



## **2020 Texas ProStart Invitational®**

### **Procedures and Rules for the Management Competition**



Participating teams are responsible for understanding and following all the procedures and rules contained in this document; they will not be reviewed at the National ProStart Invitational. Please read this document carefully to maximize your opportunity for success and to avoid receiving penalties during the competition. Refer all questions to Thomas Boyle or Yvonne Loya-Saenz ([tboyle@tramail.org](mailto:tboyle@tramail.org) [yloya@tramail.org](mailto:yloya@tramail.org)) prior to arrival at the Texas ProStart Invitational.

## **Table of Contents**

### **General**

Purpose	3
Eligibility	3
General Disqualifications	4
Final Scoring	4
Schedules	4
General Provisions	4
What's new for 2020	5

### **Management Competition**

Description	6
Scoring	6
Preparation for Management Competition	6
Role of the Optional Team Manager	7
Uniform	7
Competition Flow	7
Team Check-In	7
Day of Competition	8
Written Proposal	9
Written Proposal Contents	9-10
Posters	11
Management Competition Penalties	11
Management Specific Disqualifications	11
Event Personnel	11
Post Competition	11

### **Appendices**

Management Exhibit A – 2020 Location Description- ProStartville, USA	12
Management Exhibit B – Written Proposal Outline and Checklist	13
Management Exhibit C – Restaurant Space Scenario Options	14
Management Exhibit D – Sample Restaurant Floorplan	15
Management Exhibit E – Sample Organizational Chart	16
Management Exhibit F – Menu Item Clarification	17-18
Management Exhibit G – Recipe Example	19
Management Exhibit H – Recipe Cost Example	20
Management Exhibit I – Menu Price Example	21
Management Exhibit J – Marketing Tactic Clarification	22
Management Exhibit K – Sample Critical Thinking Scenarios	23
Management Exhibit L – Sample Management Competition Timeline	24
Management Exhibit M – Sample Management Competition Score Sheet	25-26

## **Purpose**

Students participating at the Texas ProStart Invitational (TPSI) 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 Texas ProStart program recognized by the Texas Restaurant Association Educational Foundation, who have been certified to represent their school are eligible to compete.
2. Students may participate at TPSI as a competitor for only two years, which may be non- consecutive. For the purposes of TPSI, competitors are defined as active team members (i.e. cooking or presenting) and/or team managers.
3. Students may compete on one or both of the Culinary and Management teams in any year. Competing on two teams at any one TPSI counts as one year of competition.
4. Texas state eligibility requirements are designed to align with national eligibility requirements to ensure their competing teams meet national eligibility requirements prior to the start of TPSI. States/teams that fail to certify they meet the national eligibility requirements are subject to disqualification, regardless of state requirements.

### *Teams*

1. The designated Texas ProStart Educator may certify up to two Culinary teams and two Management teams to represent their school at TPSI. The same team may compete in both competitions(Culinary and Management) provided the Educator certifies the team for both competitions.
  - a. Participating teams consist of two (2) to four (4) student team members and one (1) optional team manager, for a maximum total of five (5) students. Additionally, each team is permitted to bring one to two educators and one optional restaurant/foodservice industry mentor. Educators and mentors are not considered members of the team, and as such may not communicate with team members from report time through dismissal.
  - b. Second teams are subject to available space and must be additionally certified by the Event Organizers.
2. The team manager may only step into an active role (i.e. cooking or presenting) if an original team member is injured, sick or otherwise unable to participate. In such cases, the team manager, with Lead Competition Judge and Event Organizer Staff approval, may replace the affected student. Additional team members may not be substituted in the team manager’s place or in any other active team role.
3. The team manager may also participate in certain defined roles in the competitions. See the rules for details.

