



**2025 Michigan ProStart Invitational®
March 10th & 11th, 2025**

**Management Competition
Procedures & Rules**

Participating teams are responsible for understanding and following all the procedures and rules contained in this document; they will not be reviewed at the Michigan ProStart Invitational. Please read this document carefully to maximize your opportunity for success and to avoid receiving penalties during the competition.

Questions regarding competition rules should be sent to Sarah Metcalf smetcalf@mrla.org or 517.377.3928 PRIOR to the start of the competition.

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Purpose

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

Eligibility

Students

1. All high school students, currently enrolled in a confirmed ProStart program recognized by the Michigan Hospitality Foundation (MHF) are eligible to compete.
2. Students may participate at MPSI as a competitor for only two years, which may be non-consecutive. For the purposes of MPSI, competitors are defined as active team members (i.e., cooking or presenting) and/or team managers.
3. Students may compete in one or both the Culinary and Management teams in any year. Competing on two teams at any one MPSI counts as one year of competition.

Teams

1. 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.
 - a. 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.

Team Manager

1. The team manager is an important asset to the team but is not required. There are no additional provisions for teams without a team manager.
2. The team manager is considered a part of the team and may not have any verbal or non-verbal communication with anyone outside the competition area.
3. If a team member cannot participate or continue, the team manager may replace that team member with Lead Judge and Event Organizers' approval.
 - a. 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, they must stay in the role for the remainder of the competition.
 - b. The replaced team member should leave the station/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 dismissal.

In the Management competition, the team manager is an important asset to the team.

- *The team manager will not be permitted on the competition floor and must stay in the designated team manager seating area.*
- *The team manager may be introduced and shake hands at the end of the feedback session.*
- *The team manager may not communicate with the other team members, their educator, or observers to collaborate on answers during the competition period.*

Event Personnel

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

Scoring

A maximum of 200 points can be earned by a team during the Management Competition. Management Check-In is worth five (5) points, Concept is worth thirty (30) points, Menu and Costing is worth thirty-five (35) points, Marketing is worth forty (40) points, Operations is worth thirty (30) points, Critical Thinking is worth fifty-five (55) points, 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).

Team Proposal Submissions

To allow officials and judges adequate time to review your menu, an electronic copy must be submitted as one pdf document to smetcalf@mrla.org **no later than February 24th, 2025**. Minor adjustments and corrections to the proposals are allowed, but major changes are not allowed after submission. If there is a question about what constitutes a minor adjustment, please contact smetcalf@mrla.org. A penalty will be issued if the team does not submit as stated above.

To ensure compliance, the proposal requirements and standard for change are included below:

Proposal Requirement
All eleven (11) components of the concept proposal.
Standard for Change
Teams that make changes to their proposals after the initial submission must include a page following the cover sheet that highlights all changes from the original proposal as well as the page number where the change was made.
Video or promotional post must also be submitted to MHF by email no later than February 24, 2025 so that we can provide it to our judges.

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 and will be communicated with as much advance notice as possible.

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 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 completes dishwashing. The determination of what constitutes coaching or communication is solely at the discretion of the MHF 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 MHF's attention, the matter will be investigated as the deems appropriate. Any decision as to appropriate action due to misconduct, up to and including team disqualification, is at the sole discretion of the MHF 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 the Culinary 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 Michigan ProStart Invitational.

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 2025

The following provides a review of information added to the 2025 MPSI rules. Please see below:

General

- Formatting to the rules has been updated to be more comprehensive and address the following:
 - Competition descriptions and rules have been separated to better define components of the competition that are for informational purposes and rules where applicable throughout each competition.
 - The flow of the document is provided in chronological order to better outline what can be expected from preparation through the end of the competition
 - Reduction of repetitive language within the rules to eliminate conflicting interpretations between different sections of the document.
- All Team Manager role information has been moved to the General Competition Overview section of the document
- Event Personnel for each competition has been moved to General Competition Overview section with more context on the standard for judge recruitment and selection
- Scoring has been moved to General Competition Overview section
- The proposal standards for change has been moved to General Competition Overview section
- Team proposal submission information has been moved to the General Competition Overview section with grid
- The general disqualification for a team arriving late to competition has been removed and changed to a penalty of ½ point for each 15 seconds late, disqualification after 10 minutes.

