

# 2020 California ProStart Cup

## BJ's Restaurants Management Competition Procedures and Rules



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

A welcome orientation at the event will be dedicated to the introduction of judges and review of the competition schedule. Competition rules will not be reviewed during the meeting.

Questions regarding competition rules should be sent to Natalie Tong prior to arriving in Pomona. She can be reached at [ntong@calrest.org](mailto:ntong@calrest.org).

**2020 California ProStart Management Cup Procedures and Rules**  
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## **Purpose**

Students participating at the California ProStart Cup will demonstrate their knowledge of, passion for, and creativity in the restaurant industry through the Culinary, Management and Innovation 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. High school students, currently enrolled in a program that uses the ProStart curriculum are eligible to participate. Multiple teams may represent an individual school. Participating teams will consist of two (2) to four (4) team members plus one (1) optional team manager.
2. Students may attend two or more California ProStart Cups as a competitor. However, students may only participate in the National ProStart Invitational twice.
3. Students may compete on one, two or all of the Culinary, Management and Innovation teams in any year.
4. Students competing in the competition can only participate with the high school they are currently enrolled in and actively attending.

### *Teams*

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

### *Attendees*

Industry mentors, teachers, school chaperones, parents, general public, etc., are encouraged to attend the competition. ProStart students who are interested in competing in the future are also encouraged to view the competition complimentary. The awards reception is also open to friends and family complimentary.

Attendees are only permitted to photograph or videotape their home school’s management and/or innovation presentations, and no other form of recording is allowed.

## **General Disqualifications**

1. Teams will attend a required welcome orientation meeting on Friday, March 20, at a place and time designated by the event organizers. Any team that does not attend the pre-competition welcome orientation will be disqualified.
2. Competing students must arrive at the appointed time to compete or they will be disqualified. The only exception made will be for travel delays beyond the control of the team.

3. Competing students and team manager must not receive coaching or any form of communication from anyone during the competition time or they will be disqualified. There will be no verbal or non-verbal communication allowed between any spectators, educators, mentors or coaches and competing students. The determination of what constitutes coaching or communication is solely at the discretion of the CRAF and the judges. No warnings will be provided; violations result in immediate disqualification.
4. Misconduct includes, but is 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 CRAF's attention, the matter will be investigated as CRAF deems appropriate. Any decision as to appropriate action due to misconduct, up to and including disqualification, is at the sole discretion of CRAF and is final. By entering into the contest, the student and the team he/she represents accept this requirement as well as all other conditions of the CA ProStart Cup.
5. Teams must participate in each event segment in the competition or they will be disqualified. For details on competition segments see the CA ProStart Cup rules. Failure to compete in any segment will result in disqualification.

### **Final Scoring**

All judges have been carefully selected by the Event Organizers for their related skills, experience, and expertise. Judges have reviewed the rules in advance of the competition and participated in an orientation. By participating in the competitions, each team and its participants acknowledge that while every effort will be made to provide fair and impartial judging, some discretion and subjectivity is present in any judged competition. All decisions and scoring by judges is final. Any questions about scoring should be referred to the CRAF ProStart Coordinator.

### **Schedules**

Competition schedules will be distributed in advance of the event, once all teams have been identified. The schedule will include assigned start and finish times for all competition segments. All schedules are subject to change.

### **General Provisions**

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

## 2020 CA ProStart Management Cup Competition

### Description

Participating teams will demonstrate their knowledge of the restaurant and foodservice industry by developing a new restaurant concept, presenting a business proposal for potential investors through a PowerPoint presentation, and presenting to a series of judges at a simulated business exposition trade show. The business proposal will consist of a defined restaurant concept, supporting menu, and supporting marketing plan. 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 during the trade show, and posters. Their performance during the event will be observed and rated by judges from the foodservice industry and colleges and universities. Participating teams will demonstrate their ability to work together while developing their business proposal.

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 in 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 two 24 x 36 inch posters. More information on the requirements for the written proposal, booth display set-up and posters are found on the following pages.

### Scoring

There are 225 total points possible in the management competition. The Verbal PowerPoint presentation is worth 30 points, Concept worth is 30 points, the Menu and Costing is worth 35 points, the Marketing is worth 40, the Operations is worth 30, Critical Thinking/Trade Show is worth 55, and Menu and Recipe Costing is worth 5 points. In the event of a tie, the tied team with the highest number of Critical Thinking/Trade Show points will be awarded one additional point to break the tie. Teams will only be evaluated on the information and materials requested in these rules.