## **General Disqualifications**

1. Teams and all associated competitors must be eligible to compete, as defined by the eligibility terms above. Teams found to be ineligible will be disqualified. Additionally, any individual students found to be ineligible will result in complete team disqualification.
2. Teams must attend a required Opening Ceremony at a time and place designated by the TRAEF Event Organizers. Teams must check in by the required time on date of arrival or they will be disqualified. The only exception made will be for travel delays beyond the control of the team with appropriate notice to Event Staff.
3. 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 with appropriate notice to Event Staff.
4. No team member can receive coaching or any form of communication from anyone, including spectators, educators, mentors, or coaches during the competition from the team's report time until after the competing team receives feedback from the judges (Management) and/or completes dishwashing (Culinary). The determination of what constitutes coaching or communication is solely at the discretion of the TRAEF and the judges. No warnings will be provided; violations will result in immediate team disqualification.
5. 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. Should such alleged misconduct come to the TRAEF's attention, the matter will be investigated as the TRAEF deems appropriate. Any decision as to appropriate action due to misconduct, up to and including team disqualification, is at the sole discretion of the TRAEF and is final.
6. Teams must participate in each event segment in the competition or they will be disqualified. For details on competition segments see Culinary and Management rules. Failure to compete in any segment will result in team disqualification.
7. By entering into the contest, the student and the team he/she represents accepts all conditions and requirements of the Texas ProStart Invitational.

## **Final Scoring**

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

## **Schedules**

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

## **General Provisions**

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

## What's New for 2020

The following provides a review of information added to the 2020 TPSI rules. Please see below.

### *Non-Competition Specific*

- Eligibility
  - Eligibility for students and teams has been updated to clarify the definition of competitor, definitions of team roles, and participation (pg. 3)
- General Disqualifications
  - Definition of misconduct has been expanded to include unsportsmanlike conduct (pg. 4)
- Final Scoring
  - Scoring questions must be submitted to [tboyle@tramail.org](mailto:tboyle@tramail.org) (pg. 4)

### *Management*

- Scoring
  - Management Check-In has been added as a scored component worth five (5) points, bringing the total point value of the Management competition up to 200 (pg. 6)
- Preparation for Management Competition
  - Teams are required to submit an electronic draft of their written proposal to [tboyle@tramail.org](mailto:tboyle@tramail.org) by Friday, January 23, 2020 for the Frisco qualifier and February 21 for the Austin Qualifier (pg. 6)
- Team Check-In
  - The scoring approach to Check-In is explained (pg. 8)
  - Posters must be rolled for storage at the time of Check-In (pg. 8 & 11)
- Day of Competition
  - A maximum of four (4) people are allowed to accompany teams into the Feedback Room for feedback (pg. 8)
- Power Point Presentation
  - In previous years a Power point presentation was required. It is **NO LONGER** required.
- Management Competition Penalties
  - Competition penalties are updated to include Check-In deductions (pg. 11)

## 2020 Management Competition

### Description

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

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

### Scoring

A maximum of 200 points can be earned by a team during the Management Competition. Management Check-In is worth five (5) points, 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 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 located 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 must be submitted to [tboyle@tramail.org](mailto:tboyle@tramail.org) **no later than fifteen days prior to competition date (January 23rd for Frisco and February 21st for Austin qualifiers)**. Minor adjustments and corrections to the proposal are allowed after submission. If there is a question about what constitutes a minor adjustment, please contact [tboyle@tramail.org](mailto:tboyle@tramail.org). 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.
  - a. The team manager will not be permitted on the competition floor, and must stay in the designated team manager seating area.
  - b. The team manager may be introduced and shake hands at the end of the feedback session.
  - c. The team manager may not communicate with the other team members, their educator, or observers to collaborate on answers during the competition period.
2. In the event a team member is unable to participate or continue, the team should notify the Lead Judge and Event Staff. Only with approval from the Lead Judge and Event Staff may the team manager permanently replace that team member.
3. The replaced team member, or any other competitor, may not return, step in for or replace the team manager. If the team manager replaces a team member, s/he must stay in the role for the remainder of the competition.
4. The replaced team member should leave the Management booth and, at the discretion of the team's educator, may leave the event or may stay and watch as an observer. The replaced member is not permitted to communicate with their team from the moment they are replaced until after feedback.

