



## **2021 Michigan ProStart Invitational<sup>®</sup> March 22-25, 2021**

### **Management Competition Procedures and Rules**

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

Questions regarding competition rules should be sent to Jake Osburn  
Josburn@ mrla.org or 517.377.3924 **PRIOR** to the start of the competition.

# 2021 Michigan ProStart Invitational Procedures and Rules

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## **Purpose**

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

## **Eligibility**

### *Students*

1. High school students, currently enrolled in a confirmed ProStart program recognized by the Michigan Restaurant & Lodging Association Educational Foundation (MRLAEF) as well as the National Restaurant Association Educational Foundation, who have been certified to represent their school and or career and technical center at the state competition by the MRLAEF-recognized ProStart Director for their state are eligible to compete. Participating teams will consist of from one (1) to four (4) team members plus one (1) optional team manager.
2. Students may participate at MPSI as a competitor for only two years, which may be non-consecutive.

## **General Disqualifications**

1. Teams and any associated competitors must be eligible to compete as defined in the eligibility terms above. Teams found to be ineligible will be disqualified. Additionally, if any individual student is found to be ineligible the entire team will be disqualified.
2. Competing students must submit all competition documents by March 15, 2021.
3. No team or team member can receive coaching or any form of communication from anyone, including spectators, educators, mentors, or coaches, during the competition. “Competition” includes all of the time from when the teams report until after the team receives feedback from the judges. The determination of what constitutes coaching or communication is solely at the discretion of the MRLAEF and the judges. No warnings will be provided. Violations will result in immediate team disqualification.
4. 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 may result in disqualification. The matter will be investigated as the MRLAEF deems appropriate. Any decision as to appropriate action due to misconduct, up to and including team disqualification, is at the sole discretion of the MRLAEF and is final.
5. By entering the contest, a student, and the team he/she represents, accepts all conditions and requirements of the Michigan ProStart Invitational.

### **Final Scoring**

Judges have been carefully selected by the Event Organizers for their skills, experience, and expertise. Judges have reviewed the rules in advance of the competition and have participated in orientation and in-person training sessions. 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 Michigan ProStart Director, Jake Osburn, at [josburn@mrla.org](mailto:josburn@mrla.org)

### **Schedules**

Competition schedules will be distributed in advance of the event once all the teams have been identified. Schedules will include assigned presentation times, question, and answer times with critical-thinking judges via zoom. 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 hazardous behavior will be allowed or tolerated. Mentors, teachers, chaperones, and families are expected to ensure that team members comply with all applicable laws, rules, and regulations. Team members shall comply with all other written and verbal instructions or warnings provided by the Event Organizers.

## 2021 Management Competition

### Description

Participating teams will demonstrate their knowledge of the restaurant and foodservice industry by developing a new restaurant concept and presenting it to a panel of judges at a simulated business exposition. The teams will also submit an electronic proposal for review and will present their concepts to judges through a verbal presentation which will be followed by a question-and-answer period. (presentation and Q&A via video call)

The competition is designed to provide students with the opportunity to present their restaurant concept to judges as though seeking investors who can bring the concept to life. Students will submit their written proposals digitally along with their PowerPoint presentation, and a 7-minute verbal presentation.

### Scoring

A maximum of 300 points can be earned by a team during the Management Competition. Slideshow presentation is worth fifty (50) points, verbal 7-minute presentation is worth fifty (50) points, Management Digital Submission is worth five (5) points, the Concept is worth 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 proposal or PowerPoint. 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 previously submitted work. Submitting work, or parts of work, that have been previously submitted will result in immediate disqualification. See *Management Specific Disqualifications*.
3. The Management team may collaborate with their state's Culinary team on the menu and recipe items, including recipe development, costing, pricing, and photography.
4. Requirements
  - a. Restaurant Concept must be in ProStartville. Exhibit A contains city's description including demographics and local points of interest.
  - b. Students will select 1 of the 4 provided restaurant space scenarios provided in Exhibit C.
5. To allow officials and judges adequate time to review your proposal, an electronic copy of the team's written proposal and slideshow presentation must be submitted to [josburn@mrla.org](mailto:josburn@mrla.org) **no later than Monday, March 15<sup>th</sup>, 2021**. A penalty will be issued if the team does not submit as stated above. See *Management Competition Penalties*.