Management

1. Cover sheet addition requirement added to proposals ONLY for teams who make changes post submission due date
2. Digital ad was added to the list of acceptable samples of traditional marketing tactics
3. Clarification on the use of influencers in social media tactic
4. Management Station Blueprint and Management Competition Equipment has been added to the Management Competition Description section
5. Competition Segment and Scoring has been added for quick reference
6. Observation for educators and mentors in Feedback has been moved to the Judge Critiques
7. Clarification on penalty for Materials Check-in
8. Clarification on what constitutes a digital ad in the traditional marketing tactics section on Marketing Tactic Clarification – Exhibit J

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 three (3) copies of their written proposal and two (2) 24 x 36 inch posters. More information on the requirements for the written proposal, booth display, and posters are found on the following pages.

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 the 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.

Preparation for Management Competition

Team Proposal Submission - Exhibit B for Written Proposal Outline and Checklist)

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, double-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 territory, 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, with each tab labeled with its corresponding section. *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.*

MHF will retain one copy of the written proposal at the completion of the competition. This may be used by MHF 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.

3. In addition to the Written Proposal, teams must prepare one additional copy of the sample menu, the recipes, photographs, costing and menu pricing worksheets. This copy should be placed in a standard manila colored folder. The team's state or region must be listed on the front of the manilla folder. *Note: the school name should not be included.*
4. Requirements 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):** MHF will provide four (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 which 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 which 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 kosher/table salt and black pepper may be priced at 1% of the total recipe cost. Everything else must be costed out.
 - b. Oil for deep-frying may be priced at 2% of the total recipe cost, only if used.
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. *See Exhibit I for menu price example.*
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. At least one of the two tactics must be a traditional tactic, from the list below. The other tactic may involve the use of social media, and teams will create a video or an image that promotes their unique restaurant concept. A team may opt for two traditional marketing tactics or one traditional marketing tactic and one social media tactic. A team may NOT opt for two social media tactics. For each marketing tactic, teams must submit a description of the tactic, the goal of the tactic, a detailed budget that shows all associated costs, and the estimated 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. 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 tactics.

Examples of acceptable samples of the traditional marketing tactic 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

Teams may utilize a social media driven marketing tactic that promotes their restaurant by creating one of the following:

- a. Video (no longer than 20 seconds) – submitted via QR code with the management proposal, on the paper-based sample page
- b. Promotional post – submitted via QR code with the management proposal along with a screenshot, on the paper-based sample page

Social media marketing tactics must be specific to a social media platform. Teams must choose **ONLY ONE** of the following platforms:

- a. Instagram
- b. Facebook

Teams must demonstrate the return-on-investment for their social media marketing tactic by using the standard ROI formula.

$$\text{ROI} = (\text{Return [profit]} - \text{investment [expense]} / \text{investment [expense]}) \times 100$$

Each social media platform has its own cost, or base rate. Below are the costs for each platform's cost-per-click (the amount a team spends per the cost of each click the ad receives):

- a. Instagram: \$3.56 per click
- b. Facebook: \$0.97 per click

All content must be produced by the team but may feature an influencer.

Posters

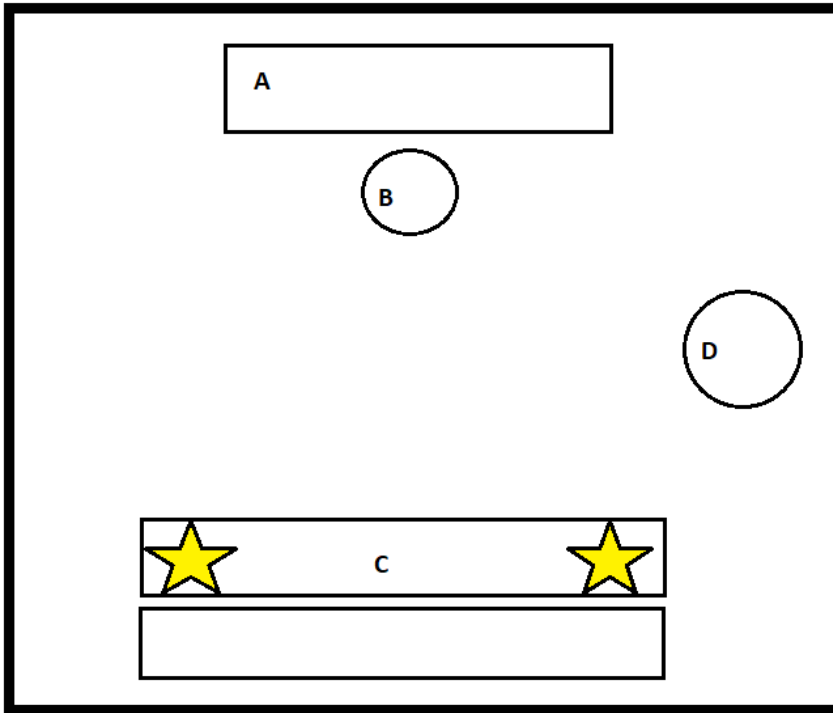
Teams will prepare two posters, 24" x 36" in size. Posters must be entirely flat and may not include any 3-dimensional objects. The poster, when fully constructed, should be able to be rolled up for storage at Check-In.

