

# 2012 Georgia ProStart<sup>®</sup> Management Championships

## Management Competition Procedures and Rules

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

There will be no orientation at the event. Competition rules will not be explained. Questions regarding competition rules should be sent to your [LeeGray@hefg.org](mailto:LeeGray@hefg.org). Questions and answers will be shared with all teams.

This is a student competition. Mentors and educators should be advisors and guides. This is an opportunity to allow students to learn leadership and express their ideas and creativity.

All questions and answers will be kept on a central site. Questions must be asked prior to March 23, 2012 at 5 pm.

Georgia Teachers: [We recommend teachers use this as a class project grade with standard CA-CAII-9.](#)

## **Eligibility**

All high school students currently enrolled in a verified ProStart high school programs by the recognized-manager of the ProStart program in their state. Up to one team may represent each ProStart school.

1. Participating teams will consist of two (2) to four (4) team members. One (1) alternate may attend. However, the alternate may only participate if an original team member is injured or unable to participate. In case of student injury, an alternate, with judge's approval, may replace the injured student.
2. Students may only compete in the National competition for two years as a non-alternate but may compete as additional years (before or after) as an alternate.

## **General Disqualifications**

1. Teams are required to register/check-in at a place and time designated by the Event Organizers. The only exception made will be for travel delays beyond the control of the team.
2. Teams 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. Teams 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 teams. NO EXCEPTIONS.
4. Misconduct, which includes any nonprescription drug use, alcohol use, or any activity that is illegal under federal, state or local laws, at the event, during competition or in activities or locations related to the event, may disqualify a participant or the participant's team from awards or further participation. Should any misconduct come to the HEFG's attention, the matter will be investigated as the HEFG deems appropriate. Any decision and sanction as to appropriate action due to misconduct is at the sole discretion of the HEFG, 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 program.
5. Teams must compete in each event segment in the competition or they will be disqualified.
6. This is a student

## Schedules

Competition schedules will be distributed prior to arrival, once all teams have been identified. The management schedule will include assigned Verbal Presentation, Visual Display and Question /Answer times. All schedules are subject to change.

## Management Competition

### Purpose

Participating teams will demonstrate their knowledge of the restaurant and foodservice industry by developing a business proposal for a new restaurant concept. The business proposal will consist of a defined restaurant concept, supporting menu, and supporting marketing plan. Teams will prepare a comprehensive written proposal, verbal presentation and visual display. Teams will also be tested on their critical thinking skills by reacting to potential management challenges related to their concept during the “Question and Answer” period. 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.

### Uniform

Each team will be required to dress in uniform during Team from Check-in through awards ceremony. The uniform consists of: solid color, long sleeve, button down dress shirts; dress pants or skirts; and professional footwear. All team members should wear the same shirt, and pants should be worn appropriately and professionally (not sagging, etc.). No jeans, ties, jackets or suits. Sponsor logos are allowed on the shirts. The team’s uniform should reflect a business presentation, not their concept (concept logos are not allowed on their uniforms). There will be a 5-point penalty if the team does not dress in uniform. *See Penalties.*

### Scoring

The total points possible in the management competition is 100 points. The Written Proposal will be worth 40% of the total, the Verbal Presentation with Q&A will be worth 40%, and the Visual Display will be worth 20%. If needed, the team with the highest verbal presentation points will determine a tie. An appropriate panel of judges will determine a second tie breaker. Teams will only be evaluated on the information and materials requested in the following rules – *please see Exhibit A.*

### Preparation for Competition

1. Mentors and educators may assist teams in preparing for the competition; however, they may not prepare the written proposal, verbal presentation or visual display. Their expertise is limited to acting as a sounding board and critiquing practice presentations.
2. **All teams must use the location, ProStartville.** The city’s description, demographics and local points of interest are in *Exhibit B.*
3. Teams will develop a proposal to launch **a new restaurant concept in ProStartville.** In the proposal, teams will fully define the restaurant concept, develop a menu that fits the restaurant concept, and develop a marketing plan to support the launch of the restaurant

concept. **There will be a 5-point penalty if the restaurant concept is not located in ProStartville.** See *Penalties*.

4. To convey their proposal, teams will prepare a written proposal, a verbal presentation and a visual display.
5. The team's work must be unique and not built off another team's previous work. Teams may work with the Culinary Team.

### Written Proposal

1. In the written proposal, teams must describe the new restaurant concept. The restaurant concept description must include at least the below information:
  - a. Type of establishment – see *Exhibit C for descriptions*
  - b. Meals served (breakfast, lunch, dinner, etc.)
  - c. Hours of operation
  - d. Type of cuisine served
  - e. Location of restaurant (standalone, strip mall, office high rise, etc.)
  - f. Target market within the fictional city of ProStartville (defining characteristics, demographics, business/leisure, etc.)
2. Teams must also describe how the restaurant's interior and décor will complement the restaurant concept. Paper-based samples and photos may be included to support the description.
3. A basic diagram of the restaurant's layout (front-of-the-house and back-of-the-house) must be provided. The diagram may be handwritten or electronically diagrammed. Students are encouraged to make it as much to scale as possible; however, the diagram 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. The diagram must fit on a maximum 11" x 17" sheet of paper. See *sample in Exhibit D*.
4. Teams must include an organizational chart listing what positions will be necessary to staff the restaurant. It is not mandatory to include how many staff will fill each position. See *sample in Exhibit E*.
5. Teams must develop a menu to support the restaurant concept that includes exactly 9 menu items. If beverages are listed on the menu, each beverage counts toward the 9 menu items. **Alcoholic beverages cannot be included on the menu. There will be a 5-point penalty if alcohol is included.** See *Penalties*. If more or less than 9 menu items are listed on the menu, there will be a 5-point penalty. See *Penalties*. The menu items must reflect appropriate menu content based on the restaurant concept. A written description of the 9 menu items must be included. *For a detailed explanation of what counts as a menu item, please see Exhibit F*.
6. A sample that shows how menu items will be communicated to customers – including pricing - must be included (maximum 8 ½" x 11" paper). The sample should be reflective of the restaurant concept – such as a drawing of a menu board for a quick-service restaurant or sample hand-out menu for a full-service restaurant.
7. For 3 of the 9 menu items, teams will prepare and provide recipes. Typewritten recipes must be submitted on the official recipe template supplied by Event Organizers (*same template as culinary competition*). Acknowledgements and sources must be listed on each recipe. Recipes must be written in a logical sequence. Teams should only prepare recipes for 3 of the items; there will be a 5-point penalty for providing recipes for more or less than

3 menu items. Refer to *Becoming a Restaurant or Foodservice Professional Year 1*, pg. 180, or *Foundations of Restaurant Management & Culinary Arts Level 1*, pg. 245, for additional information. See Exhibit G for a sample recipe.