### Preparation for 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 a previously submitted work. Submitting any work, or parts of work, that was previously submitted will result in immediate disqualification. *See Management Specific Disqualifications.*
3. The Management team may collaborate with the Culinary team on the menu and recipe items, including recipe development, costing, pricing and photography.
4. Requirements
  - a. Restaurant Concept must be located in ProStartville. The city's description will include demographics and local points of interest. *See Exhibit A for the 2020 description of ProStartville.*
  - b. Students will select 1 of the 4 provided restaurant space scenarios provided in Exhibit C.
5. To convey their proposal, teams will prepare a written proposal, a verbal presentation and two posters.

### Role of the optional team manager

1. The team manager is an important asset to the team who also serves as the alternate.
  - a. The team manager will not be permitted on the competition floor, and must stay in the designated team manager seating area.

- b. The team manager may be introduced and shake hands at the end of the feedback session.
  - c. The team manager may not communicate with the other team members, their educator, or observers to collaborate on answers during the competition period.
2. In the event a team member is unable to compete, the team should notify the lead official. Only with approval from the lead official, may the team manager permanently replace that team member.
3. The replaced team member may not return/step in for the team manager. If the team manager replaces a team member, s/he must stay for the duration of the competition.
4. The replaced member should leave the competition area. At the discretion of the educator, replaced members may leave the event or may stay and watch as an observer.

### **Uniform**

Each team will be required to dress in uniform during team check-in, verbal presentation, visual display and trade show. The uniform consists of: solid color, long sleeve, collared dress shirts, dress pants or skirts and professional footwear suitable for a business meeting with heel height no more than three inches. Neckwear of any sort (e.g. necktie, bowtie, bolo tie, bandana, etc.) should not be worn. All team members should wear identical shirts, and pants should be worn appropriately and professionally (not sagging, etc.). No jeans, ties, jackets, or suits. The team's uniform should reflect a business presentation, not their concept (concept logos are not allowed on their uniforms). Khaki pants may be worn as appropriate for the restaurant concept. Jeans are not permitted. Event organizers will provide a long-sleeved button-down dress shirt for each competitor at registration. Teams that do not dress in provided uniform will receive a 5-point penalty. *See Penalties for points deducted if in violation.*

### **Competition Flow**

- Verbal Presentation Set Up (5 minutes)
- Verbal PPT Presentation (7 minutes)
- Trade Show Booth Set-up (5 minutes)
- Trade Show / Critical Thinking Presentation (25 minutes - 5 sets of judges for 5 minutes)
- Feedback (10 minutes)

### **Team check-in**

1. An open check-in period will take place the morning of competition on Friday, March 20. Team check-in will be held at the same time as team registration.
2. At check-in, teams will submit the following items:
  - 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
  - d. One slideshow PowerPoint presentation on a thumb/flash/USB drive

### **Day of competition**

1. Ten minutes prior to their presentation start time, teams will report outside the verbal presentation room. At their designated presentation time, teams will deliver their verbal presentation before the judges. Their PowerPoint presentation will be projected on a large screen. Teams will bring their assembled posters with them and may reference it during the presentation. Teams must use microphones, which will be provided by event organizers, during the presentation. A slide advancer will be available and provided by event organizers. Laser pointers may be used, but will not be provided.

2. Teams may not distribute materials to judges or use additional materials during the competition segments (business cards, promotional items, props, etc.). Any relevant materials must be included in the written proposal.
3. Each member of the team must have a substantial speaking role (speak for at least one to two minutes) during the presentation. There will be a penalty of five points per student for each student on the team that does not have a substantial speaking role. (*See Penalties*).
4. There will be one-point-per-minute penalty if teams exceed the maximum seven-minute presentation length (*see Penalties*). If the presentation runs more than four minutes over the maximum time, the team will be disqualified (*see Disqualifications*).
5. Judges will not ask questions after the Verbal PowerPoint Presentation portion of the competition. Judges questions will be reserved for the trade show portion of the management competition.
6. Immediately after their verbal presentation, teams will move their posters to the trade show area and their assigned booth. Teams will report back to the trade show area according to their scheduled “set-up” time. The trade show portion of the competition is roped off around the competitor’s space. Team members, their educator and industry mentor may observe. The team will have five minutes to set up their visual display area, which consists only of their two posters and one copy of their written proposal. Inside the booth will be one six-foot table and two easels for poster displays. Trade show judges will supply the team with their copy of the written proposal to accompany the posters. No other props will be permitted. Each student may bring a bottle of water and notecards into the booth. No other items will be permitted.
7. At the designated time, the competition will begin and will include five presentation segments. Each segment will last five-minutes. During this time, students will present on the relevant section of their concept, reference their posters and answer questions from judges. Each set of judges will rotate to the next booth at the conclusion of this five-minute period.
8. Teams may not shake hands, distribute materials to judges or use additional materials (business cards, promotional items, props, etc.) during the competition segments. Any relevant materials must be included in the written proposal.
9. Trade Show 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 of the following 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*).
10. Following the trade show judging, teams will move their poster to the display area determined by event organizers.
11. The posters and written proposal must be picked up by 5 p.m. on Saturday, March 16, or they will be disposed of by event organizers. Team folders will be available for pick up at the registration table between 4 – 5:30 p.m. CRAF will retain one copy of the folder from each team.