### **Uniform**

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

5.

### **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 with sufficient time to check-in their materials. Team check-in is first come, first served with no assigned times given.
2. Should travel delays arise and, as a result, a team is unable to check-in their materials during the times specified, the team must contact Thomas Boyle [tboyle@tramail.org](mailto:tboyle@tramail.org) to make arrangements to submit materials.
3. At check-in, teams will report in uniform to submit the following items (See Exhibit B for Outline and Checklist)

- a. Fifteen (15) copies of the written proposal
  - b. Menu and Costing information in a separate manila folder
  - c. Two (2) 24 x 36 inch posters, rolled for storage
4. Any team that arrives to check-in with incomplete items has until the end of the check-in time on Day 1 to resubmit completed items. Judges will not provide feedback on content at this time, and will only notify teams of completion status.
- a. Judging and scoring is based on the initial check-in by the team.
  - b. Teams will lose points if their submission does not meet the established criteria at the initial check-in.
  - c. The team will be assessed an additional penalty for each failed submission. Completed items that do not meet requirements by close of check-in time will be assessed a penalty.
  - d. Items not submitted by close of check-in time will not be accepted at a later time.

### **Day of Competition**

1. Teams will report to the Management Competition floor and their assigned booth five (5) minutes before their scheduled start time. Team posters and one (1) copy of the Written Proposal will be in the assigned booth at this time. Teams will have an additional five (5) minutes to set up their booth. Inside the booth will be one table, and two easels, for poster display. Teams may have one (1) copy of the written proposal and no other props. Each student may bring a bottle of water and notecards into the booth. No other items will be permitted. Note: Teams should not enter their booth until told to do so by Event staff.
2. At the designated time, the competition will begin and will include 7-minute presentation segments. During this time, students will present on the relevant section of their concept, reference their posters, and answer judge questions. Each set of judges will rotate to the next booth at the conclusion of this 7-minute period. There will be a 3-minute break, and announcement of the next group of judges before the next judges arrive. There may be more than one round of judging per segment. Scores from multiple rounds will be averaged (e.g. two rounds of critical thinking).
3. Teams may not shake hands, distribute materials to judges or use additional materials (e.g. business cards, promotional items, props, etc.) during the competition segments. Any relevant materials must be included in the written proposal.
4. Critical Thinking Judges will question each team and evaluate their critical thinking skills and ability to react to management challenges. The judges will present each team mini- scenarios from four (4) of the following seven (7) categories: 1) safety and sanitation, 2) customer service, 3) social media, 4) human resources and staffing, 5) menu development and design, 6) marketing, and 7) concept knowledge. All teams will be evaluated on the same categories – the chosen categories will NOT be distributed at check-in. The team will then present how they would address that scenario from the context of their unique restaurant concept. (For sample scenarios, see Exhibit K).
5. The entire team (including the team manager) will report to the Feedback Room at the designated time for a ten (10) minute feedback session. A maximum of four people comprised of designated teacher(s), mentor(s), and state coordinator(s) are allowed to be present to observe only during the Feedback sessions.
  - a. Any communication with the team by outside parties, including teacher(s), mentor(s), state coordinator(s) or other observers is prohibited during this time.
6. See Exhibit L for a sample Management Competition timeline.



## Written Proposal

1. Teams should utilize Foundations of Restaurant Management & Culinary Arts Levels 1 and 2 when crafting their written proposals. Definitions, explanations, and examples of complex topics are included throughout the curriculum and can provide sufficient background knowledge for teams to develop unique and creative concepts. Additional research and use of outside resources is also encouraged.
2. General Guidelines for the Written Proposal
  - a. Typed, 12 point, Times New Roman or Arial font, 1 inch margins
  - b. Printed on white paper, single-sided, and stapled (NOT in a folder, spiral bound, 3- ring binder, etc.)
  - c. The front cover must include only the following information: state or region, names of team members, concept name, concept logo, and year. Style and font of the cover page should match the contents.
  - d. Sections should be separated by tabs. *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.
  - f. TRAEF will retain one copy of the written proposal at the completion of the competition. This may be used by TRAEF 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):** TRAEF 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 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 3rd 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

