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SECTION 1

COMPETITION PURPOSE, OVERVIEW, ELIGIBILITY

PURPOSE

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

COMPETITION OVERVIEW

On April 16, 2020, RCA will hold the Culinology® Professional Competition in San Diego, CA. Show the industry and your peers what you’ve got during the 2020 Culinology® Expo! Showcase your creativity, skills, talents, and imagination by competing in the 2020 Culinology® Professional Competition. You’ve asked and we’ve answered with a concept that lets you do what you do best, create! Competitors will create six (6) full portions of their LTO menu concept. Five (5) servings for the judges, plus one (1) show plate for a total of six (6) servings of their signature dish for final judging while attendees at the 2020 Culinology® Expo will vote on their favorite in a People’s Choice format digitally.

MENU CONCEPT CRITERIA

- Limited Time Offering (LTO) menu item
- Must be appropriate for a Quick Serve Restaurant (QSR)
- Concept to be featured during a Spring seasonal launch
- Should be created using inspiration from the San Diego area (ingredients, flavors, cooking techniques, etc.)

The On-site competition will take place during the 2020 Research Chefs Association Conference wherein the LTO menu concept will be made onsite and judged based on the menu concept criteria and the team’s Sell Sheet. The manufactured item will be prepared, assembled and served to the Judges. Scoring will be based on the judge’s evaluation of the taste, marketability and feasibility of the manufactured item. Teams should be able “sell” their concept and speak to the seasonality, format, trends, and justifications for their menu item during judging. QSR examples include, but are not limited to, Wendy’s, Subway, Arby’s, Little Caesar’s, and Taco Bell.
The two-person teams will develop a Commercial Formula to be presented during the competitor’s briefing meeting with the judges prior to the competition on-site. The formula must be based off the menu concept criteria and utilize a minimum of five (5) sponsored ingredients. The finished product must be based on the Commercial Formula presented to the judges.

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**ELIGIBILITY**

- All contestants must be active RCA members ([Click here](#) to join the RCA).
- If selected, competing team members must register to attend the conference.
- Teams will consist of two (2) Professional members.
- Each winning team is only eligible to receive one (1) prize to be divided and disbursed by the team.
- The proposed product must be an original concept that may not have been submitted in a previous contest, a commercial product or in the process of becoming a commercial product.

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**COMPETITION TIME LINE**

By January 17, 2020 submit your “Letter of Intent” to Jeannie Weber at [jweber@culinology.org](mailto:jweber@culinology.org)

January 24, 2020 teams will be informed whether their team has been selected to compete.

January 27, 2020- Teams will be notified of any additional ingredient sponsors

April 1st, 2020- Teams must submit completed proposals

April 15th, 2020- Teams will meet with judges and set up kitchens

April 16, 2020 On-site competition and People’s Choice Awards
LETTER OF INTENT | APPLICATION ESSAY

Competitors will submit a letter of intent to Jeannie Weber at JWeber@culinology.org by January 17, 2020 that includes the following:

1. Complete contact information for the two team members
   a. Name, Address, E-mail, Telephone Number
2. 2030’s Hottest New Trends paper – No more than two (2) pages. The selection of competitors will be based from their submission of a paper of their explanation of what they believe the hottest trends in the year 2030 will be and why.
3. Biographical information including:
   a. Title page with the name of your team’s QSR Restaurant Concept-This will be used as your team name.
   b. One paragraph biography for each team member.
   c. A high-resolution digital photograph of the team

Based on submissions received by RCA, up to three (3) top-scoring teams will advance at their own expense to the RCA Professional Culinology® Competition at the RCA Conference.

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 January 17, 2020 submit your “Letter of Intent” to Jeannie Weber at Jweber@culinology.org. Questions regarding the “Letter of Intent” can be directed via email to Jweber@culinology.org or phone at (312) 673-5794.

By January 24, 2020 teams will be informed whether their team has been selected to compete.
SECTION 3

PROPOSAL CONTENT

● By APRIL 1, 2020 all proposals must be complete. NO EXCEPTIONS. Incomplete proposals will not be accepted.
● Proposals must incorporate at least five (5) ingredients from each sponsor confirmed by JANUARY 27, 2020.
● Format – the proposal must be formatted using Times New Roman, 12-point font, 1.5 line spacing, and 1’ margins all around. It must 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

Part II the Proposal Body with the header of each page identified with the team’s QSR Restaurant Concept name. 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 Name, Professional Culinology® Competition”.