### **Verbal presentation**

1. Using the materials developed for the written proposal, teams will prepare a maximum seven-minute verbal presentation that will be presented on-site to judges.
2. Teams must develop a Microsoft PowerPoint® slideshow presentation to accompany the 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.

3. The teams should approach the verbal presentation as though they are developers of the restaurant concept, and the judges are potential investors. Teams should assume the “investors” have not reviewed the written proposal and pull out the relevant information to be presented in person. Think of the TV show Shark Tank.
4. Teams should use their visual display posters as a visual aid during the verbal presentation.
5. To allow the judges adequate time to review your proposal, an electronic draft of the team’s written proposal may be submitted to [ntong@calrest.org](mailto:ntong@calrest.org) by March 7. The content of the draft will not be judged and teams may make changes to their proposal after that time. More details on the Written Proposal are below.

As soon as the students begin their verbal presentation, they are considered to be competing and no communication between students and observers may occur. This includes the travel time between the verbal presentation and trade show / critical thinking presentation.

### Written Proposal

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

### Written Proposal Contents

1. **Restaurant Concept Description (2 pages maximum):** The following information must be included in the description:
  - a) Type of establishment



- b) Purpose and impact
  - c) Meals served (breakfast, lunch, dinner, etc.)
  - d) Hours of operation
  - e) Type of cuisine served
  - f) Target market within the fictional city of ProStartville (defining characteristics, demographics, business/leisure, etc.)
2. **Floorplan and Selected Restaurant Space Scenario (1 page maximum):** CRAF 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 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 of the 12 menu items, teams will prepare and provide recipes. Recipes should be typed and submitted on the official recipe and costing template supplied by Event Organizers Acknowledgements and sources must be listed on each recipe. Recipes must be written in a logical sequence. *See Exhibit G for a sample recipe example.*
  8. **Costing:** For one of the 12 menu items, teams will prepare and provide costing information. Costing information should be typed and submitted on the official recipe and costing template supplied by Event Organizers. Acknowledgements and sources must be listed on each recipe. *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.

11. **Marketing Tactics (2 pages maximum per tactic, including sample):** Teams will develop two (2) marketing tactics to launch their restaurant concept. *See Exhibit J for additional information on the different tactics.* Alcohol-related activities or promotions may not be used as one of the marketing tactics. For each marketing tactic, teams must submit a description of the tactic, the goal of the tactic and a detailed budget that shows all associated costs, and the estimate return on investment (ROI). Students are encouraged to use creativity to develop their tactics. For the budget for each tactic, teams must use local rates and list the rate source. Teams may not enlist the services of a PR firm or a 3<sup>rd</sup> party agency as a marketing tactic. Website and social media presence are not tactics in and of themselves. For the two marketing tactics, teams must submit a paper-based sample, which may not exceed one standard 8.5" x 11" sheet of paper, of the tactic. Examples of acceptable samples could include:
- Newspaper ad – mockup of ad
  - Radio commercial – script
  - TV commercial – storyboard
  - Public relations campaign – sample press release
  - Promotional giveaway items – photo or mockup of item
  - Email or mail campaign – email text and mockup of accompanying artwork
12. **Posters:** Teams will prepare two posters, 24 x 36 inches in size. Posters must be entirely flat and may not include any 3-dimensional objects. For example, the poster, when fully constructed, should be able to be rolled up. Event organizers will provide 2 easels, a foam board and clips for display of the posters.
- 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 Specific Penalties*

## Penalties

The following are fixed deductions.