8. Teams will prepare and photograph the 3 menu items detailed above prior to competition, and include photos of the 3 items in the written proposal.
9. For those same 3 menu items, teams must prepare food costs - typed and submitted on the official costing template supplied by Event Organizers (*same template as culinary competition*). Teams should only prepare costing worksheets for 3 of the items; there will be a 5-point penalty for providing costing for more or less than 3 menu items. Refer to *Becoming a Restaurant or Foodservice Professional Year 1*, Chapter 12, or *Foundations of Restaurant Management & Culinary Arts Level 2*, pg. 258, for more information. See Exhibit G for a food cost example.
10. Prices must also be developed for these 3 items – calculated at a 33% food cost percentage. 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 will be acceptable to have a price of \$7.95. However, the final calculation before rounding must be indicated on the menu pricing template. On the sample of how the menu will be presented to customers (see rule 6 above), please base pricing for all 9 items off the prices calculated for these 3 items. Refer to *ProStart Year 1*, pg. 491, or *Foundations of Restaurant Management & Culinary Arts Level 2*, pg. 483, and the menu pricing example in Exhibit F for details on menu pricing.
11. The management team is encouraged to collaborate with the culinary team on the 3 items, including recipe development, costing, pricing and photography.
- 12. Teams must prepare an additional copy of just the menu listing (#5) and sample (#6), the recipes (#7), photographs (#8), costing (#9) and menu pricing (#10) worksheets in a manila folder. The team's state should be listed on the front of the folder.**
- 13. The team must email a pdf copy of just the menu listing (#5) and sample (#6), the recipes (#7), photographs (#8), costing (#9) and menu pricing (#10) worksheets in a manila folder. The team's state should be listed on the front of the folder by March 13<sup>th</sup> to LeeGray@hefg.org**
14. Teams will develop 2 marketing tactics to launch their restaurant concept. If more or less than 2 marketing tactics are submitted, there will be a 5-point penalty. See *Penalties*. **Alcohol-related activities or promotions cannot be used as one of the marketing tactics. There will be a 5-point penalty if alcohol is used.** See *Penalties*. 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. 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.
15. For the 2 marketing tactics, teams must submit a paper-based sample (maximum 8½" x 11" paper) of the tactic. Examples of acceptable samples could include:
  - a. Newspaper 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 campaign – email text and mockup of accompanying artwork
  - g. Social Media – sample Facebook or Twitter page, etc.
  - h. “Deal-of-the-Day” Third Party – explanation and mockup of deal

16. The written proposal must be typewritten (other than samples or exhibits). The proposal should follow the outline in *Exhibit A*, and each section should be separated by tabs. Teams will prepare 10 copies of the proposal in a clear front, soft-bound report format – 1 for each Verbal Presentation Judge (6 copies), 1 to include with the visual display (1 copy), and 3 for the Visual Display and Critical Thinking Judges (3 copies). The outside back cover of the written proposal must list the following information: state, school name, names of team members and concept name. For samples of acceptable presentation binders, see [http://www.staples.com/Staples-Presentation-Binder/product\\_SS463380?cmArea=SC1:CG1091:DP4635:CL162165](http://www.staples.com/Staples-Presentation-Binder/product_SS463380?cmArea=SC1:CG1091:DP4635:CL162165) or [http://www.staples.com/Oxford-Clear-Front-Report-Cover/product\\_SS1003226?cmArea=SC1:CG1091:DP1305:CL130501](http://www.staples.com/Oxford-Clear-Front-Report-Cover/product_SS1003226?cmArea=SC1:CG1091:DP1305:CL130501). All 10 copies must be identical, or there will be a 5-point penalty. There will also be a 5-point penalty if the proposal is not prepared properly. See *Penalties*.
17. **To allow the judges adequate time to review your proposal, an electronic draft of the team's written proposal must be submitted to LeeGray@hefg.org, by March 13<sup>th</sup>, 2012. The draft will be scored only for recipe, costing and you may make changes to other areas of your proposal after march 13<sup>th</sup> but you must submit the entire proposal on this date.**
18. **One copy** of the written proposals submitted **will not** be returned to teams at the conclusion of the competition.
19. **Excerpts from the written proposals may be used as examples during training or informational sessions.**

### **Verbal Presentation**

1. Using the materials developed for the written proposal, teams will prepare a maximum 10-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.
4. Teams **must** use their visual display as a visual aid during the verbal presentation.

### **Visual Display**

1. Using the materials developed for the written proposal, teams will build a display to visually reflect their restaurant concept. Judging will be based on how well the display conceptualizes the restaurant concept, along with meeting the requirements below. The displays will be available for public viewing.
2. The displays must be 36” x 48” **tri-fold** displays, made only of corrugated cardboard or foam core, and will be placed on top of 6’ tables for viewing. There will be a 5-point penalty if the display is made of anything other than corrugate cardboard or foam core (see

*Penalties*). Materials attached to the display may not exceed the dimensions of the display, or hang over the edges. For examples of acceptable displays, see <http://www.elmers.com/product/detail/902090> or <http://www.elmers.com/product/detail/730300>. There will be a 5-point penalty if the display exceeds the maximum dimensions. *See Penalties*.

3. At a minimum, the display must include:
  - a. Name and brief description of restaurant concept
  - b. Diagram of restaurant layout
  - c. Sample of how menu will be presented to customers
  - d. Description and samples of the marketing tactics
4. Teams are encouraged to use creativity in their display. Teams may use 3-D items to enhance their display, however, all materials that are part of the display must be attached to the display board – no additional items may be placed on the table top or on the area in front of the table (other than the copy of the written proposal). There will be a 5-point penalty if teams bring additional display materials. *See Penalties*.
5. Electronic items such as tablets, netbooks, cell phones, smart phones, mp3 players, and digital picture frames are prohibited.
6. Teams must attach an 8 ½” X 11” sheet of paper to the back of the display listing the names of the team members, school, state, and restaurant concept. There will be a 1-point penalty if the sheet is not attached to the display. *See Penalties*.

### **Team Check-in**

1. Check in times are based on school's arrival time. All management teams must check in upon arrival
2. At check-in, teams will submit **10** copies of their written proposal and their menu/recipes/costing folder. Teams will also submit their final slideshow presentation on CD or a jump/thumb/flash drive. The slideshow presentation must be the only file on the CD or flash drive and should be named “<school name> management competition” – for example, “Charles Drew management competition.” Event Organizers will keep the CD or drive – *it will not be returned to teams at the end of the competition*. **The slideshow should be saved as a PowerPoint file (.ppt file, not 2007 .pptx file)**. Teams will review their presentation on the Event Organizer's computers to ensure the file displays correctly.
3. Teams will also check-in and leave their visual display board. It must be folded and closed and placed in a bag. Use a garbage bag for this.
4. Should travel delays arise, and as a result a team is unable to check-in their materials during the times allotted on Friday, the team will be given a contact to call.