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PROPOSAL CONTENT

Complete proposals will contain the following elements in two parts:

Part I: BIOGRAPHICAL INFORMATION

● Title Page with team’s QSR Restaurant Concept name
● Biographies of team members (1 page maximum).
● Digital Photograph of the team

Part II: PROPOSAL BODY

Note: please identify all pages in the Proposal Body with the team’s QSR Restaurant Concept name in the header in order to ensure the impartiality of judges.

● Title Page
● Table of Contents
● Proposal Body (See below for components)
● Bibliography

Proposals will be judged on the following seven elements worth a total of 200 points:

1. A Two-Page Sell Sheet that includes information on the following elements: (40 points)
   A one-paragraph executive summary including the name and description of your item. Explanation of ingredient seasonality, target market and basis for potential success of your item. This Sell Sheet will be used in conjunction with a picture of your menu concept made on-site during the competition for the People’s Choice Award. Please also include:
   ● Photo
   ● Nutritional fact panel/ Ingredient statement, with reference to allergens
   ● Packaging
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 *(20 points)*

3. **The Application Formulation Sheet** for one (1) serving of each manufactured item component (e.g. pastry, filling, sauce etc.) should be comprised of the following five columns *(See Appendix B) (40 points)*
   - **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.
   - **Wholesale Price Per Pound ($)**: A 500,000 portion limited production run should be used as the volume target for purposes of sourcing and pricing ingredients. The total price per one serving for your concept should be appropriate and justifiable.
   - **Cost of Ingredient in the Formula ($)** with a total at the bottom.
   - **Total of cost per serving** and Suggested price to the customer
   - **Preparation instructions** for the manufactured item.

4. **Identification, Description and Justification** of technical ingredients used in each component of the item. *(One page max.) (20 points)*

5. **Preparation instructions** for reheating method and assembly in a QSR establishment *(20 points)*

6. **Originality of Concept** *(30 points)*

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**2020 COMPETITION SPONSORS**

All sponsors will be announced when the Finalist teams are informed that they have been selected, at which time, sponsors will be able to provide samples prior to competition. Each team is required to reach out to each sponsor on their own to obtain samples. A Minimum of five (5) sponsored ingredients must be used.
SECTION 4:

PHASE III: ON-SITE COMPETITION & PEOPLE’S CHOICE AWARD

Based on submissions received by RCA, up to three (3) top-scoring teams will advance at their own expense to the 2020 RCA Professional Culinology® Competition at the RCA Conference.

On-Site Preparation of Manufactured products 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. \textit{Note: some equipment may have to be shared among teams.}
- Teams will supply any small wares, plates, pots and pans needed to execute their LTO manufactured items. \textit{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 items and place groceries for on-site preparation of LTO menu item 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.
- Each team will get a station to present their finished show plates. It is encouraged to decorate your presentation space with decor appropriate to your QSR restaurant concept.
- Preparation time will be one and one-half (1.5) hours.
- Teams must supply all groceries and food products needed to execute create six (6) full portions of their LTO menu concept. Five (5) servings for the judges, 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. Fabrication of any grocery items must take place during the competition.
- Only puff pastry and ready-made filo dough 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 pre-soaked, uncooked beans.
- Teams must bring with them side towels, thermometers, calculators, timers and scales if needed.
- 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.
- No jeans, t-shirts, tank/tube tops, shorts, jewelry, or sneakers allowed.
- The teams will prepare and assemble the QSR LTO Menu item.
- The manufactured item and all of it’s components will be compared against the sell sheet. No garnishes of any kind (except those that are included in your sell sheet) may be added to your manufactured item before being presented to the judges.
COMPETITION DAY TIMELINE

Teams will be given their official start time in advance of the RCA Conference. On the day of the competition, teams are expected to report to the viewing area 15 minutes in advance of their start time.

- 1:30-hours Cooking Window
- 20-minute plating window (includes student volunteer assistance, as needed). All plating must be completed and ready to serve within this window.
- 20-minute concept review with judges

- People’s choice voting will take place digitally from the time the competition ends until the Expo closes.
SECTION 5:
JUDGING | INDEMNITY | AWARDS

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 on-site competition. 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. On-site at the 2020 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. Please note that proposal scores will count toward 50% of a finalist team’s final score.