One poster should display the sample menu and the floorplan; the other poster should display one marketing tactic. If a team opts to display their social media marketing tactic on their poster, they are permitted to include their QR code but must include an image of the tactic itself. If the tactic is a reel/story/video post, a screenshot suffices.

Please note: Judges will not view videos during a team's time on the competition floor. Concept logos are permitted on the posters, but no other information should be included. *See Management Competition Penalties.*

Booth and Equipment

Management Station Blueprint



- A. Competition booth
 - a. Teams will remain at their booths from the time they report and setup until the competition is over, and they are escorted to judge feedback. During competition, each judge category grouping will rotate between all teams.
- B. Team table
 - a. Teams' two (2) posters and copies of three (3) proposals will be placed here prior to report and setup.
- C. Spectator seating
 - a. Outermost front-row seats reserved for optional team manager and Timer
- D. Judge high-top table
 - a. Reserved for judges to discuss and enter notes in between category rotations. Please refrain from placing any personal items on these tables.

Event Organizers provide:

- A. Easels and binder clips to secure posters

Day Prior to Competition		
Competition Segment	Time	Possible Points
Materials Check-in	Open check-in during allotted timeframe	5 points
Day of Competition		
Report and Setup	5 minutes	
Concept	10 minutes	30 points
Menu	10 minutes	35 points
Break	10 minutes	
Marketing	10 minutes	40 points
Critical Thinking A	10 minutes	55 points (total)
Critical Thinking B	10 minutes	
Operation	10 minutes	30 points
Break	10 minutes	
Menu & Costing	10 minutes	5 points
Break	5 minutes	
Judge Feedback	10 minutes	
Totals		
	~1 hr, 50 minutes	200 points

Management Competition Rules

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. Neckwear of any sort (e.g. necktie, bowtie, bolo tie, bandana, etc.) should not be worn.
 - Dress pants or skirts
 - Professional footwear suitable for a business meeting, with heel height no more than 3 inches.
- The ProStart logo must be displayed on the participants' right or left chest if embroidered. Only ProStart or sponsor logos are allowed on uniform shirts. No other logos are permitted, including concept logos.
- 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.

Materials Check-In

- 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.
- Should travel delays arise and, as a result, a team is unable to check-in their materials during the times specified by Event Organizers.
- At check-in, teams will report in uniform to submit the following items (*See Exhibit B for Outline and Checklist*)
 - Eight (8) 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. Teams will be penalized for each incomplete check-in attempt. 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
Report to 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 three (3) copies 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. 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 Organizers.
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) and mentor(s) are allowed to be present to observe only during the Feedback sessions. Any communication with the team by outside parties, including teacher(s) and mentor(s) other observers is prohibited during this time.
6. See Exhibit L for a sample Management Competition timeline

Judge Critiques

A maximum of four (4) people comprised of designated teacher(s) and mentor(s) are allowed to be present to observe only during the Feedback sessions. Communication with the team is still prohibited.

After the final judge rotation of the competition is complete, all teams will receive a 5-minute break. Teams will then be escorted to a room where they will receive feedback from judges. Only the designated teacher and mentor may accompany and listen to feedback.

Post Competition

1. Once teams receive judge feedback, they will be escorted back to their booths.
2. Teams must remove their posters from their booths and may collect the three (3) proposals displayed at their booth during competition.
3. Teams take their posters to designated area for display.