### **Day of Competition**

1. Thirty minutes prior to their presentation start time, teams may pick up their visual display boards at the site designated by Event Organizers and designated at check-in.
2. Ten minutes prior to their presentation start time, teams will report to the check-in table outside the verbal presentation room. At their designated presentation time, teams will deliver their verbal presentation before the judges. Their PowerPoint presentation will be run off the CD or jump drive provided at check-in, and will be projected on a large screen.

Teams will bring their assembled visual display board with them and may reference it during the presentation.

3. Teams may not distribute materials to judges (business cards, promotional items, props, etc.). Any relevant materials must be included in the written proposal.
4. Each member of the team must have a substantial speaking role during the presentation. There will be a penalty of 5 points per student for each student on the team that does not have a substantial speaking role. *See Penalties.*
5. There will be 1-point-per-minute penalty if teams exceed the maximum 10-minute presentation length. *See Penalties.* If the presentation runs more than 4 minutes over the maximum time, teams will be disqualified. *See Disqualifications.*
6. After the presentation, judges will have an additional 5 minutes to ask the team questions about their presentation and overall restaurant concept. Teams will be evaluated on how well they answer the judges' questions.
7. Visual Display Judges will evaluate each team's display within the 5 minutes. The Visual Display Judges will also have the opportunity to ask teams in-depth questions on their proposal.
8. The display and written proposal must be picked up by 5 p.m. the day of the competition, or it will be disposed of by Event Organizers.
9. Please see *Exhibit I* for a sample competition timeline.

### **Penalties**

1. The team is not dressed in uniform – 5 points
- 2. Restaurant concept is not located in ProStartville - 5 points**
3. Team submits more or less than 9 menu items – 5 points
- 4. Team includes an alcoholic beverage as one of their menu items – 5 points**
5. Team submits more or less than 3 recipes – 5 points
6. Team submits more or less than 3 food costing worksheets – 5 points
7. Team submits more or less than 3 menu pricing worksheets – 5 points
8. Team submits more or less than 2 marketing tactics – 5 points
- 9. Team uses an alcohol-related activity or promotion as one of their marketing tactics – 5 points**
10. Written proposal does not meet specifications (typewritten, bound, no extra information included) – 5 points
11. All **10** copies of the written proposal are not identical – 5 points
12. Visual display is not tri-fold or is not made of corrugated cardboard or foam core – 5 points
13. Visual display exceeds maximum size dimensions – 5 points
14. Visual display incorporates materials not attached to the display board – 5 points
15. Visual display does not include sheet listing names – 1 point
16. Each member of the team does not substantially speak during verbal presentation – 5 points per student who does not speak
17. Verbal presentation exceeds maximum allowed time – 1 point per minute

**Management Specific Disqualifications (see *additional General Disqualifications on page 2*)**

1. Verbal presentation ran more than 4 minutes over the maximum allowed time
2. Team used unauthorized enhancements in the slideshow (embedded video, sound, etc.)
3. It becomes clear the concept/work was not developed by the students

## Exhibit A

### Written Proposal Outline and Checklist

The information in the written proposal must be presented in the following order **in sections separated by tabs**:

- Executive Summary
- Table of Contents
- Restaurant concept description
  - Type of establishment
  - Type of cuisine served
  - Meals served
  - Hours of operation
  - Location of restaurant
  - Target market
- Description of interior and décor
- Interior diagram
- Organizational chart
- Listing of 9 menu items
- 3 Recipes (may be included as Exhibit instead)
- 3 Costing Worksheets (may be included as Exhibit instead)
- 3 Menu Pricing Worksheets (may be included as Exhibit instead)
- Photos of 3 menu items
- Sample of how menu will be presented
- 2 marketing tactics
  - Description
  - Goal
  - Budget (may be included as Exhibit instead)
  - Sample
- Conclusion

## **Exhibit B**

### **Location Description – ProStartville, USA**

#### **Demographics:**

ProStartville's unique collection of attractions, found nowhere else in the world, great sports and vibrant downtown add up to days and nights of fun and excitement. Enjoy morning strolls along the ProStartville River or walk among the vibrant colors and fresh scents of a bustling open air market, take in a rousing ball game or immerse yourself in a world class museum. ProStartville has one of the most fascinating cultural scenes in the nation. It's a place both raw and refined, with gritty street art and edgy theater, as well as remarkable museums and architecture.

- Population – 713,777
- Median age – 33
- Families – represent 64% of the population

#### **Business and Industry:**

ProStartville is currently experiencing one of the largest urban redevelopment booms in the country. New businesses are finding homes in old buildings; from restaurants and retail to new lofts and condominiums. The city is a leader in information technology, biotechnology, advanced manufacturing and engineering. The Greater ProStartville area is home to 20 Fortune 1000 companies.

#### **Local Points of Interest:**

- Downtown ProStartville is alive with renowned museums and theaters, casino hotels and a transformed riverfront. Championship sports, exciting nightlife and delectable dining offer endless options for things to do.
- Popular attractions in the Downtown district include the Institute of Arts, Science Center, 3 museums, the Theatre District, 3 state-of-the-art stadiums that house the professional baseball, football, and hockey teams, and the ProStartville International RiverWalk.

## **Exhibit C**

## Restaurant Segment Definitions

**Family Dining Full-service Restaurant** - Establishment providing waiter/waitress service, and the order is taken while the patron is seated. Patrons pay after they eat. Average per-person dinner checks of \$10 or less.

*Examples:*

Pizza Hut  
IHop

**Casual Dining Full-service Restaurant** - Establishment providing waiter/waitress service, and the order is taken while the patron is seated. Patrons pay after they eat. Average per-person dinner checks in the \$10 - \$25 range.

*Examples:*

Olive Garden  
Buca di Beppo  
Houlihan's

**Fine Dining Full-service Restaurant** - Establishment providing waiter/waitress service, and the order is taken while the patron is seated. Patrons pay after they eat. Average per-person dinner checks of \$25 and above.

*Examples:*

Capital Grille  
Sullivan's  
French Laundry

**Quick-service (Fast Food) Restaurant** - Establishments primarily engaged in providing food service where patrons generally order or select items and pay before eating. Food and drink may be consumed on premises, taken out or delivered. Also includes snack and nonalcoholic beverage bars. Checks average in the \$3 - \$6 range.

