

2021

Virtual California ProStart Cup



Procedures and Rules for All Competitions

The 2021 Competition Snapshot

Students can compete in 1...2...or 3 different competitions!

Culinary Competitions	Management Competitions	Innovation Competitions
Wienerschnitzel's Dress Your Dog	Create + Curate: Original Menu	Bright Idea: New App Pitch
Taco Throwdown	Branding Challenge: Logo + Marketing	Bright Idea: New Product Pitch
Cupcake Bake Off	Design Challenge: Floorplan + Décor	

Questions regarding competition rules should be sent to Natalie Tong prior to virtual submissions ntong@calrest.org.

The Fine Print

The Basics:

For this year only, we're switching it up! Please be sure to read the rules!

1. Eligible students are high school students, currently enrolled in a program that uses the ProStart curriculum are eligible to participate.
2. All competitions offered are **individual based competitions and not team competitions**. There are no team competitions this year.
3. Each student can compete in up to three different competitions.
4. A student can only enter one submission in a competition. (Ex. If they choose to compete in the Dress Your Dog Competition, they can only submit one entry and not two.)

Participating students, educators and mentors are responsible for understanding and following all the procedures and rules contained in this document. Please read this document carefully to avoid receiving any penalties.

Competition deadline to submit concept/dishes will be in mid-April. Exact date TBD!

Cost:

There is a nominal fee to compete this year which will cover administration management, shipping costs, competition t-shirts for competitors and more.

- \$100 per school – registration
- \$10 per student competing – flat rate per student. Individual student can compete in a maximum of 3 different competitions. (Ex. Alice pays \$10 to compete in the app competition, taco throwdown and cupcake bake off)

Final Scoring

Judges have been carefully selected for their related skills, experience, and expertise. Judges have reviewed the rules in advance of the competition. By participating in the competitions, each competitor acknowledges 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.

Depending on the competition, judges may be, but not limited to, scoring on:

- Creativity and originality
- How well-rounded and thorough the concept/product has been described
- Difficulty in product/concept
- Presentation in video
 - How well did you describe the product/concept?
 - How well did you pitch the product/concept?
- Digital Photo submission (culinary)
 - Clarity, lighting
- Recipe development (culinary)
 - time management, organization, ease of understanding
- Visual example submissions (management, innovation)
 - Organization, ease of understanding, how well it is described

General Provisions

Competitors will be using tools that may cause cuts, burns or injury if not used appropriately. Proper safety techniques must be followed by all competitors. The mentors, teachers, and families are expected to ensure that competitors comply with all applicable laws, rules and regulations. Competitors shall comply with all other written as well as verbal instructions or warnings provided by CRF.

Culinary Competitions

Wienerschnitzel's Dress Your Dog Competition

Everyone knows that a well-developed and excellent tasting condiment enhances the overall experience of the almighty hotdog. So, show us what you got! Develop your own condiment and tell us about it!

The Details:

- Condiment should be of chunky consistency, all items in the condiment are no bigger than a small dice
- Example: pico de gallo, relish, chutney
- Should not be able to be squeezed out of a squeeze bottle. Should not be smooth.
- Condiment can be cooked and/or raw
- Bun and hot dog do not have to be homemade since this is a condiment competition
- Condiment should be original and entirely made from scratch

Submission Elements:

- 60 second video pitch of the condiment
 - Describe the product in detail
 - What makes it special and standout
 - What inspired you to create this condiment
 - Why should we buy your condiment
 - Drizzle the condiment the hot dog, take a bite
- Digital “paper” submission:
 - Student info *Exhibit A*
 - Condiment name (Ex. Mikey’s Flaming Pico de Gallo, Nothing but Truffle)
 - Description (think about how you would describe this condiment if you put it on a menu)
 - Recipe ingredients and instructions *Exhibit B*
- Photo submission
 - 1 photo submission
 - Should include the completed condiment on the hotdog
 - Example:



Taco Throwdown

In California, we reign supreme in serving up traditional and modern tacos. Amirite?! Create an original recipe taco and tell us about it!