Management Competition Penalties

The following are fixed deductions.

1. Written proposal was not submitted on time i.e. by **February 24, 2025** to smetcalf@mrla.org – 5 pts
2. The team is not dressed in uniform – 5 pts
3. Posters do not meet specifications or include additional information – 5 pts
4. Restaurant concept is not located in ProStartville or does not match one of the provided restaurant space scenarios – 5 pts
5. Team submits more or fewer than 12 menu items – 5 pts
6. Team includes an alcoholic beverage as one of their menu items – 5 pts
7. Team submits recipes for more or fewer than 1 menu item – 5 pts
8. Team submits food costing worksheets for more or fewer than 1 menu item – 5 pts
9. Team submits more or fewer than 1 menu pricing worksheet – 5 pts
10. Team submits more or fewer than 2 marketing tactics – 5 pts
11. Team uses an alcohol-related activity or promotion as one of their marketing tactics – 5 pts

Management Specific Disqualifications

1. Team submitted work, or parts of work, that was previously submitted.
2. Team does not check in for Management Check-In or fails to successfully check-in within the allotted window on the appropriate date.

Exhibit A – Management

2025 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: 194,750
- Year-over-year population change - +2.5%
- Median age – 29.4
- Population breakdown by age

<18	20%
18 - 24	20%
25 - 44	32%
45 - 64	20%
65+	8%

- Families – represent 23% of the population.
- Gender
 - Men: 49%
 - Women: 51%
- Median income - \$67,000

Economy

- In civilian labor force – 65%

Education

- High school graduate or higher (25+ years old) – 95%

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
 - QR Code linking to actual social media tactic if one is used

Additional Materials:

- In a single Manila Folder with the team's school 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

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 courthouse 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 having 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