*Examples:*

McDonald's  
Burger King  
Taco Bell

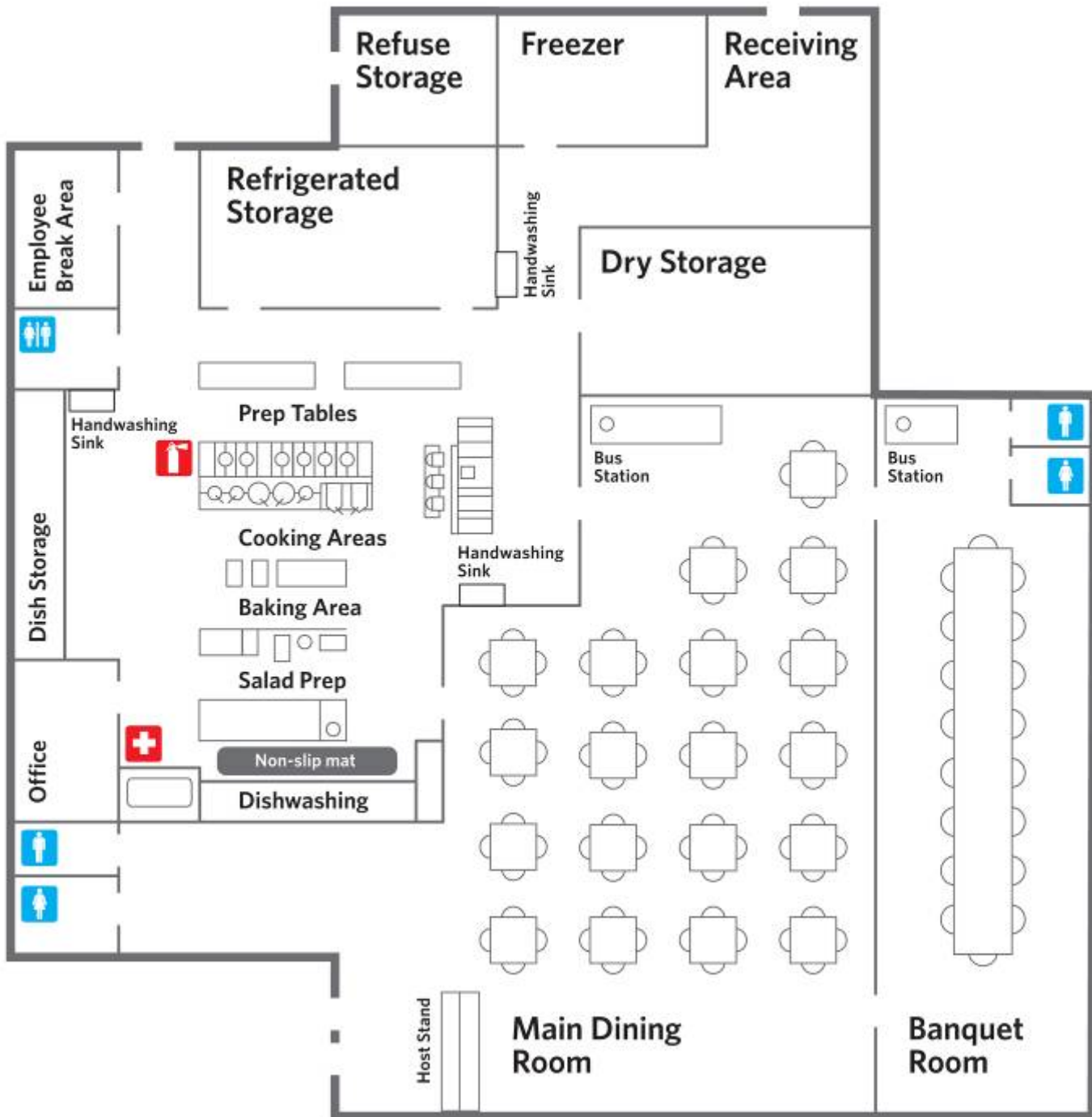
**Quick-Casual Restaurant** - Quick-casual restaurants are defined as attractive and comfortable establishments serving freshly prepared, wholesome quality, authentic foods in a reasonably fast service format. Checks average in the \$7 - \$9 range.

*Examples:*

Bakery cafes - Panera Bread, Corner Bakery  
Deli sandwich - Briazz, Cosi, McAlister's, Pret A Manger  
Mexican - Baja Fresh, Chipotle, Rubio's, LaSalsa, Qboda  
Home Meal Replacement - Boston Market, Koo Koo Roo  
Italian - Fazoli's, Pompei Bakery, Pasta Bravo

Exhibit D

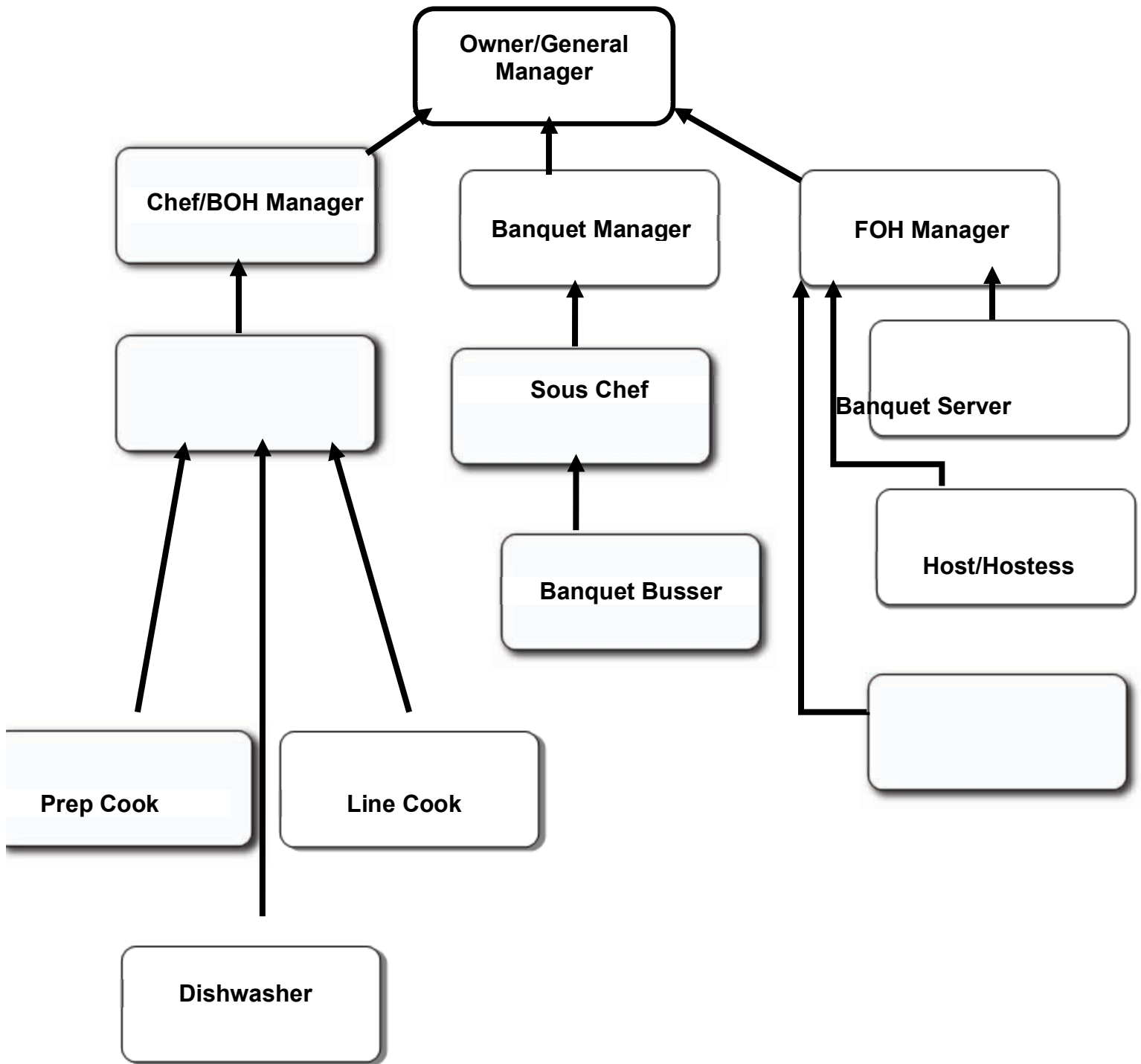
Sample Restaurant Diagram



**Exhibit E**

**Organizational Chart Clarification**

The Organizational Chart below is an example of the positions needed to staff the restaurant represented in the sample restaurant diagram in Exhibit D.



