



# 2022 Student Culinary<sup>®</sup> Competition Participant Manual

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## **BACKGROUND INFORMATION**

The Research Chefs Association (RCA) is the leading professional community for food research and development. As such, the RCA is the premier source of culinary and technical information for the food industry and is committed to the advancement of Culinology® – the integration of culinary arts and food science. Founded in 1996, the RCA has rapidly grown to more than 2,000 members, including chefs, food scientists, technologists, writers, nutritionists, academicians, researchers, consultants, sales and marketing professionals, suppliers, co-packers, distributors and students. Since 2007, the RCA has sponsored the Student Culinology® Competition to highlight student talent and achievement through competition.

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### ***Purpose of the Student Culinology® Competition***

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- Encourage students to develop a food product concept using industry sponsored ingredients and challenge students to apply Culinology® concepts towards developing a food product that can be marketed on a large scale.
- Promote student talent and develop connections within the industry to provide a platform that will allow students to spotlight their food science and culinary skill set.
- Provide a creative opportunity for students to network with food industry professionals.

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### ***Eligibility***

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**All contestants must be current active RCA Student members.** Annual student membership fee is \$35. [Click here](#) to join the RCA.

- No more than two (2) students are permitted per team (strictly enforced), or a competitor can enter the competition independently as a team of one (1).
- Students graduating in December 2021 and not continuing their studies are not eligible.
- For teams of two, a team member may be replaced by an alternate, and a “team leader” must be designated to act on behalf of the team.
- Each individual competitor or team of two must have a faculty sponsor, who is required to verify the students’ eligibility and originality of the work submitted. This faculty member may sponsor all competitors from one school.
- Faculty and other industry sources may be consulted, and if utilized their participation must be documented as part of their proposal’s bibliography; consultants cannot be a major contributor to the actual work.
- Each winning team is only eligible to receive one (1) prize; for teams of two, the award will be divided and disbursed by the faculty sponsor.
- The proposed product must be an original concept that has not been submitted in any previous contest, and it must not be a commercially available product or a product in the process of becoming a commercialized product.



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## **Competition Concept**

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The 2022 Student Culinology® Competition is designed to promote alternative proteins that can be served at public schools kindergarten through 12<sup>th</sup> grade.

Competitors will develop an alternative protein-based concept that can be served at the student's cafeteria. The item must effectively include at least one ingredient from each of the competition sponsors. A detailed list of sponsor ingredients will be provided after letter of intent is received:

- Florida Food Products (<https://www.floridafood.com/>)
- IFF (<https://www.iff.com/>)
- *More sponsors to be announced in the near future.*

The concept must be:

- Must comply with the federal health guidelines for school meals (<https://www.fns.usda.gov/nsfp>)
- One single serve item or meal – breakfast or lunch
- Recognized as flavorful, on-trend, and fit the flavor profile and/or distinctive cuisine of the American South (focused on Atlanta)
- Aligned with a specific menu that can be conveniently incorporated into the school's foodservice menu

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## **Competition Timetable**

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### **Phase I: LETTER OF INTENT**

By **November 22, 2021** – Competitors will submit a letter of intent, stating their intention to participate in the competition, to Jackie Janus at [jjanus@culinology.org](mailto:jjanus@culinology.org).

### **Phase II: PROPOSAL**

By **February 4, 2022** – Competitors will submit a written proposal for their concept. The concept, idea and formulation must be unique and developed exclusively for this competition.

### **Phase III: FINAL COMPETITION AND PRESENTATION**

By **February 25, 2022**, individual competitors, and team leaders (for teams of two), will be informed if their team has been selected for the final competition. Up to three (3) finalists/teams will be chosen to advance to the final competition. The finalists will have the opportunity to present their concept to judges, following the protocol outlined on page 10 in this manual.





# ***Phase I: LETTER OF INTENT***



## ***Phase I: LETTER OF INTENT***

Competitors will submit their Letter of Intent to Jackie Janus at [jjanus@culinology.org](mailto:jjanus@culinology.org) no later than **November 22, 2021**. The Letter of Intent must include the following:

1. Name of University
2. Competitor(s) name(s)
3. Competitor(s) contact information
4. Graduation date
5. Faculty sponsor name and contact information
6. One address to send sponsored ingredients (no P.O. boxes)

Questions regarding the Letter of Intent should be sent to Jackie Janus at [jjanus@culinology.org](mailto:jjanus@culinology.org) no later than Friday, November 19, 2021.

Once all Letters of Intent are received, RCA will schedule a webinar to outline the next steps in the competition process as well as answer any questions. Representatives from competition sponsors will participate in this webinar to help answer questions. Your attendance at this webinar is optional.