The Details:

- The taco must include:
 - Tortilla (flour, corn, non-traditional, can be store bought or homemade), standard 6-8 inch tortilla, not street taco size
 - Protein (animal or plant based), must be homemade by the competitor
 - At least one topping (grilled onions, pico de gallo),
 - One sauce/salsa (smooth)

Submission Elements:

- 60 second video pitch of the taco
 - Describe the product in detail
 - What makes it special and standout
 - What inspired you to create this taco
 - Why should we buy your taco
 - Drizzle the sauce/salsa onto the taco and take a bite
- Digital “paper” submission:
 - Student info *Exhibit A*
 - Taco name (Ex. Bone Broth Barbacoa Taco)
 - Description (think about how you would describe this taco if you put it on a menu)
 - Recipe ingredients and instructions *Exhibit B*
- Photo submission
 - 1 photo submission
 - Should include the completed taco with all elements (tortilla, protein, topping, sauce/salsa)
 - Example:



Cupcake Bake Off

Everyone loves something sweet! Bake us your sweetest, most Instagrammable cupcake!

The Details:

- Must be standard cupcake size, 3 inches
- Cupcake must be homemade and made by the competitor
- Cupcake liner: plain white cupcake liner
- Must include one of the following: frosting, icing, fondant
- Minimum of one homemade topping or filled with something. (Ex. crumble, dehydrated items, fondant decor, cookie dough, mini macaron, mini brownie)
- Must present 2 identical completed cupcakes
 - 1 cut in the middle so we can see the center of the cupcake
 - 1 whole cupcake for presentation
- Everything should be edible on the cupcake

Submission Elements:

- 60 second video pitch of the product
 - Describe the product in detail
 - What makes it special and standout
 - What inspired you to create this cupcake
 - Why should we buy your product
 - Cut the cupcake in half and squish it gently so we can see, take a bite out of the other half of the cupcake to ensure it is edible.
- Digital “paper” submission:
 - Student info *Exhibit A*

- Item name
- Description
- Recipe ingredients and instructions *Exhibit B*
- Photo submission
 - 1 photo submission
 - Should include 2 cupcakes
 - 1 cut in the middle so we can see the center of the cupcake
 - 1 whole cupcake for presentation
 - Example:



Management Competitions

Should one student want to compete in multiple management competitions, (Ex. Alice wants to compete in the menu competition and floorplan + décor competition) they can use the same restaurant concept for both competitions. Students will not have to create different concepts if they choose not to. Concepts should be original and developed by the competitor.

Create + Curate: Original Menu Competition

Many people say, “Let the food speak for itself!” A restaurant menu is there to give meaning to the overall guest experience while also delivering emotions and brand personality. These are the fundamentals of a restaurant concept. To develop a memorable food and beverage menu, however, you must have a thorough understanding of your target market and ensure it aligns with your brand.

The Details:

- Students will create an original restaurant concept and provide supporting details
- Develop a menu to support the restaurant concept that includes exactly 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.
 - Menu items CANNOT include alcohol
 - The menu should be a complete menu and include: beverages, appetizers, entrees/main, dessert
- Students will create a sample menu design
 - It can include description of menu items, prices, etc.
 - Menu should include graphics or have a design as it would be presented to a guest

Submission Elements:

- 60 second general restaurant pitch
 - You should mention elements included in your restaurant concept
 - What inspired you to create this restaurant concept
 - Who is your target market
 - Loosely describe your menu

- Digital “paper” submission:
 - Student info *Exhibit A*
 - Description of restaurant concept. It should include:
 - Type of establishment
 - Purpose, inspiration and impact
 - How does your menu concept fit in with your restaurant?
 - Meals served (breakfast, lunch, dinner, etc.)
 - Hours of operation
 - Type of cuisine served
 - Target market
 - Describe in detail one signature menu item
 - Not including the student info page, the digital “paper” submission should be a maximum of 4 pages
- Sample digital menu
 - One sided
 - 8.5x11
 - Maximum of 1 page
 - Should include all 12 menu items



Branding Challenge: Logo + Marketing Competition

Marketing helps you share your story with current and potential customers. Your brand tells the story of your restaurant, distinguishes you from your competitors, and articulates the type of food and experience you provide — all before your customers set foot through the door.