## Exhibit F

### Menu Item Clarification

The intent is that teams will come up with 9 menu items (only) that would be 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 1 item. For example, the below menu would consist of 2 items:

- Burger with a choice of fries, mashed potatoes or asparagus - \$8.95
- Chicken sandwich with a choice of fries, mashed potatoes or asparagus - \$8.95

The recipes/costing for the burger would include the burger and the most costly of the side dish choices.

If the menu lists entrees separate from side dishes, and customers must pay for side dishes, the side dishes count as separate items. For example, the below menu would consist of 5 items:

- Burger - \$6.95
- Chicken Sandwich – \$7.50
- Fries - \$1.95
- Mashed Potatoes - \$1.95
- Asparagus - \$3.50

An exception is a table d'hote menu (see *Becoming a Restaurant and Foodservice Professional Year 2*, pg. 263, or *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 1 menu item.

On the sample Wildfire menu on the next few pages, there are examples of how to count menu items.

#### Page 1

- Each Starter, Pizza and Salad option counts as 1 menu item
- Each Sandwich counts as 1 menu item, with the cole slaw and fries included in each menu item. For example, if teams were to provide a recipes/costing for the Pretzel Crusted Fish as 1 menu item, the recipes/costing would include the fish, the cole slaw and the fries.
- This page has a total of 32 items

## Exhibit F page 2

### Page 2

- Each item listed counts as 1 menu item, and the recipes/costing should include the most costly accompaniment (listed on page 3). For example, the Horseradish Crusted Filet recipes/costing (as 1 menu item) would include the filet and roasted vegetables (assuming roasted vegetables have the highest food cost of all the accompaniments).
- This page has a total of 28 items

### Page 3

- Daily Specials count as 1 menu item each, and the recipes/costing should include the side dishes listed with the entrée. For example, recipes/costing for the Turkey Meatloaf (as 1 menu item) should include the glazed carrots and redskin mashed potatoes.
- The Chicken dishes count as 1 menu item each, and the recipes/costing should include the most costly accompaniment. For example, the Lemon Pepper Chicken Breast (as 1 menu item) recipes/costing would include the filet and roasted vegetables (assuming roasted vegetables have the highest food cost of all the accompaniments).
- The Barbecue dishes count as 1 menu item each, and the recipes/costing should include homemade cole slaw, apple sauce, and the most costly accompaniment. For example, the St. Louis Ribs (as 1 menu item) recipes/costing would include the filet, cole slaw, apple sauce, and roasted vegetables (assuming roasted vegetables have the highest food cost of all the accompaniments).
- The Potatoes & Vegetables Sides count as 1 menu item each.
- This page has a total of 27 items

### Page 4

- The exceptions to the general menu item rule are a prix fixe, family style or table d'hote menu similar to the Club Supper Menu. On this menu, each item listed under each category counts as 1 menu item. This page has a total of 49 menu items.

## Starters

SHRIMP & CRAB BISQUE - corn and red peppers	cup 4.95	bowl 5.95
BAKED FRENCH ONION SOUP - the classic	cup 4.95	bowl 6.95
CHICKEN & PORTOBELLO MUSHROOM SKEWERS - sesame ginger sauce		8.95
OVEN BAKED GOAT CHEESE - tomato basil sauce, focaccia		8.95
CHEESE CRUSTED PORTOBELLO MUSHROOMS - stuffed with fresh garlic spinach		8.95
HORSERADISH CRUSTED CHERRYSTONE CLAMS - baked in our wood burning oven		9.95
SPINACH & ARTICHOKE FONDUE - garlic toast points		9.95
CRISPY FRIED CALAMARI - cocktail and ranch sauces		9.95
WILDFIRE WOOD OVEN ROASTED MUSSELS - oven-fired in a cast iron skillet with garlic herb butter (limited availability)		9.95
OVEN ROASTED CRAB CAKES - mustard mayonnaise		10.95
CRAB CRUSTED STUFFED SHRIMP - roasted with garlic breadcrumbs		10.95
JUMBO SHRIMP COCKTAIL - zesty cocktail sauce		10.95
ROASTED SEA SCALLOP SKEWERS - bacon wrapped, apricot sauce		11.95

## Whole Wheat Pizzas

Baked in our wood burning oven

FRESH MOZZARELLA - tomato and basil	5.95
EGGPLANT - olives and goat cheese	6.95
CHICKEN & WILD MUSHROOM - smoked gouda	7.95
SPICY SHRIMP - fresh tomato, pesto and asiago	8.95

## Salads

Made to order with fresh vegetables and homemade dressings

	SEE	FOR 23
<b>HOUSE SALAD BOWL</b> artichokes, carrots, eggs, tomatoes, cucumbers, celery, croutons, ranch, 1000 Island, blue cheese dressing, red wine vinaigrette or balsamic vinaigrette	4.50	9.95
<b>CAESAR SALAD</b> romaine, parmesan cheese, garlic croutons, add Char Crust® chicken 3.00, calamari 3.00, salmon 4.00	4.50	9.95
<b>SPINACH SALAD</b> bacon, mushrooms, radishes, eggs, warm mustard dressing	4.50	9.95
<b>GREEK SALAD</b> greens, tomatoes, cucumbers, garbanzo beans, celery, red onions, kalamata olives, feta cheese, red wine vinaigrette	4.95	10.95

House, Caesar, Spinach and Greek salads are also available in a larger share size

### WILDFIRE CHOPPED SALAD

roasted chicken, avocado, tomatoes, blue cheese, bacon, scallions, corn, tortilla strips, tossed with citrus lime vinaigrette

FOR 23 11.95 FOR 45 17.95

<b>WILDORF SALAD</b> romaine, spinach, cranberries, raisins, pecans, celery, apples, sunflower seeds, croutons, apple ranch dressing	10.95
<b>ASIAN CHICKEN SALAD</b> soba noodles, spinach, broccoli, peppers, snap peas, cabbage, radishes, ginger vinaigrette	12.95
<b>GRILLED STEAK AND BLUE CHEESE SALAD</b> sliced tenderloin, tomatoes, crispy onions, balsamic vinaigrette	13.95