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

1. The team manager is an important asset to the team.
2. In the event a team member is unable to participate or continue, the team should notify the Lead Judge and Event Staff. Only with approval from the Lead Judge and Event Staff may the team manager permanently replace that team member.
3. The replaced team member, or any other competitor, may not return, step in for or replace the team manager. If the team manager replaces a team member, s/he must stay in the role for the remainder of the competition.

### **Uniform**

Uniform is not required for the 2021 competition. However competing students should dress to emulate their school's professional classroom.

### **Day of Competition**

1. 7-minute virtual presentation
2. Virtual Critical Thinking Judges will question each team and evaluate their critical thinking skills and ability to react to management challenges through a scheduled zoom call. 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. The team will present how they would address that scenario from the context of their unique restaurant concept. (*For sample scenarios, see Exhibit K*).
3. 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.
4. General Guidelines for the Written Proposal
  - a. Typed, 12 point, Times New Roman or Arial font, 1-inch margins. Saved and submitted as a PDF.
  - b. The front cover must include only the following information: School name, names of team members, concept name, concept logo, and year. Style and font of the cover page should match the contents.
  - c. MRLAEF will retain a copy of the completed proposal at the completion of the competition. This may be used by MRLAEF for promotional, educational, research or other purposes.
2. Contents of the Written Proposal are detailed in the following section. **Your proposal must be saved in this order.**

## Digital Submission

- A. **Restaurant Concept Description (2 pages maximum):** The following information must be included in the description:
- (1) Type of establishment
  - (2) Purpose and impact
  - (3) Meals served (breakfast, lunch, dinner, etc.)
  - (4) Hours of operation
  - (5) Type of cuisine served
  - (6) Target market within the fictional city of ProStartville (defining characteristics, demographics, business/leisure, etc.)
- B. **Floorplan and Selected Restaurant Space Scenario (1 page maximum):** 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.*)
- C. **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.
- D. **SWOT Analysis (1 page maximum):** Teams will prepare a SWOT analysis for their concept.
- E. **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.*)
- F. **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.*
- G. **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 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.*
- H. **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 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.

- I. **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.
- J. **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.
- K. **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. 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
- L. **Presentation**
  1. Teams must develop a Microsoft PowerPoint® or Google Slide Presentation to accompany their 7-minute verbal presentation. The slideshow presentation may not include any embedded video or special effects (sound, flash, etc.). **Use of enhanced technology will disqualify teams.** Teams must use the “no transition” option in the slide transitions. Teams may use a custom slide design template.

## **Management Competition Penalties**

The following are fixed deductions.

1. Written proposal does not meet specifications, or was not submitted on time i.e. by March 15th, 2021 to [josburn@mrla.org](mailto:josburn@mrla.org) – 5 pts
2. Team did not successfully submit all items by the specified deadline, items submitted did not meet specifications – 1 pt to 5 pts
  - a) 1 point is deducted per incomplete/incorrect submission attempt up to 5 total points.
  - b) If the team is unable to successfully submit within the allotted window, the team is disqualified.
3. Presentation does not meet specifications or include additional information – 5 pts
4. Restaurant concept is not located in ProStartville or does not match one of the provided restaurant space scenarios – 5 pts
5. Team submits more or fewer than 12 menu items – 5 pts
6. Team includes an alcoholic beverage as one of their menu items – 5 pts
7. Team submits recipes for more or fewer than 1 menu item – 5 pts
8. Team submits food costing worksheets for more or fewer than 1 menu item – 5 pts
9. Team submits more or fewer than 1 menu pricing worksheet – 5 pts
10. Team submits more or fewer than 2 marketing tactics – 5 pts
11. Team uses an alcohol-related activity or promotion as one of their marketing tactics – 5 pts

## **Management Specific Disqualifications**

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

## **Event Personnel**

1. Event Organizers: MRLAEF staff members
2. Judges: Sourced from post-secondary education and the restaurant and foodservice industry.
  - a. All judges will be consistent from team to team (i.e. judges scoring team presentation/work skills will be responsible for that category across all competitors).  
*See Exhibit M for sample Management Competition Score Sheet.*

## **Exhibit A – Management**

### **2021 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 – 152,000
- Median age – 32
- Families – represent 20% of the population.

