



Research Chefs Association Student Culinology® Savory Competition Manual

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Section 1: Competition Overview

Overall Competition Objective:

Phase I: Student teams will develop a proposal for an item suitable for a fast casual concept. Examples include Jason's Deli, Chipotle, Panera and Panda Express. The item should be all natural clean label product, with Kentucky inspiration. Teams will develop both gold standard and the corresponding manufactured item formulations. The concept must feature all ingredient sponsors that sign up prior to October 1, 2018.

Phase II: Following the proposal round (Phase I), up to six (6) finalist teams will manufacture and ship their item to the competition site at the annual conference. On the day of the competition, finalists will create the gold standard version judged against how well the manufactured item matches up against the gold standard.

Eligibility:

- All contestants, including alternate, must be active RCA members (student membership fee is \$30.00). Competing team members must register to attend the conference.
- Teams will consist of up to three (3) students and one (1) alternate student (optional).
- During the onsite component of the Competition, the alternate may assist their team members during setup and cleanup and with instructions to the judges during reheating and assembly of the manufactured item.
- A team member may be replaced by the alternate only one (1) time, who in turn may be replaced.
- Teams may include one graduate student.
- Students graduating in December and not continuing their studies are not eligible to compete.
- A faculty sponsor is required for verification of the student's eligibility and originality of the work submitted. Note: a faculty member may sponsor no more than two teams.
- Faculty and other industry sources may be consulted and if utilized their participation must be documented by the team as part of their proposal's bibliography, but consultants cannot be a major contributor in the actual work.
- A "team leader" must be designated to act on behalf of the team.
- The winning teams are eligible to receive one prize to be divided and disbursed by the faculty sponsor.

Awards:

- The First Place Team will receive a \$2,500 cash prize.
- The Second Place will receive a \$1,000 cash prize.
- The Third Place Team will receive \$500 cash prize.
- Awards will be announced at the RCA Annual Conference Awards Reception. Finalist team members are required to be present in order to be eligible to receive an award.
- Medals: Official RCA Medals will be awarded in either Bronze, Silver, or Gold to the teams that reach the appropriate final score and will be rewarded as follows. RCA continuing education points will be given toward certification / recertification as listed
 - [Gold Medal 360-400 / 6 CE]
 - [Silver 320-359.99 / 4 CE]

- [Bronze 280-319.99 /2 CE]
- [Certificate of Participation 279.99 and below / 1 CE]
- Applicable taxes are the sole responsibilities of winners.
- Each winning team will receive national recognition in RCA media.
- If the combined proposal and on-site scores result in a tie between two or more teams, judges will further question team members on any of the areas related to their participation in the Competition to determine the team’s final place.

How to Enter:

By October 1, 2018 submit your “Letter of Intent” to the Research Chefs Association, attention Jeannie Weber at jweber@culinology.org. Your “Letter of Intent” should include the following:

- Team Name
- School Name
- Team members’ names including team leader
- Graduation date and contact information for each team member
- Faculty contact information

Note: Once a Letter of Intent is received, teams will be provided contact information for required and preferred ingredient sponsors and assigned a unique 3-digit number. Teams will be required to identify their proposal with their 3-digit number in the header of all pages in order to ensure the impartiality of judges. Please do not include any information in the Proposal Body which could identify team members or their university affiliation- any proposals that do, will be considered incomplete.

Following letter of intent submissions, the RCA Competition Committee will host a call for all applicants to cover questions or clarify on the written proposal portion of the competition.

- By October 2, 2018, all required sponsor ingredients and equipment will be announced.
- By December 1, 2018, submit a written proposal.
- By December 20, 2018, team leaders will be informed whether their team has been selected to move onto the finals. Finalists will be asked to provide six servings of their Fast Casual item, Finalists are given the option of shipping item or transporting their item themselves. The on-site component of the RCA Student Culinology® Competition will take place at the 2019 RCA Annual Conference & Culinology® Expo. Scoring will be based on the judge’s evaluation of the gold standard item versus the plated manufactured item.
- The manufactured item will be reheated and assembled by Judges with guidance from the team alternate