- The team is not dressed in the provided uniform – 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 less than 12 menu items – 5 points
- Team includes an alcoholic beverage as one of their menu items – 5 points
- Team submits more or less than one recipe – 5 points
- Team submits more or less than one food costing worksheet – 5 points
- Team submits more or less than one menu pricing worksheet – 5 points
- Team submits more or less than two marketing tactics – 5 points
- Team uses an alcohol-related activity or promotion as one of their marketing tactics – 5 points
- Written proposal does not meet specifications (typewritten, stapled, costing information in a separate manila folder, no extra information included) – 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
- Visual display incorporates additional materials not attached to the poster – 5 points
- Visual display does not include sheet listing names – 1 point

15. Each member of the team does not substantially speak during verbal presentation – 5 points per student who does not substantially speak
16. Verbal presentation exceeds maximum allowed time – 1 point per minute

### **Management specific disqualifications**

1. Verbal presentation ran more than four minutes over the maximum allowed time
2. Team used unauthorized enhancements in the slideshow (embedded video, sound, etc.)
3. Teams submitted the work, or parts of, a previously submitted team's work.
4. Team altered visual display posters after check-in.
5. Violation of the General Disqualifications on page 3.

### **Event personnel**

1. Event organizers (CRAF staff members)
2. Volunteers assigned and trained by CRAF to assist with the event.
3. Judges from colleges/universities and the restaurant and foodservice industry. There will also be one lead judge.
4. All judges will be consistent from team to team (i.e., judges scoring restaurant concept will be responsible for that category across all competitors).

## **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)

## Exhibit C – Management

### Restaurant Space Scenario Options

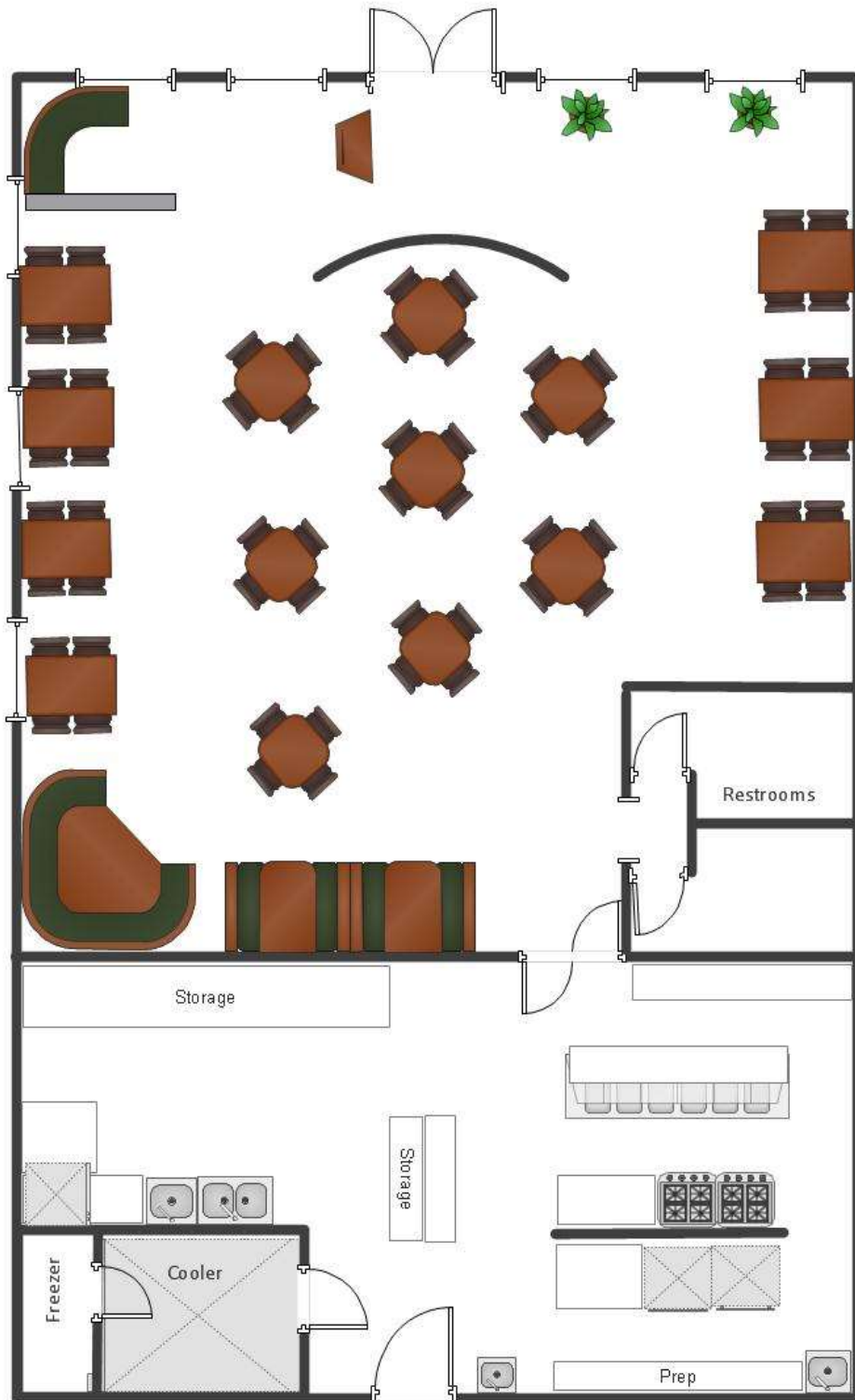
There are four scenarios available to choose from. The management team may enhance their selected scenario but the team may not change the set parameters.