# ***Phase II: PROPOSAL***



## **Phase II: PROPOSAL**

All competitors must submit their completed proposal no later than **February 4, 2022**. There are NO EXCEPTIONS to this deadline. Incomplete proposals will not be accepted.

Please submit your Proposal for the Student Culinology® Competition via e-mail to Jackie Janus at [jjanus@culinology.org](mailto:jjanus@culinology.org). The proposal will include a written description of the concept plus a video no longer than five minutes that presents and describes the concept.

### **Proposal Background**

- **Requirements** – Competitors must use at least one ingredient from each sponsor (Florida Food Products, IFF and others to be announced at a later date) in their entry. Competitors may not modify their proposal once submitted
- **Written Proposal Format** – The written proposal must be formatted using Times New Roman, 12-point font, 1.5 line spacing, and 1” margins; please number all pages
- **Video Format** – The video must not exceed five minutes in length; competitors may use any video editing platform, but the finished video must be in MP4 format that can be viewed on a typical computer
- **Submissions** – To keep competitors anonymous and to prevent bias from judges while evaluating, competitors must submit electronic PDF files in two (2) separate documents:

#### ***Document 1: Biographical Information (seen only by RCA staff)***

Your biographical information must include all of the following:

1. Title page with competitor(s) names, faculty advisor name and name of University
2. Faculty verification letter (see Eligibility beginning on page 2)
3. One-paragraph biography for each competitor, including the faculty advisor; biography must include area of study and the competitor’s food “philosophy” that drives their desire for a career in the food industry (1-page max per biography)
4. A digital photograph of the competitor(s) and the faculty advisor
5. On a separate page, please list the competitor’s home address, telephone number, email address and university/school affiliation

#### ***Document 2: Written Proposal Using Your Team Name***

The written proposal may not exceed a total of twenty (20) single-sided pages. This includes the title page, page for photographs, and appendix page(s).

Please identify all pages in the Proposal Body with your team name in the header to ensure the impartiality of judges. *Please do not include any information in the team name and Proposal Body that might identify the competitor or university affiliation.* Any proposals that contain this information will be considered incomplete.

Judges will select a maximum of three (3) finalists/teams to move forward to the final competition.



The written proposal will include the following, in this order:

1. Title Page
2. Table of Contents
3. Proposal Body (See “Written Proposal Content” below for components)
4. Appendix
5. Bibliography

### **Written Proposal Content**

Proposals will be judged on the following seven elements worth a total of 250 points:

1. **A two-page (maximum) sell sheet** to your school’s foodservice management company, including information on the following elements:
  - A one-paragraph executive summary including: name and description of your item, explanation on how it is “better for you” following the concept definition, explanation of target market and basis for success of your item.
  - Photo
  - Nutritional fact panel / ingredient statement, with reference to any allergens
  - Packaging
  - Shelf-life
  - Serving suggestions**(40 Points)**
2. **Description of your entry**, and the justification based on the concept definition. Please include instructions demonstrating basic culinary techniques to prepare this item within the operational constraints of your school’s kitchen.  
**(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 C, page 14):
  1. Ingredient/Supplier: All ingredients and ingredient suppliers should be identified.
  2. 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.
  3. 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%.
  4. 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, portion size, and calculating metric conversions can be found in *The Book of Yields* by Francis T. Lynch.
  5. Cost of Ingredient in the Formula (\$) with a total at the bottom.
  6. Total cost per serving.
  7. Suggested price to the customer.
  8. Preparation instructions for the manufactured item.**(40 points)**



3. **Identification, description, and justification** of the technical ingredients used in each component of the concept; see Appendix A for details.  
**(40 points)**
4. **Identification, description, and justification** of commercial production of your concept, especially as it impacts successful mass production feasibility:
  - Describe the equipment and processing methods to produce your final product
  - Provide complete manufacturing instructions, including flow chart for the final product from raw to ready-to-ship
  - Explain the safety and handling precautions used in the process of the final product concept within your flow chart.**(30 points)**
5. **Preparation instructions** and rationale for prep, heating method, and assembly for serving at your school's dining facility and appropriate for the indicated daypart and target customer. The instructions should be detailed and understood by the foodservice staff responsible for preparation and serving.  
**(10 points)**
6. **Video presentation:** The video is a summary of the elements in your written proposal and may be used to demonstrate preparation or other elements critical to understanding your entry. The video must not exceed five minutes in length. The video will be judged on clarity of presentation, connectivity to the proposal, and persuasiveness.  
**(40 points)**
7. **Originality of concept** based on the collective knowledge of the Competition judges.  
**(30 points)**





# ***Phase III: COMPETITION & PRESENTATION***



## **Phase III: COMPETITION & PRESENTATION**

Based on proposals received by RCA, no more than three (3) top-scoring entries will advance to the finals for the 2022 RCA Student Culinology® Competition.