Section 2: Written Proposals

Proposal Background:

- By the due date December 1, 2018 all proposals must be complete. **NO EXCEPTIONS.** Incomplete proposals will not be accepted.
- Proposals must incorporate at least one ingredient from each sponsor confirmed by **October 1, 2018.**

- **Format** – the proposal must be formatted using Times New Roman, 12-point font, 1.5 line spacing, and 1" margins all around. It must also include page numbers and team number in the header.
- **Submissions** – Teams will submit an electronic PDF version of their proposal in two parts: Part I with Biographical Information, and Part II the Proposal Body with the header of each page identified with the team's unique 3-digit number only. The file size of each submission should not be greater than 8 MB. Send file to Jeannie Weber at jweber@culinology.org, subject line should be "Team #, Student Culinology® Competition".

Proposal Content: Complete proposals will contain the following elements:

Part I: Biographical Information

- **Title Page** with team names, faculty advisor name, university affiliation and unique 3-digit number.
- **Faculty Verification Letter**
- **Biographies** of team members and faculty advisor, including area of study, each person's food "philosophy," and identification of the team leader (1 page maximum).
- **Digital Photograph** of the team and faculty advisor.
- Each participant's home addresses, telephone numbers, email addresses and university/school affiliation.

Part II: Proposal Body

(Note: please identify all pages in the Proposal Body with the team's unique 3-digit number in the header in order to ensure the impartiality of judges. *Please do not include any information in the Proposal Body which could identify team members or their university affiliation*- any proposals that do, will be considered incomplete.)

- Title Page.
- Table of Contents.
- Proposal Body (See below for components.) Should not be longer than 19 pages.
- Bibliography.

Proposal Body: Proposals will be judged on the following eight elements worth a total of 200 points:

1. **A Two-Page (max) Sell Sheet** that includes information on the following elements:
 1. A one-paragraph executive summary including the following: name and description of your item. Explanation of target market and basis for potential success of your item.
 2. Photo
 3. Nutritional fact panel/ Ingredient statement, with reference to allergens
 4. Packaging
 5. Shelf-life
 6. Serving suggestions

(40 points)
2. **Description** of the item your team created and the justification based on today's market trends. Include how the concept addresses the reasoning of the competition. Lastly, please include the

Gold Standard from scratch recipes demonstrating classic culinary techniques using fresh ingredients for six servings with preparation instructions.

(20 points)

3. **The Application Formulation Sheet** for one serving of each manufactured item component (e.g. pastry, filling, sauce etc.) should be comprised of the following five columns (See *Appendix B*, page 12 of RFP):

- Ingredient/Supplier: All ingredients and ingredient suppliers should be identified.
- Amount (g): Each formula should be written in terms of gram weight measurements, listed in decreasing order of magnitude with the resulting total equal to the weight of food in one serving of sufficient size to feed one adult.
- Percent (%): The formula should contain the percentage of each ingredient used to formulate each item component. Percentages should be listed in decreasing order of magnitude with the resulting total equaling 100%.
- Wholesale Price Per Pound (\$): A 500,000 portion limited production run should be used as the volume target for purposes of sourcing and pricing ingredients. Also, the total price per one serving for your concept should be appropriate and justified. Information for determining yield and portion size, and calculating metric conversions can be found in *The Book of Yields* by Francis T. Lynch.
- Cost of Ingredient in the Formula (\$) with a total at the bottom.
- Total of cost per serving and Suggested price to the customer
- Preparation instructions for the manufactured item.

(40 points)

4. **Identification, Description and Justification** of technical ingredients used in each component of the item. See *Appendix A* as a resource. (one page max.)

(20 points)

5. **Identification, Description, and Justification** of the following elements used in the fast casual item, especially as they impact process feasibility – the extent to which the item can be mass produced practically and successfully:

- Equipment and processing methods
- Provide complete manufacturing instructions, including flow chart/diagram, for all manufactured formulas, from raw to ready to ship

(30 points)

6. **Identification, description and justification (including cost) of food service packaging used.** The item must be able to withstand traditional shipping and handling practices.