*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.*

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

Exhibit D – Management

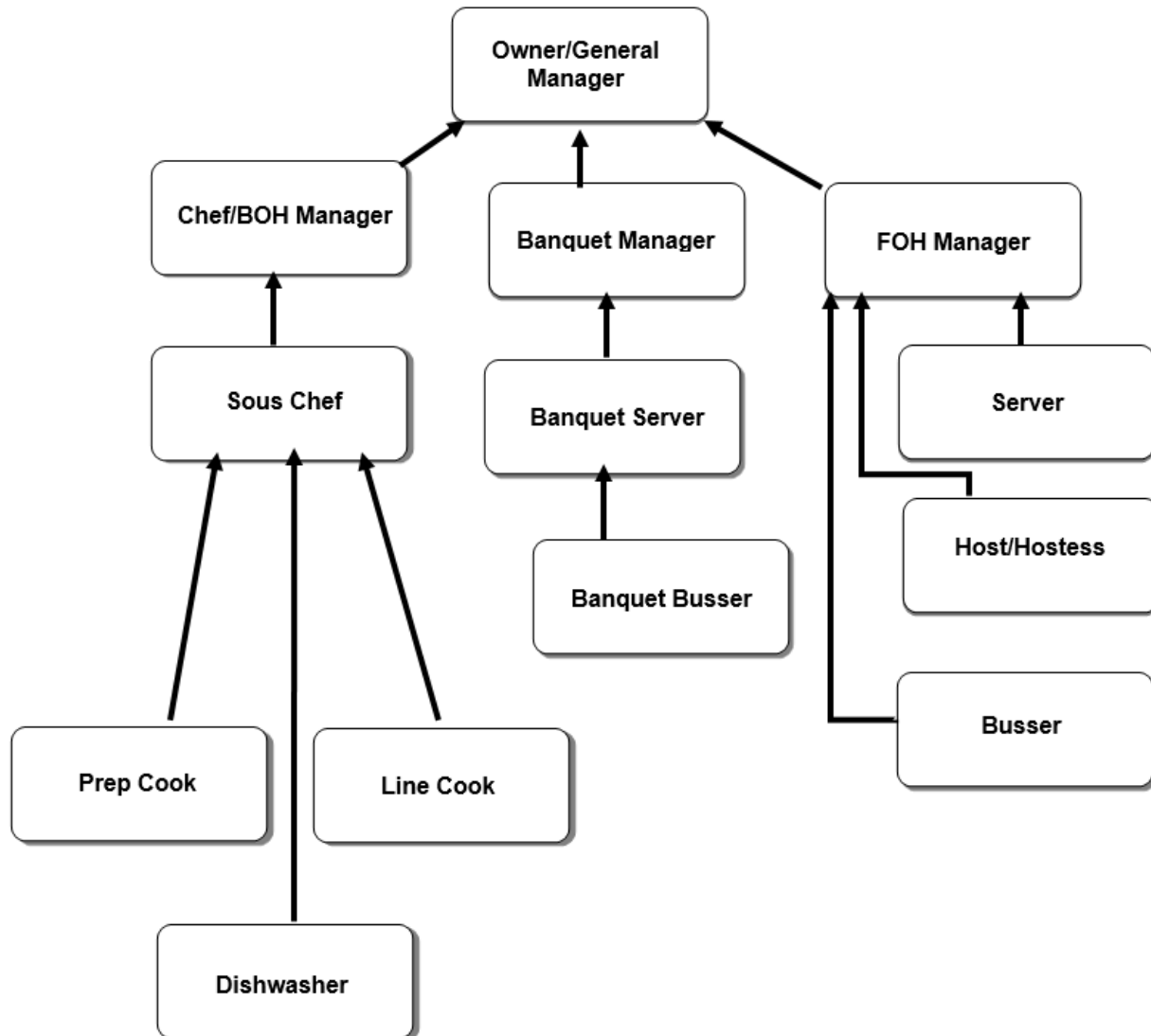
Sample Restaurant Floorplan



**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

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

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
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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

### DRAFT - 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.*

2018 California ProStart Management Cup - Competition Schedule													
Sunday, March 18, 2018													
School Name	Report Outside of Pres Rm	Setup for PPT	Start Presentation (7 mins)	End Presentation	Setup for CT	Judging Rotation 1 (5 mins)	Judging Rotation 2 (5 mins)	Judging Rotation 3 (5 mins)	Judging Rotation 4 (5 mins)	Judging Rotation 5 (5 mins)	Break (15 mins)	Feedback Sessions	
1 School A	9:00 AM	9:05 AM	9:10 AM	9:17 AM	10:20 AM	10:25 AM	10:30 AM	10:35 AM	10:40 AM	10:45 AM		11:00 AM	
2 School B	9:15 AM	9:20 AM	9:25 AM	9:32 AM	10:20 AM	10:25 AM	10:30 AM	10:35 AM	10:40 AM	10:45 AM		11:00 AM	
3 School C	9:30 AM	9:35 AM	9:40 AM	9:47 AM	10:20 AM	10:25 AM	10:30 AM	10:35 AM	10:40 AM	10:45 AM		11:10 AM	
4 School D	9:45 AM	9:50 AM	9:55 AM	10:02 AM	10:20 AM	10:25 AM	10:30 AM	10:35 AM	10:40 AM	10:45 AM		11:10 AM	
5 School E	10:00 AM	10:05 AM	10:10 AM	10:17 AM	10:20 AM	10:25 AM	10:30 AM	10:35 AM	10:40 AM	10:45 AM		11:20 AM	



## Exhibit M – Management

### Sample Management Competition Score Sheet

EVALUATION CRITERIA	POOR	FAIR	GOOD	VERY GOOD	EXCELLENT	SCORE
<b>Verbal PowerPoint Presentation (30 points)</b>						
Organization of Presentation	1	2	3	4	5	