## Sandwiches

Served with homemade cole slaw and french fries

BLACK ANGUS BURGER - sesame or multigrain bun, add choice of cheese 1.00	8.95
CHAR CRUST® TURKEY BURGER - white cheddar, lettuce, tomato, grilled onions, mustard, mayonnaise	9.95
GRILLED CHICKEN CLUB - bacon, avocado, jalapeño jack, mustard mayonnaise	9.95
STUFFED BURGER OF THE DAY - ask your server for today's selection	10.95
PRETZEL CRUSTED FISH - lettuce, pickled peppers, tartar sauce	11.95
PRIME RIB FRENCH DIP - melted cheese, au jus	12.95
TENDERLOIN STEAK SANDWICH - arugula, red onions, mozzarella, pesto	13.95

# WILDFIRE

07/09

## Tonight's Braised Special

Slow cooked with aromatic vegetables until succulent and tender

ASK YOUR SERVER FOR TONIGHT'S BRAISED DISH

## Signature Grills

TENDERLOIN PEPPER STEAK - mushrooms, peppers, onions, orzo, rich peppercorn sauce	18.95
RIBEYE MEDALLIONS AL FORNO - parmesan crust, mushroom caps (limited quantities)	19.95
STEAK & POTATOES - grilled sirloin steak, peppercorn sauce, rosemary cottage fries (or choice of side)	19.95
BASIL HAYDEN'S® BOURBON TENDERLOIN TIPS - grilled red onions	22.95
ROUMANIAN SKIRT STEAK - grilled red onions	22.95

## Steaks and Chops

Wildfire steaks are aged 21 - 28 days until they reach their ultimate tenderness and taste, brushed with our seasoning blend, and broiled to your preferred temperature

MUSHROOM CRUSTED PORK CHOPS - all natural	19.95
PETITE FILET MIGNON - for the lighter appetite	23.95
FILET MIGNON - the most tender of all steaks	27.95
BLACK PEPPERCORN FILET - seared with spicy black peppercorns	28.95
BLUE CHEESE CRUSTED FILET - broiled with our blue cheese crust	29.95
HORSERADISH CRUSTED FILET - our specialty! wrapped in bacon and topped with horseradish crust	29.95
NEW YORK STRIP - broiled to its fullest flavor	28.95
LAMB PORTERHOUSE CHOPS - Colorado's finest lamb	29.95
CHAR CRUSTED® RIB EYE STEAK - "prime rib" chop	30.95
PORTERHOUSE STEAK - two favorite cuts - New York strip and filet mignon - in a single steak	31.95
WILDFIRE BONE-IN FILET - a very special cut	35.95

ENHANCE YOUR STEAK WITH ONE OF OUR SIGNATURE CRUSTS OR BÉARNAISE SAUCE - 2.00 EACH.

STEAK ORDERING GUIDE	BLUE - cold, red center	RARE - very red, cool center
	MEDIUM RARE - red, warm center	MEDIUM - pink, hot center
	MEDIUM WELL - dull pink center	WELL - broiled throughout

Medium well and well done filets will be butterflied • We are not responsible for steaks ordered well done.

## Roasted Prime Rib of Beef

The "king of roasts" is rubbed with fresh garlic and served with horseradish sauce

PRIME RIB 10 OZ - regular cut	22.95
PRIME RIB 16 OZ - large cut	26.95
PRIME RIB 22 OZ - "Chicago cut"	30.95

## Fresh Fish and Seafood

Roasted in our wood burning oven

COCONUT SHRIMP - ginger coconut sauce	19.95
CEDAR PLANKED SALMON - brown sugar soy glaze	20.95
SURF & SURF - grilled salmon fillet and grilled shrimp skewer, arugula salad	21.95
EAST COAST SEA SCALLOPS - fresh garlic spinach, lemon butter sauce	22.95
SWORDFISH "LONDON BROIL" - oven roasted tomatoes and red onions	23.95
TUNA STEAK TERIYAKI - ponzu sauce and wasabi cream	24.95
FRESH FISH OF THE DAY - ask your server for today's selection	A.Q.
SURF & TURF - crab crusted lobster tail and filet mignon	A.Q.

18% gratuity will be added to all parties of six or more

**WILDFIRE**

07/09

## Nightly Specials

Limited quantities are prepared nightly

MONDAY	TURKEY MEATLOAF - glazed carrots, redskin mashed potatoes	13.95
TUESDAY	CRAB CAKE CRUSTED TROUT - mustard sauce, wild rice	18.95
WEDNESDAY	RACK OF PORK - roasted apples, mashed sweet potatoes	19.95
THURSDAY	HALF LONG ISLAND DUCK - sweet cherry sauce, wild rice	19.95
FRIDAY	MUSHROOM STUFFED SALMON - red wine butter, roasted vegetables	21.95
SATURDAY	FILET MIGNON WELLINGTON - mushroom stuffing, au gratin potatoes	28.95
SUNDAY	SPIT ROASTED TURKEY DINNER - traditional sides	17.95

## Chicken

Roasted over an oak fire

SPIT ROASTED HERB CHICKEN* - naturally raised, marinated with a special blend of herbs and spices	15.95
BARBECUED CHICKEN* - naturally raised, special recipe barbecue sauce	15.95
TERIYAKI CHICKEN BREAST - grilled pineapple	16.95
LEMON PEPPER CHICKEN BREAST - roasted in our wood burning oven	16.95

\*sorry, all white meat not available

## Barbecue

Homemade cole slaw and apple sauce

BABY BACK RIBS - special recipe barbecue sauce	half 16.95	full 22.95
ST. LOUIS RIBS - honey mustard barbecue sauce	half 16.95	full 22.95
CHICKEN & BABY BACK RIBS* - half barbecue chicken and half slab baby back ribs	22.95	
CHICKEN & ST. LOUIS RIBS* - half barbecue chicken and half slab St. Louis ribs	22.95	
RIBS & RIBS - half slab baby back ribs and half slab St. Louis ribs	22.95	

\*sorry, all white meat not available

## Sides

### ACCOMPANIMENTS

All dinners served with your choice of:

REDSKIN MASHED POTATOES • WILD RICE  
 AU GRATIN POTATOES • CREAMED SPINACH  
 ROASTED VEGETABLES • FRENCH FRIES  
 BROCCOLI WITH HERB BUTTER

- OR -

BBQ RUBBED SWEET POTATO	ADD 1.95
GIANT BAKED POTATO	ADD 1.95
TRADITIONAL MAC & CHEESE	ADD 1.95
WOOD ROASTED MUSHROOM CAPS	ADD 2.95
CHEDDAR DOUBLE STUFFED POTATO	ADD 2.95