(20 points)

7. **Preparation instructions** and rationale for reheating method and assembly in a fast casual establishment

(10 points)

8. **Originality of Concept**

(20 points)

Judging Evaluation:

An expert panel of RCA professional members representing the food industry in culinary arts, R&D, food science, retail and flavor/ingredients will judge the proposals. The judges will render a decision by, December 20, 2018 based on the eight (8) Proposal elements outlined above. All teams will receive a record of their scores following the Competition. Please see **Appendix D** "Scoring Sheet". These are criteria set by the RCA Education Committee whose decisions are final and binding on matters related to this contest. *Please note that proposal scores will count toward 50% of a finalist team's final score.

On-site at the 2019 RCA Culinology Expo, participating teams will be provided an average of the judges' scores per category for their respective team, their team's individual ranking per category and the Competition high score per category.

Section 3: On-Site Competition

Based on proposals received by RCA, up to six (6) top-scoring teams will advance at their school's expense to the RCA Student Culinology Competition.

On-Site Preparation of Gold Standard Recipes:

- Teams will have equal access (in terms of timing, space, and equipment) to food preparation/kitchen facility. The preparation area will include equipment typically found in a commercial kitchen (**Appendix C**). Teams will be required to provide any needed equipment not found in Appendix C. *Note: some equipment may have to be shared among teams. Also, teams may supply their own small wares.*
- Teams will supply any small wares, plates, pots and pans needed to execute their gold standard recipes and plate their manufactured items. *Note: any frying may be done on a stove top in a pot of oil.*
- Team representatives are expected to report to the preparation area on a specified date and time (TBD) before the on-site competition, in order to set up their speed racks, locate previously shipped manufactured item and place groceries for on-site preparation of Gold Standard recipes in a refrigerator. Team leaders will be notified of exact location.
- Teams will be given their official start time in advance of the Annual Conference. On the day of the competition, teams are expected to report to the viewing area 15 minutes in advance of their start time. Finalist teams must bring six copies of their item sell sheet and list of technical ingredients: five for reference by the judges and one to accompany their show plates.
- The team alternate shall have two roles:
 1. Assist team members during setup and cleanup,
 2. Guide and assist judges with reheating and assembly of the manufactured item.
- Preparation time will be one and one-half (1.5) hours, in addition to 15 minutes of set up, for a total of 1.75 hours in the preparation area.
- During set up, teams may locate speed racks, pull grocery items from their speed racks and locate and organize equipment, but no advance preparation or cooking of any kind is allowed during this 15 minutes.
- Team start times will be staggered.

- Teams must supply all groceries and food products needed to execute five (5) servings of their Gold Standard recipes plus one (1) show plate for a total of six (6) servings of their signature dish for final judging.
- Teams are allowed to bring in only the whole, raw and fresh materials needed for the Gold Standard components. Fabrication of any grocery items must take place during the competition.
- Only puff pastry and filo ready-made doughs are allowed to be brought in. They may not be baked, rolled, or molded prior to the competition.
- Ready-made stocks are allowed to be brought in as may be soaked beans.
- Teams must bring with them side towels, thermometers, calculators, timers and scales if needed.
- Teams must bring with them any equipment not supplied by RCA . (Appendix C)
- Teams will present plated Gold Standard item to judges.
- Sanitation – teams must exhibit the proper handling, tasting (one-time use of tasting spoons), and storage of food and show proper use of equipment during the competition. The following sanitation supplies will be provided: garbage receptacles, brooms, mops, paper towels, sanitizing lotion, bleach and sanitizing buckets.
- Dress Code – all competitors are required to dress professionally and to supply their own kitchen/laboratory clothing, including chef / lab coats, aprons, hats or head coverings, checkered or black pants, side towels, and closed toe, hard sole-slip resistant shoes.
- The name of the school can appear on the uniform as well as additional sponsors.
- No jeans, t-shirts, tank/tube tops, shorts, jewelry, or sneakers allowed.