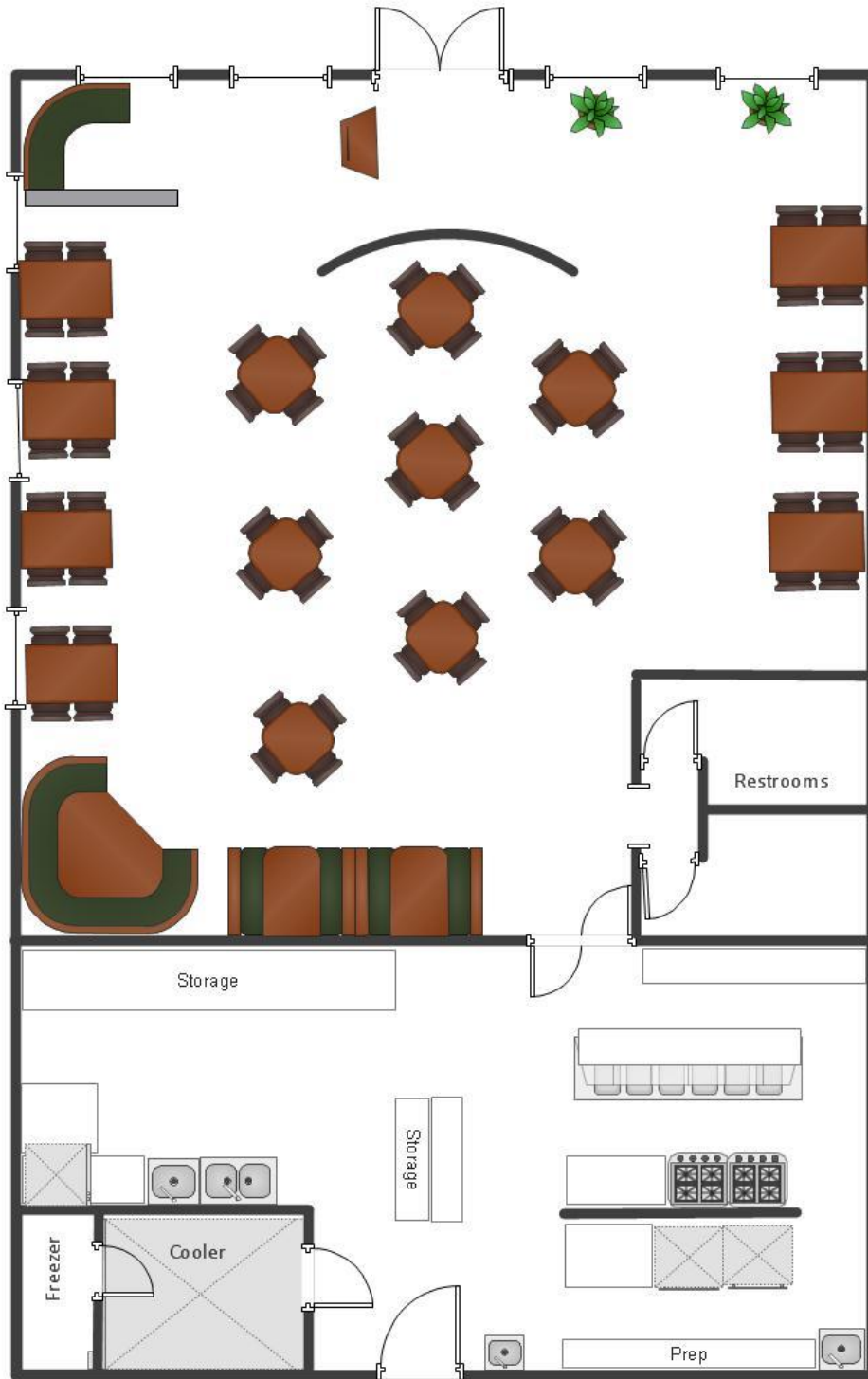


Exhibit E – Management

Sample Organizational Chart

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

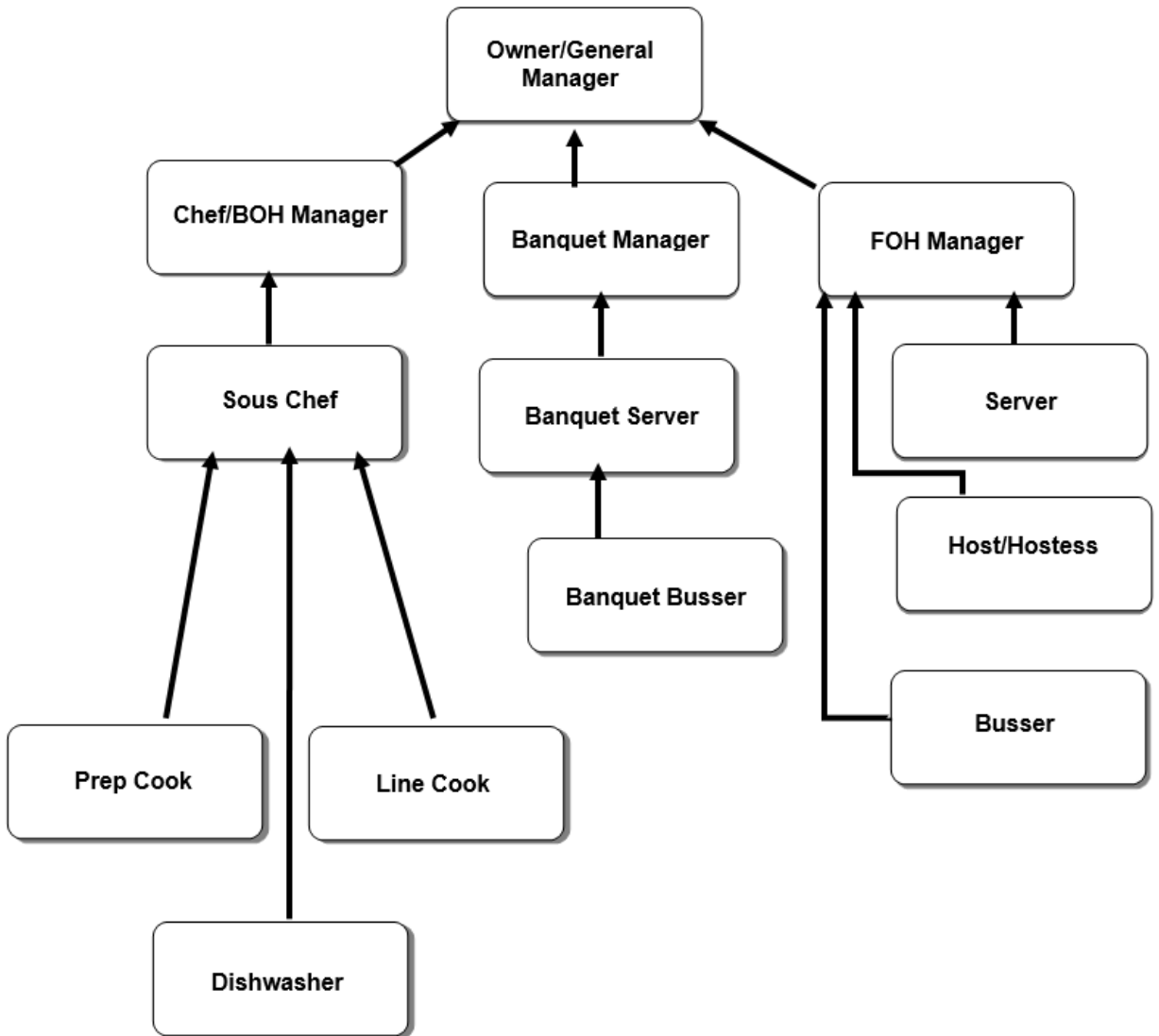


Exhibit F – Management

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, with the twelve selected menu items serving as the true highlights of the restaurant’s brand and concept. 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
Calamari ¹ \$8.00 Fresh, tender squid lightly floured then deep fried, served with lemon wedges and homemade marinara sauce.	House ³ \$6.50 Spring greens, avocado, roasted peppers, onions, shredded carrots, tomatoes & balsamic dressing
Spinach and Artichoke Dip ² \$7.50 Warm blend of creamy spinach, tender artichokes, and melted Asiago and Parmesan cheeses. Served with tortilla chips.	Crazy ⁴ \$8.50 Chicken breast, goat cheese, spring greens, crushed walnuts, bacon, roasted peppers, onions & balsamic dressing
	Wild Alaska Salmon ⁵ \$10.50 Alaska salmon, spring greens, tomatoes, sliced lemon & balsamic dressing
Sandwiches	Entrees
<i>Available with your choice of potato, pasta, or green salad.</i> Best Burger ⁶ \$8.50 ¼ lb. beef patty, pickle, tomatoes, sautéed onions, spring greens, cheddar cheese	Pot Roast Dinner ⁹ \$15.75 Piled high with cippolini onions, carrots & mushrooms over mashed potatoes, served au jus