## Exhibit B – Management

### Proposal Outline and Checklist

The information in the fifteen electronic proposals must be presented in the following order.

PDFs of the following

- 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

## Exhibit C – Management

### Restaurant Space Scenario Options

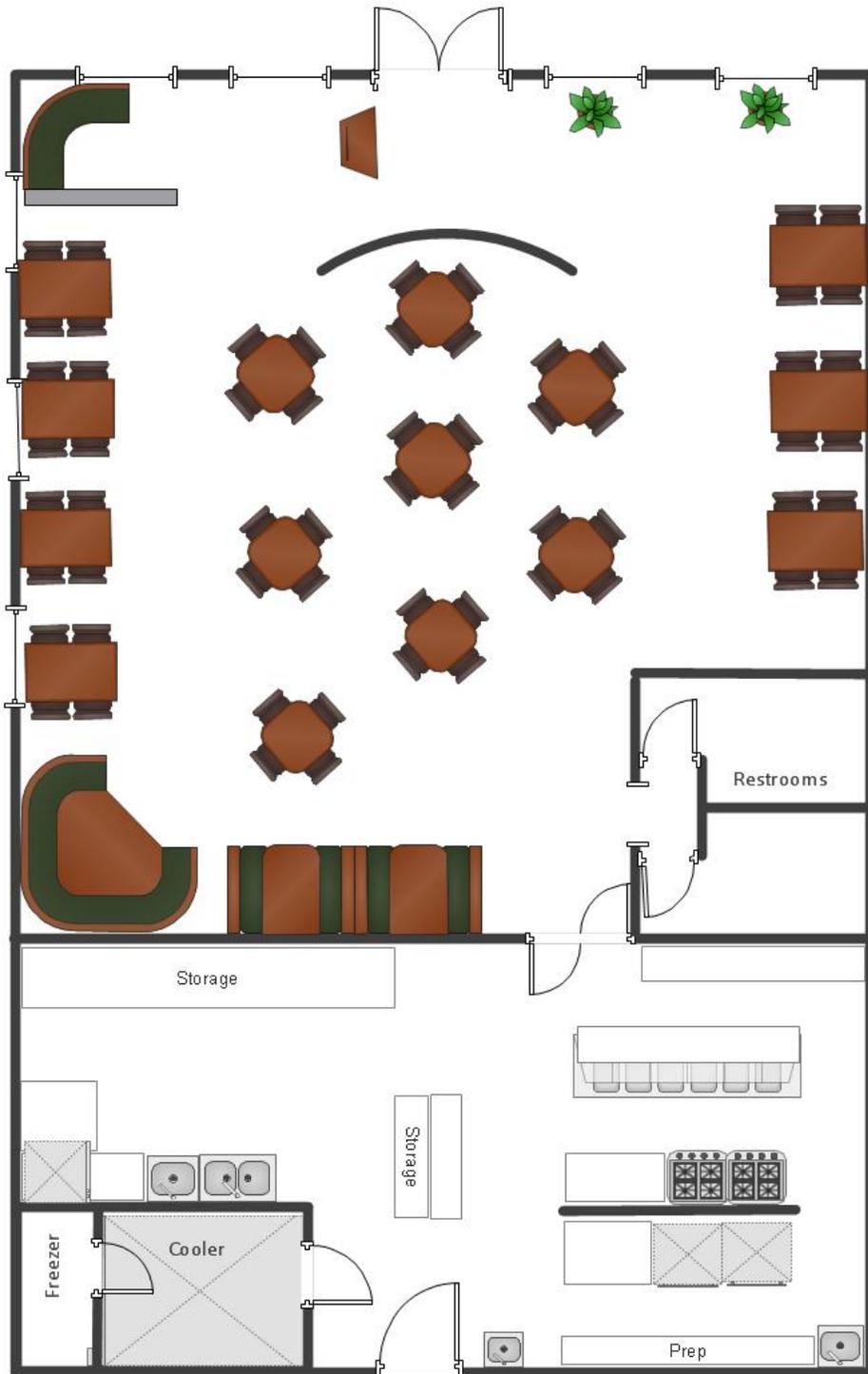
There are four scenarios available to choose from. The Management team may enhance their selected scenario, but the team may not change the set parameters.