On-Site Re-heating and/or Assembly of Item:

The teams will prepare the Gold Standard item onsite. All shipped components of the manufactured item will be reheated and assembled by the judges following the instructions provided, with assistance from the team alternate. The manufactured item will have to be plated by the judges after assembly. The components of the manufactured item will be compared against the freshly made Gold Standard item. No garnishes of any kind (except those that are included in your manufactured item) may be added to your manufactured item before being presented to the judges.

Judging Evaluation:

An expert panel of judges will judge the final on-site presentations. Judging will be based on the criteria below set by the RCA Competition Committee whose decisions are final and binding on matters related to this contest.

Gold Standard Criteria (100 points) – an evaluation by the judges of the Gold Standard item will be determined according to the following criteria:

1. **Flavor /Aroma (25 points)** – The flavor and aroma of the gold standard item are appropriate to the concept and ingredients used.
2. **Texture (15 points)** – Ingredients and components of the gold standard item have been properly prepared resulting in the appropriate texture as determined by judges.
3. **Ingredient Composition/Authenticity (15 points)** – Ingredients chosen are appropriate and assembled in a way that supports the concept and makes culinary sense.

4. **Presentation (15 points)** – The gold standard item is plated in a way appropriate to the concept, is representative of the Sell Sheet photo, and served at the appropriate temperature.
5. **Professionalism (10 points)** – Team's adherence to on-site competition rules and ability to work in a way generally accepted as appropriate in a commercial kitchen
6. **Technical Skills (10 points)** – Team's use of proper culinary technique in the preparation of all item components.
7. **Safety & Sanitation (10 points)** – Teams adherence to kitchen safety and sanitation standards.

Culinology® Match Test (100 points) – a comparison of the gold standard item prepared onsite versus the shipped manufactured item, thermalized and plated for the designated amount of servings will be determined according to the following criteria:

1. **Flavor /Aroma (25 points)** – The flavor and aroma of the gold standard item and manufactured item are comparable and appropriate to the concept and ingredients used.
2. **Texture (15 points)** – The ingredients and components of the gold standard item and manufactured item, have been properly selected and prepared, resulting in appropriate and comparable textures.
3. **Presentation (10 points)** – A comparison of the gold standard item to the manufactured item.
4. **Overall Similarity to Gold Standard (25 points)** – An overall comparison of the manufactured item, to the gold standard item.
5. **Overall Similarity to Sell Sheet Photo (10 points)** – A visual comparison of the manufactured item to the Sell Sheet photo. Manufactured item is prepared as described on the sell sheet instructions.
6. **Ease and Accuracy of Preparation Instructions (15 points)** – An evaluation of the ease of use and logic of the preparation instructions for the manufactured item, as well as the ability to plate item at the appropriate temperature. *(Note: food temperature at service should be validated by Kitchen Judges to ensure appropriate temperature.)*

On-site at the 2019 RCA Culinology Expo, participating teams will be provided an average of the judges' scores per category for their respective team, their team's individual ranking per category and the Competition high score per category.

Final Score: See Appendix D "Scoring Sheet"

Indemnity:

All decisions of RCA and RCA judges are final. Application and interpretation of Competition rules are solely within the discretion of RCA. The Competition may be postponed, cancelled, or rescheduled, and prizes withheld, at the discretion of RCA. No warranties, express or implied, are given by RCA or the competition venue in connection with the Competition. Each Entrant releases RCA and the competition venue from, and waives all claims against RCA and the competition venue for, any loss, damage, expense, cost, claim, or injury to person or property arising directly or indirectly from the Competition. Each Entrant also shall indemnify, defend, and hold RCA and the competition venue harmless with respect to any claim, demand, or cause of action against RCA or the competition venue arising from any act or omission of the Entrant. Entrants consent to the use of their name, picture, and likeness by RCA for publicity purposes and irrevocably license to RCA the right to reproduce, distribute, publish, display, and otherwise use the proposals and other materials submitted in connection with the Competition, in any form and via any media. Void where prohibited by law. This Agreement shall be governed by the laws of the State of Illinois, and the sole forum for any legal action related to the Competition shall be State or federal court within Cook County Illinois.

RCA retains the rights to the submitted application content.