Best Chicken ⁷ \$8.00 Chicken breast, spring greens, tomatoes, onions & basil mayo	Chili Glazed Salmon ¹⁰ \$16.50 Served over a roasted vegetable & quinoa pilaf finished with micro greens
Garden Burger ⁸ \$7.00 Veggie patty, sun-dried tomato pesto, spring greens, avocado, tomatoes, onions, shredded carrot & basil mayo	Chicken Pot Pie ¹¹ \$13.00 Roasted chicken in an herbed cream sauce with leeks & carrots under a pastry crust
Desserts	Beverages
Cake of the day ¹² \$4.00 Ice Cream Sundae ¹³ \$3.50	Soda ¹⁴ \$2.00 Housemade Lemonade ¹⁵ \$2.50 Brewed Coffee ¹⁶ \$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 ¹	1.95 ²	--
Cappuccino	2.95 ³	3.65 ⁴	3.95 ⁵
Americano	2.15 ⁶	2.55 ⁷	2.95 ⁸
Café Latte	2.95 ⁹	3.65 ¹⁰	3.95 ¹¹
Vanilla Latte	3.45 ¹²	4.15 ¹³	4.45 ¹⁴
Brewed Coffee	1.95 ¹⁵	2.45 ¹⁶	2.95 ¹⁷
Iced Coffee	2.15 ¹⁸	2.65 ¹⁹	3.15 ²⁰

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.

a

Item Type Choose 1	Protein Choose 1	Toppings Choose 2 (\$1 for additional topping) ⁵	Extras
Burrito	Chicken ¹ \$6.25	Beans and Rice	Chips and Salsa ⁶ \$3.00
Bowl	Steak ² \$6.50	Cheese	Guacamole ⁷ \$4.00
Tacos	Ground Beef ³ \$5.95	Salsa	Chips and Guacamole ⁸ \$5.00
Salad	Vegetarian ⁴ \$5.75	Sour Cream	Chips only ⁹ \$2.00

Note: While a “build your own” concept is permissible, it is not recommended. Teams instead should focus on their core menu, composed of items that reflect their unique brand signature., There can then be 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.