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

1. Freestanding – Located in the heart of Main Street, a spot just opened between the county courthouse and the ProStartville Community Center.
  - a. Pro: There is 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.
  - a. Pro: With new businesses opening, they are sure to draw attention.
  - b. Con: Due to the increased activity, parking may be a challenge.

Exhibit D – Management

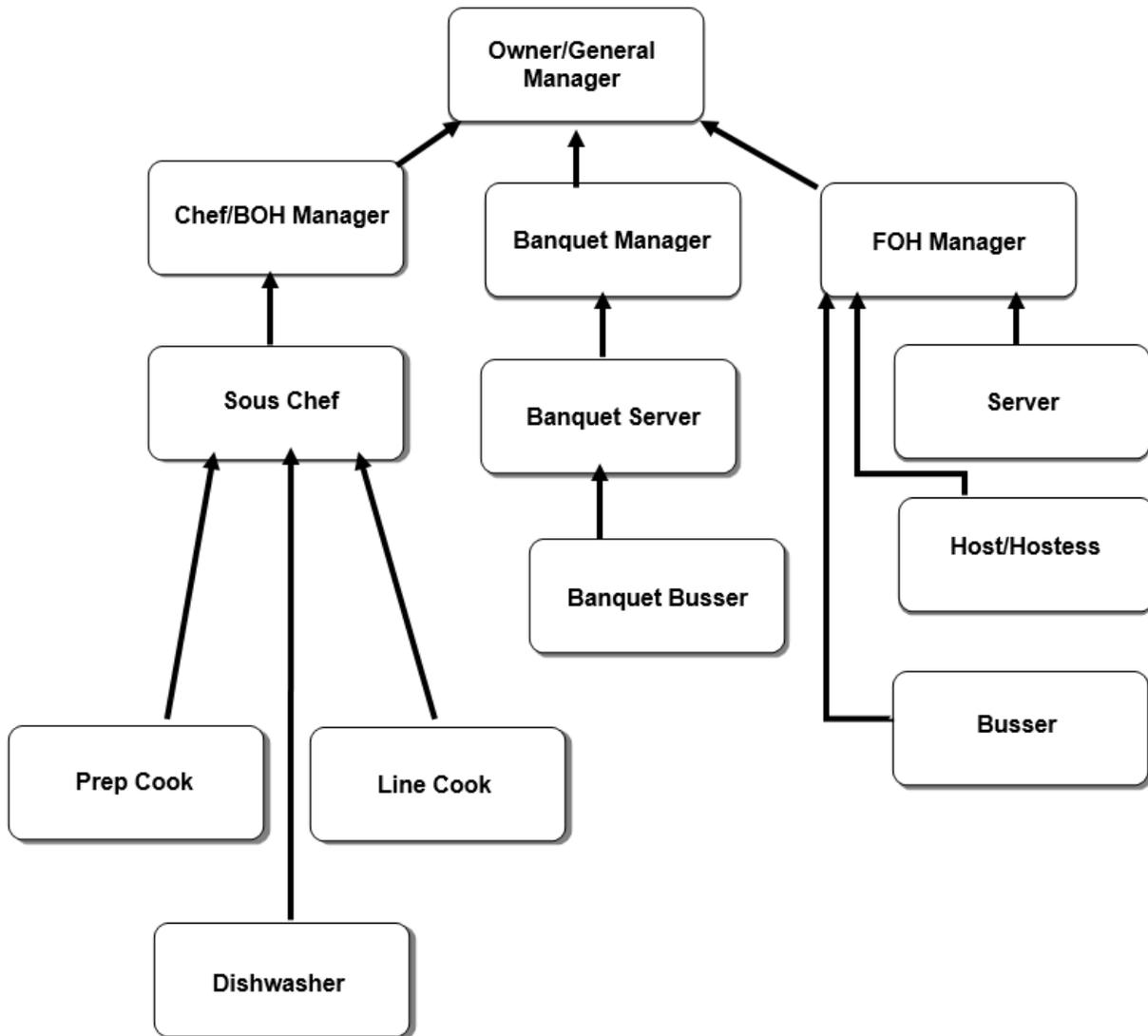
Sample Restaurant Floorplan



**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 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
- Total menu items count for this menu is: sixteen (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>State Name</b>	Awesome State
<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.
Breadcrumbs	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, breadcrumbs 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>State Name</b>	Awesome State		
<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>State Name</b>	Awesome State
<b>Educator Name</b>	Chef Jane Doe

<b>Menu Category</b>	<input type="checkbox"/> Starter	<input checked="" type="checkbox"/> Entrée	<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 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 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 do not 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 across the street – how do you compete?

## Exhibit L – Management

### Sample Management Competition Score Sheet

EVALUATION CRITERIA	POOR	FAIR	GOOD	VERY GOOD	EXCELLENT	SCORE
<b>Digital Submission (5 points)</b>						
Including but not limited to: <ul style="list-style-type: none"> <li>• Within timeframe</li> <li>• Items meet specifications</li> <li>• Complete submission</li> </ul>	1	2	3	4	5	
<b>Slide Show Presentation (50 points)</b>						
Criteria <ul style="list-style-type: none"> <li>• Reflective of written submission</li> <li>• Complete and Error free</li> <li>• Includes 2 marketing tactics</li> <li>• Includes Menu overview</li> </ul>	1-10	11-20	21-30	31-40	41-50	