## Posters

Teams will prepare two posters, 24" x 36" in size. Posters must be entirely flat and may not include any 3-dimensional objects. The poster, when fully constructed, should be able to be rolled up for storage at Check-In. Event organizers will provide all required display materials (e.g. easels, foam board, thumbtacks, magnets, 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. Written proposal does not meet specifications, or was not submitted on time i.e. by January 23rd(Frisco) and February 21st(Austin), 2020 to tboyle@tramail.org – 5 pts
2. Team did not successfully submit all items at check-in, items submitted did not meet specifications, or did not check in on time – 5 points
3. The team is not dressed in uniform – 5 points
4. Menu and Costing information not presented in a separate manila folder – 5 points
5. All 15 copies of the written proposal are not identical – 5 points
6. Posters do not meet specifications or include additional information – 5 points
7. Restaurant concept is not located in ProStartville or does not match one of the provided restaurant space scenarios – 5 points
8. Team submits more or fewer than 12 menu items – 5 points
9. Team includes an alcoholic beverage as one of their menu items – 5 points
10. Team submits recipes for more or fewer than 1 menu item – 5 points
11. Team submits food costing worksheets for more or fewer than 1 menu item – 5 points
12. Team submits more or fewer than 1 menu pricing worksheet – 5 points
13. Team submits more or fewer than 2 marketing tactics – 5 points
14. Team uses an alcohol-related activity or promotion as one of their marketing tactics – 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: TRAEF staff members
2. Volunteers: Assigned and trained by TRAEF to assist with the event
3. Judges: Sourced from post-secondary education and the restaurant and foodservice industry, including a Lead Judge. Lead Judge does 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 M for sample Management Competition Score Sheet.

## Post Competition

The written proposals and posters must be picked up by 6pm the last day of the competition or it will be disposed of by the Event Organizers. Report to the registration desk with a team member's badge to claim the proposals and posters. TRAEF will retain one copy of the written proposal from each team.