**Culinology® Match Test (100 points)** – A comparison of the QSR LTO item prepared onsite against the expectations delivered on the sell sheet 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 LTO manufactured item, have been properly selected and prepared, resulting in appropriate and comparable textures.
3. **Presentation (10 points)** – A comparison of the manufactured item to the sell sheet.
4. **Overall Similarity to Sell Sheet expectations (25 points)** – An overall comparison of the manufactured item, to the expectations and call outs on the sell sheet.
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 in the appropriate packaging

**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, expressed 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.
AWARDS

BY JUDGES:
• The First Place Team will receive a $4,000 cash prize.
• Awards will be announced at the RCA Conference. Room Location TBD
• Applicable taxes are the sole responsibilities of winners.
• Each winning team will receive national recognition through coverage in RCA media.
• On-site scores will be the basis of the judges’ decision regarding each team’s final place in the competition.
  *Finalist team members are required to be present in order to be eligible to receive an award.

PEOPLE’S CHOICE:
Student and Professional teams will battle head to head for the People’s Choice award based on each team’s sell sheet and product photo submitted within the proposal. On the day of the Culinology Expo, voting will take place electronically wherein conference attendees will vote based on each team’s product photo and sell sheet. The team with the most votes will be announced when the competition winners are announced.

MEDALS:
Official RCA Medals will be awarded in bronze, silver, or gold to teams to reach the appropriate final score and will be rewarded as follows. Additionally, RCA continuing education points will be given toward certification / recertification based upon the medal achieved. These scores are determined by RCA sanctioned judges during the competition.

• Gold: 80 – 99.99
  o 6 CE
• Silver: 60 – 79.99
  o 4 CE
• Bronze: 40 – 59.99
  o 2 CE
• Certificate of Participation: 39.99 or below
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

## FORMULATION SHEET

<table>
<thead>
<tr>
<th>Supplier/Sponsor</th>
<th>Ingredient</th>
<th>Amount</th>
<th>Unit (g)</th>
<th>Percent (%)</th>
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### TOTAL

**Preparation Instructions:**
APPENDIX C

EQUIPMENT PROVIDED ON-SITE

Stations Provided at Competition:

- Hand Wash Station, will be shared
- 3-Bay Dish Washing Station, will be shared
- Sink with running hot water, will be shared
- (1 each) Commercial Electric Range with Convection Oven
- (1 each) 4-Plug Outlet (20 amp/120 volt)
- Refrigerator (1 per 2 teams)
- One (1) 6 foot Stainless Steel Work Table and one (1) plain 6’x 30” table
- Blast Freezer (1 per 2 teams)
- One (1) stand mixer (per 2 teams)
- One (1) food processor (per 2 teams)
- One (1) speed rack with eight (8) sheet pans (per team)
- (1) induction burner
- Four (4) 900 watt microwaves (shared amongst teams)
- Cubed Ice
- Common Clock for time keeping

Sanitation:

- Garbage receptacle
- Brooms/dust pans
- Mops
- Sanitizing buckets
- Paper towel
- Sponges
- Dish soap/hand soap

COMPETITORS MUST BRING ALL ADDITIONAL EQUIPMENT TO THE COMPETITION - Including but not limited to: small electronics, pots, pans, small wares, plate ware, etc. All equipment is to be shipped at the expense of the competitors. Shipping information shall be provided by RCA prior to the competition. Note: Some equipment supplied by RCA may have to be shared among teams.
APPENDIX D

SPONSORED FUNCTIONAL INGREDIENTS

Sponsors and specific products will be finalized and announced to finalist teams. As a reminder you must use a minimum of (5) sponsored ingredients.

- Flavors: Approximately (10) flavors related to the conference theme will be available for you to request.
- (2) Functional vegetable, (2) bean, (2) fruit powders, and (2) others will be available for you to request from the sponsor.
- Functional Hydrocolloids and Starches
APPENDIX E

RCA JUDGE CRITERIA

In the need to develop a pool of appropriate judges for the RCA competition, the National RCA Competition Committee has taken upon itself to create a standard by which judges will be selected to judge RCA competitions. The following criteria will be used to identify qualified judges for RCA Competitions. Interested candidates should submit a request to become a judge for RCA competitions to jweber@culinology.org.

Under no circumstances may anyone judge an RCA competition that has not been sanctioned as a judge by the RCA.

- Must be an RCA member in good standing;
- (and) Must be active or retired from a Culinology® related industry or educator from an RCA accredited Culinology® program;
- (and) must be Certified as a Certified Research Chef (CRC) and/or Certified Culinary Scientist (CCS);
- (or) have achieved first place and a gold medal from a past RCA professional competition.
- The decisions of the RCA Competition Committee are final and may not be changed by anyone outside of the competition committee. Judges may only be appointed by the RCA Competition Committee and not by any other leader, committee, or member of the RCA not appointed to the RCA Competition Committee.
- The National RCA Competition Committee reserves the right to approve judges based upon an individual basis upon demonstration of appropriate skill, professionalism, and ability.