critical B	Menu	Concept	Marketing	Operations		11:35 AM	11:45 AM
7	Report & Setup	Operations	Critical A	Critical B	Menu	Concept	Marketing		12:00 PM	12:10 PM
8	Report & Setup	Marketing	Operations	Critical A	Critical B	Menu	Concept		12:00 PM	12:10 PM

## Exhibit M – Management

### Sample Management Competition Score Sheet

EVALUATION CRITERIA	POOR	FAIR	GOOD	VERY GOOD	EXCELLENT	SCORE
<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	

<b>DISQUALIFICATION</b>
<b>Reason for Disqualification:</b>
<input type="checkbox"/> Team missed Orientation.
<input type="checkbox"/> Team missed appointed time to compete.
<input type="checkbox"/> Team received coaching/communication while competing.
<input type="checkbox"/> Team used parts of a previously submitted work
<input type="checkbox"/> Team did not compete in each event segment (written, verbal, critical thinking)
<input type="checkbox"/> General disqualifications listed on page 5.
<b>PENALTY</b>
<b>Reason for Penalty:</b>
<input type="checkbox"/> Team uniform does not fit competition guidelines. 5 points.
<input type="checkbox"/> Restaurant concept not located in ProStartville or does not match provided restaurant space scenarios. 5 points.
<input type="checkbox"/> Menu includes more or less than 12 menu items. 5 points.
<input type="checkbox"/> Includes food costing worksheets for more or fewer than 1 menu item. 5 points.
<input type="checkbox"/> Includes more or less than 1 menu pricing worksheet. 5 points.
<input type="checkbox"/> Includes more or less than 2 marketing tactics. 5 points.
<input type="checkbox"/> Written proposal does not meet specifications, or was not submitted on time. 5 points.
<input type="checkbox"/> All 15 written proposal copies are not identical. 5 points.
<input type="checkbox"/> Team includes an alcoholic beverage as one of their menu items. 5 points.
<input type="checkbox"/> Team uses an alcohol-related activity or promotion as one of their marketing tactics. 5 points.
<input type="checkbox"/> Team does not use one of the four SCRLA provided restaurant space scenarios. 5 points.
<input type="checkbox"/> Posters do not meet specifications or include additional information. 5 points