The Details:

- Students will create an original restaurant concept and provide supporting details
- Sample logo, one sided
- Sample marketing flyer, one sided

Submission Elements:

- 60 second general restaurant pitch
 - You should mention elements included in your restaurant concept
 - What inspired you to create this restaurant concept
 - Loosely describe your logo
 - Loosely describe your marketing tactic to draw in customers
- Digital “paper” submission:
 - Student info *Exhibit A*
 - Description of restaurant concept. It should include:
 - Type of establishment
 - Purpose, inspiration and impact

- Meals served (breakfast, lunch, dinner, etc.)
- Hours of operation
- Type of cuisine served
- Target market
- Describe your marketing flyer, explain how it will draw in customers
 - Ex. “We decided an open mic night because xyz. We expect to drive traffic by xx%”
 - NO ROI or numbers are required for the flyer
- Describe the meaning of your logo and rationalize for how you designed the logo and how it fit’s in with your restaurant
 - Not including the student info page, the digital “paper” submission should be a maximum of 4 pages
- Sample logo
 - One sided
 - Maximum of 1 page
 - Example:



- Create one marketing, promotional flyer to draw in customers that details one specific marketing tactic
 - Flyer can be promoting: an opening, a special, open mic night, etc.
 - Maximum of 1 page
 - Example:



Design Challenge: Floorplan + Décor Competition

The interior design of a restaurant is one of the factors that influences customer satisfaction. The comfort of your guests is important to their overall acceptance of your restaurant, and it contributes to their whole experience from food to customer service. In this competition, you will create a floorplan and décor for a restaurant concept.

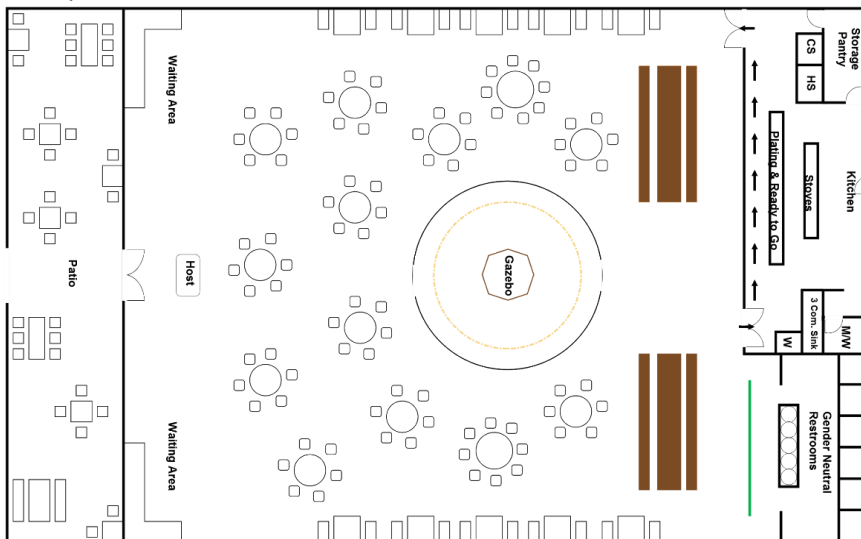
The Details:

- Students will create an original restaurant concept and provide supporting details
- Statement to describe décor
- Show detailed floorplan

Submission Elements:

- 60 second general restaurant pitch

- You should mention elements included in your restaurant concept
- What inspired you to create this restaurant concept
- Loosely describe the ambiance and decor
- Digital “paper” submission:
 - Student info *Exhibit A*
 - Description of restaurant concept. It should include:
 - Type of establishment
 - Purpose, inspiration and impact
 - How does your decor fit in with your restaurant?
 - Meals served (breakfast, lunch, dinner, etc.)
 - Hours of operation
 - Type of cuisine served
 - Target market
 - Show us six FOH design elements of your concept, including example images. It can incorporate walls, lighting, flooring, seating, kitchen equipment, tables, color scheme, aesthetics, plants, artwork, etc.
 - Not including the student info page, the digital “paper” submission should be a maximum of 4 pages
- Detailed Floorplan layout
 - One sided
 - Maximum of 1 page
 - Should include FOH, BOH and all aspects of a restaurant. Items on the floorplan should be labeled
 - Example:



Innovation Competitions

Bright Idea: New App Pitch Competition

Technology has been transforming the food industry for decades, from ordering food at the counter register to ordering food from your phone, from hiring more food delivery people to working with a delivery service app. In this competition students will develop an app that benefits the restaurant industry.