<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	5-6	7-8	9-10	
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	5-6	7-8	9-10	
Q & A – Depth of Knowledge	1	2	3	4	5	
Menu Example	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	5-6	7-8	9-10	
Q & A – Depth of Knowledge	1	2	3	4	5	
Marketing Example	1	2	3	4	5	
<b>Critical Thinking (55 points)</b>						
Teamwork	1	2	3	4	5	
Presentation Skills	1-2	3-4	5-6	7-8	9-10	
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	5-6	7-8	9-10	
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>
_____ Team submitted work, or parts of work, that was previously judged.
_____ 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 March 15 <sup>th</sup> , 2021 to <a href="mailto:josburn@mrla.org">josburn@mrla.org</a> – 5 pts
_____ Team did not successfully submit all items; items did not meet specifications – 1 pt to 5 pts 1 point is deducted per incomplete/incorrect submission attempt up to 5 total points. If the team is unable to successfully submit within the allotted window, the team is disqualified.
_____ PowerPoint does not meet specifications or include additional information – 5 pts
_____ Restaurant concept is not located in ProStartville or does not match one of the provided restaurant space scenarios – 5 pts
_____ Team submits more or fewer than 12 menu items – 5 pts Number of items submitted _____
_____ Team includes an alcoholic beverage as one of their menu items – 5 pts
_____ Team submits recipes for more or fewer than 1 menu item – 5 pts Number of recipes submitted _____
_____ Team submits food costing worksheets for more or fewer than 1 menu item – 5 pts Number of costing worksheets submitted _____
_____ Team submits more or fewer than 1 menu pricing worksheet – 5 pts Number of menu pricing worksheets submitted _____
_____ Team submits more or fewer than 2 marketing tactics – 5 pts Number of marketing tactics submitted _____
_____ Team uses an alcohol-related activity or promotion as one of their marketing tactics – 5 pts