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Appendix A: Technical Ingredients

I. FUNCTIONAL INGREDIENTS

Acidulants/Buffering Agents
Anti-caking Agents
Antimicrobial Agents
Antioxidants
Bulking Agents
Chelating Agents
Clarifying Agents
Curing Agents
Colors
Emulsifiers
Fat/Oil Replacers
Flavors
Flavor Enhancers (MSG, HVP, AYE, etc.)
Humectants
Hydrocolloids (Gums, Starches)
Leavening Agents
Preservatives
Salt Replacers/Enhancers
Sweeteners (Nutritive, Non-nutritive; Natural, Synthetic)

II. NUTRITIONAL INGREDIENTS

Antioxidants
Egg-derived ingredients
Minerals
Milk proteins/powders
Nutraceuticals
Nutritional Supplements
Prebiotics
Probiotics
Soy products
Soluble/Insoluble fiber
Vitamins

Appendix B: Banned Ingredients

Artificial Colors
Artificial Flavors
Bromated Flour
Calcium Bromate
Calcium Sorbate
Butylated Hydroxyanisole (BHA)
Butylated Hydroxytoluene (BHT)
Calcium Peroxide
Disodium Guanylate Disodium Inosinate
Monosodium Glutamate (MSG)
Partially Hydrogenated Vegetable Oil
Potassium Sorbate
Propyl Gallate
Sodium Benzoate
Sodium Diacetate
Tert-Butylhydroquinone (TBHQ)

Appendix C: Formulation Sheet (for one serving)

Item:				
Ingredient/Supplier	Amount (g)	Percent (%)	Wholesale Price Per Pound (\$lb)	Cost of Ingredient in Formula (\$)
TOTAL		100 %		

Preparation Instructions:

Appendix D: Commercial Kitchen Equipment Provided On-Site

Equipment:

1 x hand wash station (per 2 teams)
2 x 900 watt microwaves (shared amongst teams)
1 x vegetable wash station (per 2 teams)
1 x 3-bay dish wash station (per 2 teams)
1 electric range stove top and convection oven base (per team)
1 x 4-plug outlet (20 amp/120 volt),
2 x refrigerators (shared among teams),
1 x stainless steel table and 1 x banquet table (per team)
1 speed rack with 8 sheet pans (per team)

900 Watt Microwaves (shared amongst teams)
1 x Merry Chef Speed Cook Oven (per team) – *use not required*
1 stand mixer (per 2 teams) 1 food processor (per 2 teams)

Sanitation:

Garbage receptacle
Brooms/dust pans
Mops
Sanitizing buckets
Paper towel
Sponges
Dish soap/hand soap
Note: some equipment may have to be shared among teams.

Appendix E: Scoring Sheet

Written Proposal Scoring (200 points total)

- Sell Sheet written as if you were marketing your idea /concept to a national fast casual chain restaurant. *(40 Points maximum)*
- Description/definition of **Fast Casual Restaurant + Gold Standard item**. *(20 points maximum)*
- The **Application Formulation Sheet** for one serving of each manufactured item of the concept. *(40 points maximum)*
- Identification, description, and justification of use or non-use of **technical ingredients** used in each manufactured item. *(20 points maximum)*
- Identification, description, and justification of elements used in **Manufactured Production** of the components of the item, especially as they affect **process feasibility**. *(30 points maximum)*
- Identification, description, and justification (including cost) of **food service packaging** used. *(20 points maximum)*
- **Preparation** instructions and **rationale for reheating method and assembly**. *(10 points maximum)*
- Originality of Concept. *(20 points maximum)*

On-site Competition Scoring (200 points total)

Gold Standard Criteria (100 points)

Flavor /Aroma (25)

Texture (15)

Ingredient Composition/Authenticity (15)

Presentation (15)

Professionalism (10)

Technical Skills (10)

Safety & Sanitation (10)

Culinology® Match Test (100 points)

Flavor /Aroma (25)

Texture (15)

Presentation (10)

Overall Similarity to Gold Standard (25)

Overall Similarity to Promotional Photo from Sell Sheet (10)

Ease and Accuracy of Preparation Instructions (15)

Final Score (max 400 points): _____