### POTATOES AND VEGETABLES

REDSKIN MASHED POTATOES	3.95
STEAMED BROCCOLI - with herb butter	3.95
WILD RICE	3.95
AU GRATIN POTATOES	3.95
CREAMED SPINACH	3.95
ROASTED VEGETABLES	3.95
GIANT BAKED POTATO	4.95
BBQ RUBBED SWEET POTATO	4.95
TRADITIONAL MAC & CHEESE	4.95
WOOD ROASTED MUSHROOM CAPS	5.95
CHEDDAR DOUBLE STUFFED POTATO	5.95

WILDFIRE OFFERS A GLUTEN FREE MENU AND A KID'S MENU

# WILDFIRE

07/09

# WILDFIRE

## CLUB SUPPER MENU

PERFECT FOR LARGE GATHERINGS • SERVED TO YOUR TABLE FAMILY STYLE • MINIMUM PARTY SIZE OF SIX

### Starters

choose two

Spinach & Artichoke Fondue  
Cheese Crusted Portobello Mushrooms  
Oven Baked Goat Cheese  
Crispy Fried Calamari  
Chicken & Portobello Mushroom Skewers  
Fresh Mozzarella, Tomato and Basil Pizza  
Eggplant, Olive and Goat Cheese Pizza  
Chicken, Wild Mushroom and Smoked Gouda Pizza  
Spicy Shrimp, Fresh Tomato, Pesto and Asiago Pizza  
Horseradish Crusted Cherrystone Clams  
Oven Roasted Crab Cakes (\$2 per person extra)  
Jumbo Shrimp Cocktail (\$2 per person extra)  
Roasted Sea Scallop Skewers (\$2 per person extra)

### Salads

choose two

House Salad Bowl with 3 dressings: red wine vinaigrette, ranch, 1000 island  
Greek Salad • Caesar Salad • Spinach Salad  
Wildfire Chopped Salad

### Main Courses

choose two

Spit Roasted Herb Chicken • Barbecued Chicken  
Penne and Wood Roasted Vegetables • Baby Back Ribs • Teriyaki Chicken Breast  
Lemon Pepper Chicken Breast • Swordfish "London Broil" • Cedar Planked Salmon  
Roumanian Skirt Steak • Basil Hayden's® Bourbon Tenderloin Tips  
Fresh Fish of the Day (\$3 per person extra) • Roasted Prime Rib of Beef (\$3 per person extra)  
New York Strip Steak (\$4 per person extra) • Filet Mignon (\$4 per person extra)  
Horseradish Crusted Filet Mignon (\$5 per person extra)

### Potatoes & Vegetables

choose two

Redskin Mashed Potatoes • Roasted Vegetables  
Fresh Vegetable of the Day • Wild Rice • Creamed Spinach  
Steamed Broccoli with Herb Butter • Wood Roasted Mushroom Caps  
Wildfire Cheddar Double Stuffed Potato

### Desserts

choose two

Triple Layer Chocolate Cake • Wildfire Ice Cream Sandwich  
Seasonal Berry Crisp with Ice Cream • Homemade Key Lime Pie  
Baked Apple Skillet Pie • Chocolate Peanut Butter Pie • Fresh Baked Seasonal Pie  
Classic N.Y. Style Cheesecake choose 1 topping: mixed berries, hot fudge, or snickers

29.95 PER PERSON

WILDFIRERESTAURANT.COM

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07/09

**Exhibit G****Recipe Example**

Management teams must complete this worksheet prior to the competition. Management teams need to make one (1) copy to turn in at Team Check-in, in addition to copies included in the written proposal.

School Name	ProStart High School
Educator Name	Chef Jones

Menu Item	<b>Pan Seared Sea Scallops</b> and beurre blanc		
<b>Number of Portions</b>	2	<b>Portion Size</b>	4 ounces
<b>Cooking Method</b>	Sauteeing		
<b>Recipe Source</b>	Adapted From: Food Network Magazine Vol. 3.Number 7. September 2010		

Ingredients	
Item	Amount
<b>Beurre Blanc</b>	
White Cooking Wine	½ cup
Shallot	1 teaspoon (1/4 oz)
Thyme	1 sprig (1/4 tsp)
Bay Leaf	½ bay leaf
Peppercorns	2 peppercorns
Heavy Cream	½ ounce
Butter, Cubed	2 ounces
Salt	1/8 teaspoon
White pepper, Ground	1/8 teaspoon
<b>Pan Seared Sea Scallops</b>	
Garlic Powder	¾ teaspoon
Kosher Salt	½ teaspoon
Cayenne Pepper	1/8 teaspoon
All-Purpose Flour	¼ teaspoon
Dry Packed Sea Scallops 10/20	2 each (10/20) or 1 ½ oz each)
Olive Oil	½ ounce

Procedure
<p><b>Beurre Blanc</b></p> <ol style="list-style-type: none"> <li>1. Add white cooking wine, shallots, thyme, bay leaf, and peppercorns to a small sauté pan over high heat.</li> <li>2. Reduce this mixture by ¾ its original volume.</li> <li>3. Add the cream.</li> <li>4. Once the mixture begins to bubble, begin to add the butter, over low heat add small cubes one at a time and allow them to melt into the sauce and strain mixture</li> <li>5. Adjust taste with salt and white pepper.</li> </ol> <p><b>Pan Seared Sea Scallops</b></p> <ol style="list-style-type: none"> <li>1. In a small container, combine garlic powder, salt, pepper and cayenne pepper, flour and set aside.</li> <li>2. Dry scallops and heat a sauté pan with olive oil.</li> <li>3. Shake the seasoning mixture and coat the top and bottom on each scallop.</li> <li>4. When pan is hot, add the scallops. Sear scallops and place them on a plate until time for final plate up.</li> </ol>

## Exhibit K page 2

## Recipe Cost Example

Management teams must complete this worksheet prior to the competition. Management teams need to make one (1) copy to turn in at Team Check-in, in addition to copies included in the written proposal.

<b>School Name</b>	ProStart High School
<b>Educator Name</b>	Chef Jones
<b>Menu Item</b>	<b>Pan Seared Sea Scallops</b> and beurre blanc
<b>Number of Portions</b>	2