School Name	Awesome School
Educator Name	Chef Jane Doe

Menu Item	Chicken Gruyere		
Number of Portions	4	Portion Size	1 breast / approx. 8 oz.
Cooking Method(s)	Sauté, bake		
Recipe Source	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"> 1. Sauté onions and ½ butter until soft but not brown. 2. Combine cheese, bread crumbs and paprika 3. Sprinkle chicken breasts with salt and pepper <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.

State Name	Awesome State		
Educator Name	Chef Jane Doe		
Menu Item	Chicken Gruyere		
Number of Portions	4	Portion Size	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

Subtotal	\$8.041
1 % for salt and pepper (Q Factor)	\$0.08
2 % for frying oil (if used)	\$0.00
Total Recipe Cost	\$8.121
Portion Cost	\$2.03

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.

Ingredient	Purchase Unit	Purchase cost	Unit cost	Amount Needed	Ingredient Cost

Subtotal	
1 % for small amounts of spices (Q Factor)	
2 % for frying oil, if using	
Total Recipe Cost	
Portion Cost	

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.

State Name	Awesome State
Educator Name	Chef Jane Doe

Menu Category	<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

Total Plate Portion Cost	\$4.098
Menu Price at 33% Food Cost	\$12.42
Actual Price on Menu	\$14.50

Exhibit J – Management

Marketing Tactic Clarification

Teams must include two marketing tactics as a part of their proposal. Teams may submit two traditional marketing tactics, or one traditional marketing tactic and one social media marketing tactic. Teams MAY NOT submit two social media marketing tactics. The below categories will help identify what qualifies as a marketing tactic and what can be seen as specific examples of each tactic.

For the traditional marketing 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 the vehicle for the promotion. The marketing tactic employed is actually sample/free product.

Social Media:

The video or promotional post created by teams should focus on strong brand recognition and reinforce the restaurant concept.

Video – Promoted short form videos, with captions

- Instagram story
- Instagram reel
- Facebook reel

Promotional Post – Promoted posts with images and captions

- Instagram post
- Facebook post

Traditional:

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
Check-In (5 points)						
Including but not limited to: <ul style="list-style-type: none"> • Arrival within timeframe • Items meet specifications • Complete submission • Uniform 	1	2	3	4	5	
Concept (30 points)						
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	
Menu and Costing (35 points)						
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	
Marketing (40 points)						
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	
Critical Thinking (55 points)						
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	
Operations (30 points)						
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	
Menu and Costing (5 points)						
Recipes, Costing, Pricing	1	2	3	4	5	

DISQUALIFICATION
Reason for Disqualification:
_____ Team submitted work, or parts of work, that was previously submitted.
_____ Violation of the General Disqualifications on page 5.
PENALTY
Reason for Penalty:
_____ Written proposal does not meet specifications, or was not submitted by February 24th, 2025 to smetcalf@mrla.org – 5 pts
_____ Team did not successfully submit all items at check-in, items did not meet specifications – 1 pt to 5 pts 1 point is deducted per incomplete/incorrect check-in attempt up to 5 total points. If the team is unable to successfully check-in within the allotted window, the team is disqualified.
_____ The team is not dressed in uniform – 5 pts
_____ Posters do not meet specifications or include additional information – 5 pts
_____ Restaurant concept is not located in ProStartville or does not match one of the provided restaurant space scenarios – 5 pts
_____ Team submits more or fewer than 12 menu items – 5 pts Number of items submitted _____
_____ Team includes an alcoholic beverage as one of their menu items – 5 pts
_____ Team submits recipes for more or fewer than 1 menu item – 5 pts Number of recipes submitted _____
_____ Team submits food costing worksheets for more or fewer than 1 menu item – 5 pts Number of costing worksheets submitted _____
_____ Team submits more or fewer than 1 menu pricing worksheet – 5 pts Number of menu pricing worksheets submitted _____
_____ Team submits more or fewer than 2 marketing tactics – 5 pts Number of marketing tactics submitted _____
_____ Team uses an alcohol-related activity or promotion as one of their marketing tactics – 5 pts