Finalists will be notified no later than **Friday, February 25, 2022**.

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### ***Final Presentations***

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Finalists will create a PowerPoint presentation that effectively describes their concept and covers the specified content described below. Final PowerPoint presentations are due no later than **Wednesday, March 2, 2022**.

Finalists will deliver a fifteen minute live oral presentation to judges on an assigned date and time to take place no earlier than March 9, 2022 and no later than March 18, 2022.

There will be a question-and-answer session with the judges at the end of your presentation.

#### **PowerPoint (50 points)**

Your PowerPoint presentation must cover the following elements in this order:

1. Product description with pictures
2. Ingredients used and the functionality in the final product
3. Application in the school's foodservice setting
4. Delivery of the competition concept criteria
5. Target market
6. Feasibility

#### **Oral Presentation (50 points)**

Your oral presentation, using your PowerPoint presentation described above, will take place on a date and time to be confirmed, no earlier than March 9 and no later than March 18, 2022.

#### **Question and Answer Session (25 points)**

At the end of the presentation, judges will begin a question and answer session. For teams of two, both competitors are free to answer the questions. Judges will ask a variety of questions based on the presentation to help them fully understand your concept and its delivery against the competition criteria.

#### **Presentation Judging**

Competitors will be judged based on clarity of speech, feasibility at the school's dining hall, use of sponsored ingredients, organization, professionalism, quality, and the ability to sell the concept to the target and professionals alike.



## ***JUDGING, AWARDS AND INDEMNITY***

### **Judging Evaluation:**

An expert panel of judges representing the food industry in the fields of the culinary arts, R&D, food science, retail and flavor/ingredients will judge the proposals.

Competitors will be judged based on clarity of speech, feasibility at the school's dining hall, use of sponsored ingredients, organization, professionalism, quality, and the ability to sell the concept to consumers and professionals alike.

All competitors will receive a record of their scores following the Competition (please see Appendix B "Scoring Sheet"). These criteria are set by the RCA Education Committee, whose decisions are final and binding on matters related to this contest.

Competitors will be given an average of the judges' scores per category, their ranking per category, and the Competition high score per category after the Competition.

### **Awards Presentation:**

RCA is highly encouraging all finalists to attend the RCA Annual Conference in March. This offers the students an outstanding opportunity to experience the people of RCA, meet a variety of company leaders, and to learn from the different education sessions and the Culinology Expo.

There will be a special session during RCA to present the final awards. Each finalist will have the opportunity to show their product video and describe their concept (5 mins or less). Once all presentations are complete, the judges will offer comments and will present their awards for first, second, and third place.

RCA recognizes and respects that schools may have their own rules regarding student travel during this pandemic. If a finalist team is unable to travel to Atlanta, RCA will make arrangements for a virtual presentation during the scheduled presentation time slot. **Teams who cannot travel must notify RCA no later than March 2, 2022**

RCA 2022 Conference takes place from Wednesday, March 23 to Friday, March 25, 2022.

### **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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### **Awards**

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- First place will receive a \$2,500 cash prize.
- Second place will receive a \$1,000 cash prize.
- Third place will receive a \$500 cash prize.
- Any applicable taxes are the sole responsibilities of winners.
- Award will be distributed by the faculty sponsor.
- The winner will receive national recognition through coverage in RCA media.
- If the combined proposal and on-site scores result in a tie between two competitors, judges will further question the competitors on any of the areas related to their participation in the Competition to determine the final place.
- Winners will be featured in a *Culinology*<sup>®</sup> Magazine article as well as a number of media outlets by the RCA.

**Culinology<sup>®</sup>, Creating the Future of Food<sup>®</sup>, and Research Chefs Association<sup>®</sup> are registered trademarks, service marks, and trade names of the Research Chefs Association**



# 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

## SCORING SHEET

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### ***Proposal (250 Points Total)***

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- A two-page (max) Sell Sheet with required elements – 40 points
- Background/description of commercialized product – 20 points
- The application formulation sheet for one serving of each commercialized item component – 40 points
- Identification, description, and justification for technical ingredients – 40 points
- Identification, description, and justification for commercial production – 30 points
- Preparation Instructions – 10 points
- Video presentation – 40 points
- Originality of concept – 30 points

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### ***Final Presentation (125 Points Total)***

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- PowerPoint Presentation – 50 points
- Oral Presentation – 50 points
- Q&A Session – 25 points

Total possible points: 375 points