Ingredients		Ingredient Cost	
Item	Amount	Unit Cost	Total Cost
<b>Beurre Blanc</b>			
White Cooking Wine	½ cup	\$6.99/25.4 oz \$6.99/25.4 = \$0.28/oz x 4 x 4 oz = \$1.10	\$1.10
Shallot	1 teaspoon (1/4 oz)	\$1.99/3 oz \$1.99/3 oz = \$0.66/oz x .25 = \$0.17	\$0.17
Thyme	1 sprig (1/4 tsp)	\$2.65/.75 oz \$2.65/.75 oz = \$3.53/oz \$3.53/6 (6t = 1 oz) = \$0.59/t x .25t = \$0.15	\$0.15
Bay Leaf	½ bay leaf	\$8.87/2 oz = \$4.44/6 (6 t = 1 oz) \$0.74/t x .125 = \$0.09	\$0.09
Peppercorns	2 peppercorns	\$3.29/1.12 oz \$3.29/1.12 = \$2.94/lb / 16 oz = \$0.18/oz / 6 (6t = 1oz) = \$0.03	\$0.00*
Heavy Cream	½ ounce	\$2.00/16 oz \$2.00/16 = \$0.13/oz \$0.13/oz x .5 = \$0.06	\$0.06
Butter, Cubed	2 ounces	\$3.99/lb \$3.99/16 oz = \$0.25/oz x 2 oz = \$0.50	\$0.50
Salt	1/8 teaspoon		\$0.00*
White pepper, Ground	1/8 teaspoon		\$0.00*
<b>Beurre Blanc</b>		<b>Subtotal:</b>	<b>\$2.07</b>
<b>Pan Seared Sea Scallops</b>			
Garlic Powder	¾ teaspoon	\$11.98/21 oz \$11.98/21 = \$0.57/oz / 6 (6t = 1 oz) = \$0.10 x .75 = \$0.07	\$0.07
Kosher Salt	½ teaspoon		\$0.00*
Cayenne Pepper	1/8 teaspoon		\$0.00*
All-Purpose Flour	¼ teaspoon		\$0.00*
Dry Packed Sea Scallops 10/20	2 each (10/20) or 1 ½ oz each)	\$7.99/lb \$11.99/16 oz = \$0.50 oz x 3 oz = \$1.50	\$1.50
Olive Oil	½ ounce	\$4.19/8.5 oz \$4.19/8.5 = \$.49/oz \$0.49/2 = \$0.25	\$0.25
<b>Pan Seared Sea Scallops</b>		<b>Subtotal:</b>	<b>\$1.82</b>
<b>Pan Seared Sea Scallops and beurre blanc</b>		<b>Total:</b>	<b>\$3.89</b>

<b>Total Recipe Cost</b>	\$3.89 * calculated in the X factor.
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**Exhibit K page 3**

**Menu Price Example**

Management teams must complete this worksheet prior to the competition. Management teams need to make one (1) copy to turn in at Team Check-in, in addition to copies included in the written proposal.

<b>School Name</b>	ProStart High School
<b>Educator Name</b>	Chef Jones
<b>Menu Item</b>	<b>Pan Seared Sea Scallops</b> and beurre blanc
<b>Number of Portions</b>	2

<b>Item</b>	<b>Portion Cost</b>
<b>Pan Seared Sea Scallops</b>	<b>\$2.07 / 2 = \$1.035</b>
<b>Beurre Blanc</b>	<b>\$1.82 / 2 = \$0.91</b>
<i>(You may have more components on your menu items)</i>	

<b>Total Item Portion Cost</b>	\$1.945
<b>Item Menu Price at 33% Food Cost</b>	$\$1.945 \times .01$ (*x factor) = \$0.019 $\$1.945 + \$0.019 = 1.96$ $\$1.96 / .33 = 5.9528$ Menu Price = \$6.00

## Exhibit J

### Sample Management Judging Sheets

**Criteria** **Max Points** **Score**

#### Written Proposal (25 points)

##### Restaurant Concept (5 points)

Description of concept (1/4 pt each category below) <ul style="list-style-type: none"> <li>• Type of establishment</li> <li>• Meals served</li> <li>• Hours of operation</li> <li>• Type of cuisine served</li> <li>• Location of restaurant</li> <li>• Target market</li> </ul>	1.5	
Interior and décor <ul style="list-style-type: none"> <li>• Does it match concept</li> <li>• Samples given - paint swatches, drawings or pictures of tables/chairs/artwork/lighting</li> </ul>	1	
Restaurant diagram/layout <ul style="list-style-type: none"> <li>• Paper size (max 11" X 17")</li> <li>• Flow of space</li> <li>• Necessary features (bus stations, host stand, etc.)</li> <li>• Appropriate equipment</li> </ul>	1.5	
Organizational chart <ul style="list-style-type: none"> <li>• Does the staffing fit the concept</li> <li>• All positions accounted for (FOH, BOH, janitorial, etc.)</li> <li>• Proper organization of chart</li> </ul>	1	

##### Menu (10 points)

Matches restaurant concept	1	
Description of 9 items	1	
Appropriate menu mix	1	
Sample of how presented <ul style="list-style-type: none"> <li>• Easy to read</li> <li>• Does type of menu fit concept (i.e. menu board for fast-food restaurant)</li> </ul>	1	
Recipes, food costing, menu pricing <ul style="list-style-type: none"> <li>• Used official template</li> <li>• Sources listed</li> <li>• Used 33% food cost to calculate menu price</li> <li>• Prices for all items based on calculated prices for 3 items</li> </ul>	5	
Photos	1	

##### Marketing Plan (10 points)

Matches restaurant concept	1	
Tactic descriptions <ul style="list-style-type: none"> <li>• Will it reach target market</li> </ul>	2	
Tactic goals	2	
Tactic budgets	2	
Samples	2	
Creativity	1	

**Verbal Presentation (40 points)**

Organization of presentation	3	
Presentation skills • Ability to sell concept • Easy to hear/understand • Professionalism	5	
Teamwork	5	
• Ability to sell concept • Easy to hear/understand • Professionalism		
Slideshow • Supports/illustrates/complements verbal presentation • Neat • Readable • Creative	7	
Relevancy of material presented • Reflect the written presentation • Material presented was appropriate for a verbal presentation	5	
Q & A - Depth of overall knowledge	5	
Q & A • Ability to sell solution • Easy to hear/understand • Teamwork – Does each student answer questions • Critical thinking	10	

**Visual Display (15 points)**

Overall appearance of display • Neat • Logically laid out • Appropriate use of space	4	
Matches restaurant concept	4	
Name and description	1	
Restaurant diagram/layout	1	
Sample menu presentation	1	
Sample marketing campaigns	1	
Creativity	3	

**Total Points****100****Penalties**

Not dressed in uniform	5
Restaurant concept not located in ProStartville	5
Included more or less than 9 menu items	5
Included more or less than 3 recipe worksheets	5
Included more or less than 3 food costing worksheets	5
Included more or less than 3 menu pricing worksheets	5
Included more or less than 2 marketing tactics	5
Prepared incorrectly (not typewritten, bound, extra information included)	5
All 10 written proposal copies are not identical	5
Visual display not made of corrugated cardboard or foam core	5
Visual display exceeds max dimensions	5
Additional display materials	5
Visual display does not include team name, school, state	1
Visual display includes prohibited electronic items	5

All members of team did not substantially present  
Exceeded max verbal presentation time

5 pts per student  
1 pt per minute

**Disqualification**

Team did not arrive on time to compete  
Missed check-in  
Received coaching  
Did not compete in each event segment (written, verbal, display,  
Verbal presentation ran more than 4 minutes over allotted time  
Used unauthorized features (embedded video, sound, etc.) in slideshow