Presentation Skills	1-2	3-4	5-6	7-8	9-10	
PowerPoint Slideshow	1-3	4-6	7-9	10-12	13-15	
<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>PENALTY</b>
<b>Reason for Disqualification:</b>	<b>Reason for Penalty:</b>
Team missed Orientation.	Not dressed in uniform. 5 points.
Team missed appointed time to compete.	Restaurant concept not located in ProStartville or does not match provided restaurant space scenarios. 5 points.
Team received coaching/communication while competing.	Menu includes more or less than 12 menu items. 5 points.
Altered visual display board after check-in	Included more or less than one recipe worksheet. 5 points.
Team used parts of a previously submitted work	Includes food costing worksheets for more or fewer than 1 menu item. 5 points.
Team did not compete in each event segment (written, verbal, critical thinking)	Includes more or less than 1 menu pricing worksheet. 5 points.
General disqualifications listed on page 3.	Includes more or less than 2 marketing tactics. 5 points.
Verbal presentation ran more than four minutes over allotted time	Written proposal does not meet specifications, or was not submitted on time. 5 points.
Misconduct	All 15 written proposal copies are not identical. 5 points.
Used unauthorized features (embedded video, sound, etc.) in slideshow	Team includes an alcoholic beverage as one of their menu items. 5 points.
	Team uses an alcohol-related activity or promotion as one of their marketing tactics. 5 points.
	Team does not use one of the four CRAF provided restaurant space scenarios. 5 points.
	All members of team did not substantially <b>(at least two minutes)</b> present. 5 points per student.
	Exceeds max verbal presentation time. 1 point per minute.