## **Exhibit A – Management**

### **2020 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

### 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 9 and 10.**

## Exhibit C – Management

### Restaurant Space Scenario Options

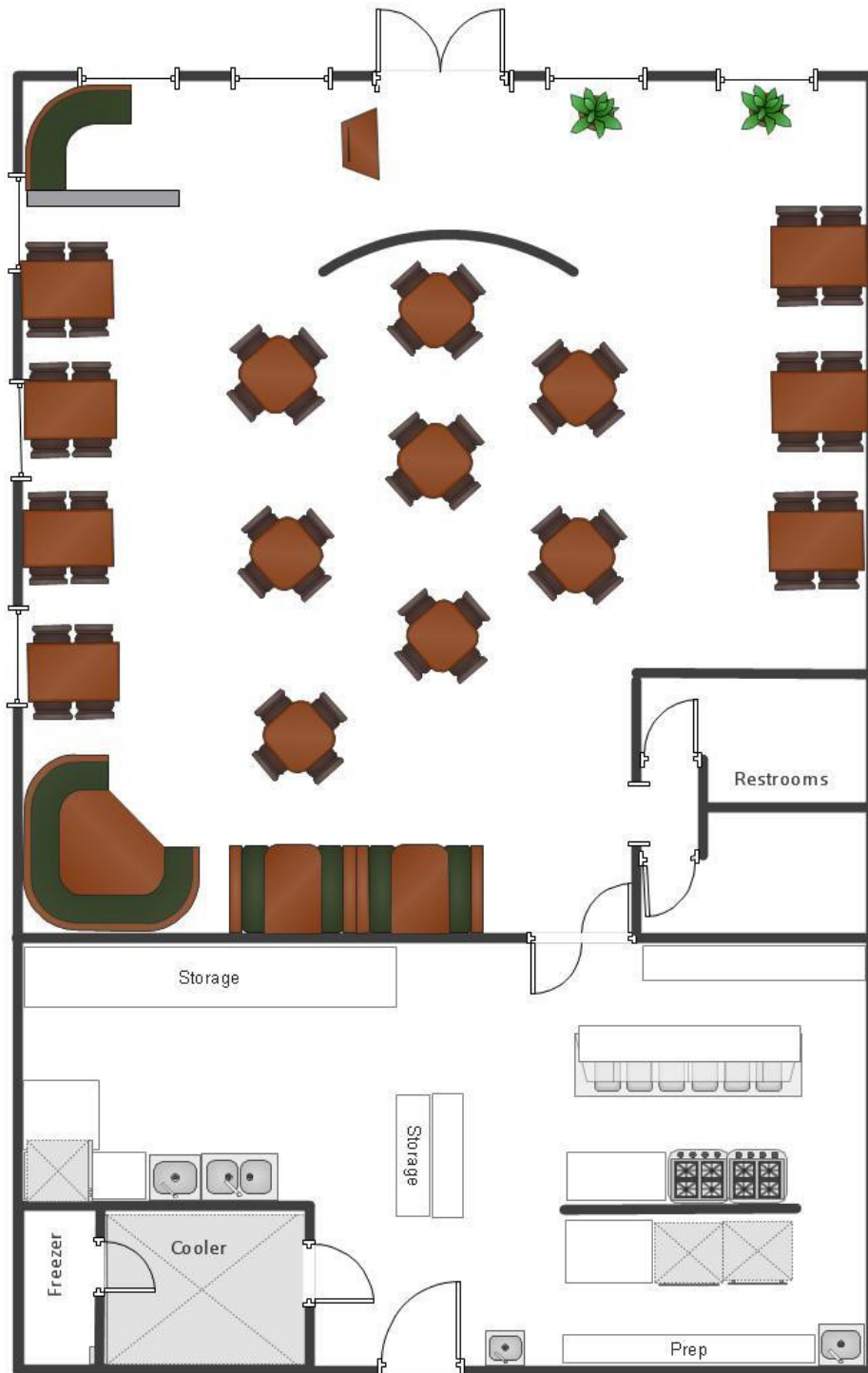
There are four scenarios available to choose from. The Management team may enhance their selected scenario but the team may not change the set parameters.