The Details:

- Student competitor will create an original app and provide supporting details
- Student competitor will prepare a one page, one sided digital flyer, no larger than 8.5 x 11 inches

Submission Elements:

- 60 second general app pitch

- You should mention elements included in your app
- What inspired you to create this app
- How will this app benefit the restaurant industry
- Loosely describe how your app works
- Digital “paper” submission:
 - Student info *Exhibit A*
 - Description of app. It should include:
 - App description
 - Statement of need
 - Competitive advantage
 - Target market
 - Not including the student info page, the digital “paper” submission should be a maximum of 4 pages
- Sample Brochure
 - One sided, digital flyer no larger than 8.5 x 11 inches
 - Maximum of 1 page
 - Brochure can include:
 - Name and brief description of app concept
 - Photos and/or visuals of the app
 - Competitive advantage

Bright Idea: New Product Pitch Competition

Technology has been transforming the food industry for decades, from refrigerated trucks delivering produce to restaurants to eco-friendly packaging products that save money and the environment. In this competition students will develop a product that benefits the restaurant industry.

The Details:

- Students will create an original product and provide supporting details
- Students will prepare a one page, one sided digital flyer, no larger than 8.5 x 11 inches

Submission Elements:

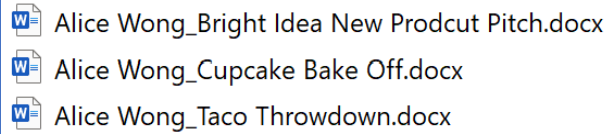
- 60 second general product pitch
 - You should mention elements included in your product
 - What inspired you to create this product
 - How will this product benefit the restaurant industry
 - Loosely describe how your product works
- Paper submission:
 - Student info *Exhibit A*
 - Description of product. It should include:
 - Product description
 - Statement of need
 - Competitive advantage
 - Target market
 - Not including the student info page, the digital “paper” submission should be a maximum of 4 pages
- Sample Brochure
 - One sided, digital flier no larger than 8.5 x 11 inches
 - Maximum of 1 page
 - Brochure can include:
 - Name and brief description of product concept
 - Photos and/or visuals of the product
 - Competitive advantage

Exhibit A

Student Info

Each competition submission must be saved individually and not saved under one document detailing all three competitions.

Example:



The student info page should include:

- Competition the student is competing in (Wienerschnitzel Dress Your Dog Competition, Taco Throwdown, Cupcake Bake Off, Create + Curate: Original Menu, Branding Challenge: Logo + Marketing, Design Challenge: Floorplan + Décor, Bright Idea: New App Pitch or Bright Idea: New Product Pitch)
- High school
- Student Name
- Grade level
- Instagram handle (if applicable)

Example:

- Place information on the top left corner of the page

Wienerschnitzel Dress Your Dog Competition
Hamster High School
Natalie Tong
Grade 12
@itsnataliesoup

Exhibit B

Recipe + Instructions

Student Name	Chef Robert Brownie Jr.		
High School	Awesome High School		
Competition	Taco Throwdown		

Menu Item	Ratatouille Taco Supreme		
Number of Portions	6	Portion Size	5 ounces

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>

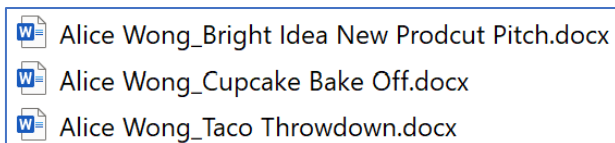
Exhibit C

Digital “Paper” + Video submissions

CRF is still determining the website platform for where students will be submitting their submissions and will notify schools as soon as a platform is determined.

Digital “Paper” Submissions:

- Single spaced
- Must use Arial font, font size 12, black font, 1 inch margins
- Content should be to the point and cover all areas of importance so judges have a full and concise understanding since judges will not be able to ask questions
- File should be submitted via Microsoft Word document or Google document
- Each competition submission must be saved individually and not saved under one document detailing all three competitions.
 - Example:



Video Submissions:

- Should be to the point
- Describe your dish and/or concept
- Think of the pitches you see on TV’s Shark Tank
- The video should not be edited or trimmed
- There should not be words shown on the screen, transitions or fancy edits done to the video
- Videos should be shot horizontal and not vertical
- Competitors must wear the competition shirt provided in their video pitch submission
- Video must not exceed 60 seconds or you will incur a penalty

Tips + Best practices for video submissions:

- Film in a well-lit, bright area (indoor or outdoor)
- The background shouldn’t be too cluttered
- Eliminate background noises (TV off, dishwasher off, hood fan off)
- Speak clearly
- Be enthusiastic and engaging
- You can film the video on:
 - Cell phone
 - Tablet
 - Camera
 - GoPro
 - DJI devices
 - Any recording devices