*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

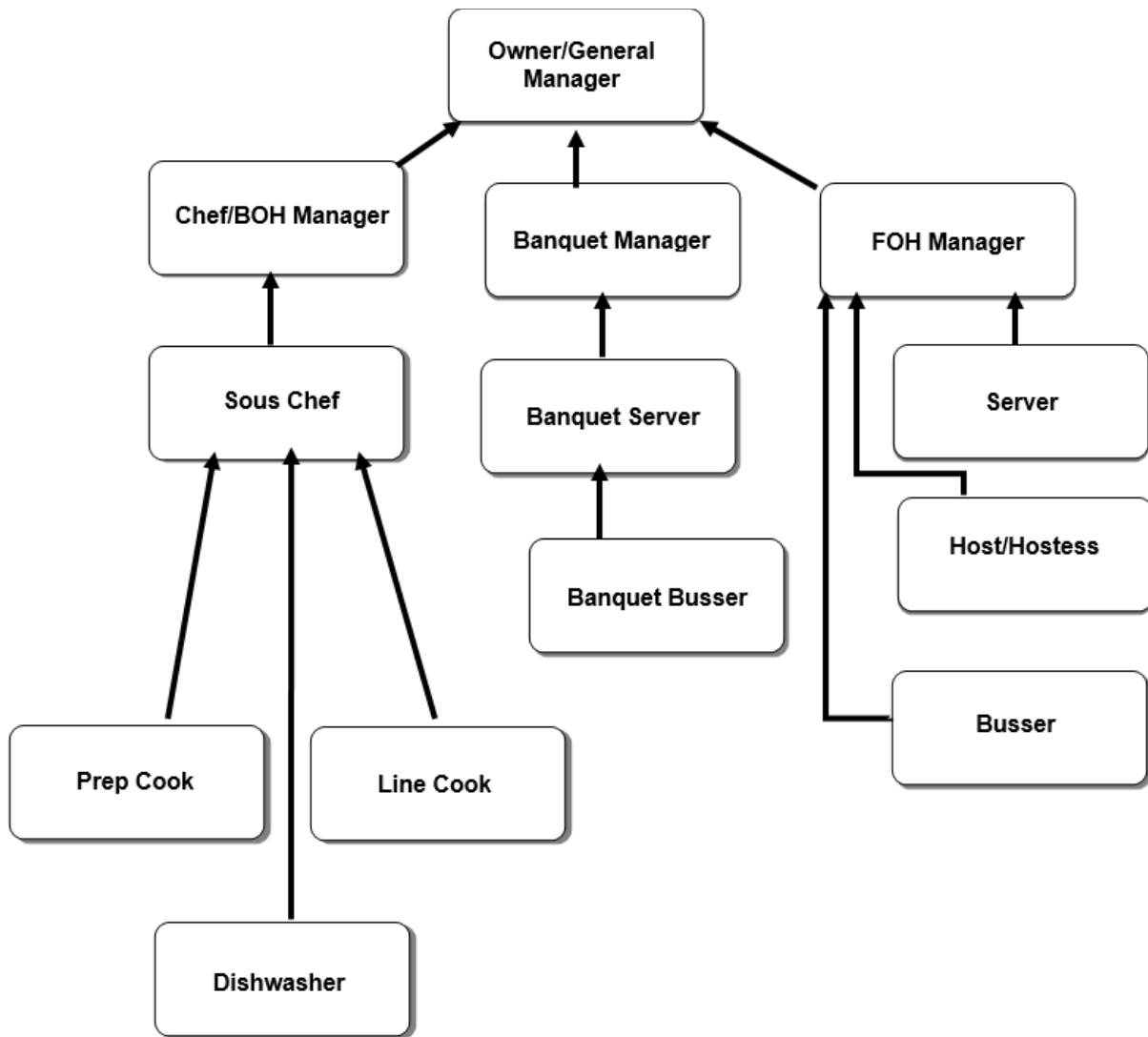
Sample Restaurant Floorplan



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

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

<b>DISQUALIFICATION</b>
<b>Reason for Disqualification:</b>
_____ Team submitted work, or parts of work, that was previously submitted.
_____ Violation of the General Disqualifications on page 5.
<b>PENALTY</b>
<b>Reason for Penalty:</b>
_____ Written proposal does not meet specifications, or was not submitted by 1/23 (Frisco) and 2/21 (Austin), 2020 to tboyle@tramail.org – 5 pts
_____ Team did not successfully submit all items at check-in, items did not meet specifications, or did not check-in on time– 5 points
_____ The team is not dressed in uniform – 5 points
_____ Menu and Costing information not presented in a separate manila folder – 5 points
_____ All 15 copies of the written proposal are not identical – 5 points
_____ Posters do not meet specifications or include additional information – 5 points
_____ Restaurant concept is not located in ProStartville or does not match one of the provided restaurant space scenarios – 5 points
_____ Team submits more or fewer than 12 menu items – 5 points Number of items submitted _____
_____ Team includes an alcoholic beverage as one of their menu items – 5 points
_____ Team submits recipes for more or fewer than 1 menu item – 5 points Number of recipes submitted _____
_____ Team submits food costing worksheets for more or fewer than 1 menu item – 5 points Number of costing worksheets submitted _____
_____ Team submits more or fewer than 1 menu pricing worksheet – 5 points Number of menu pricing worksheets submitted _____
_____ Team submits more or fewer than 2 marketing tactics – 5 points Number of marketing tactics submitted _____
_____ Team uses an alcohol-related activity or promotion as one of their marketing tactics – 5 points