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SECTION 1
COMPETITION PURPOSE & OVERVIEW

PURPOSE

- 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.

OVERVIEW

Student teams will develop a Limited Time Offering (LTO) menu item appropriate for a Quick Serve Restaurant (QSR) concept to be featured during a spring/summer launch. QSR examples include, but are not limited to, Wendy’s, Subway, Arby’s, Little Caesar’s, and Taco Bell. The item should be created using inspiration (ingredients, flavors, cooking techniques, etc.) from the San Diego area. Teams will develop both gold standard and the corresponding manufactured item formulations. The On-site competition will take place during The 2020 Research Chefs Association Conference wherein the gold standard concept will be made onsite and compared to the manufactured concept. The manufactured item will be reheated and assembled by Judges with guidance from the team alternate. Scoring will be based on the judge’s evaluation of the gold standard item versus the plated manufactured item. Teams will also be required to decorate their designated show table display.

ELIGIBILITY

- All contestants, including the alternate, must be active RCA members (Student membership fee is $30.00 per student. Click here to join the RCA.)
- If selected, competing team members must register to attend the conference.
- Teams will consist of up to three (3) students and one (1) alternate (optional).
These teams may include one (1) graduate student.
Students graduating in December 2019 and not continuing their studies are not eligible to compete.
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.
A faculty sponsor is required for the verification of the students’ eligibility and originality of the work submitted.
One (1) faculty member may sponsor no more than two (2) teams when submitting letters of intent; Only one (1) team from each school may be selected to compete.
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.
Each winning team is only eligible to receive one (1) prize to be divided and disbursed by the faculty sponsor.
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.

**COMPETITION TIMETABLE**

**Phase I: LETTER OF INTENT**
By **November 1, 2019** Students will submit a letter of intent to Jeannie Weber at jweber@culinology.org.
By **October 15, 2019**, all required sponsor ingredients and equipment will be announced.

**Phase II: PROPOSAL**
By **January 8, 2020** students will submit a written proposal. The concept, idea and formulation must be unique and developed exclusively for this competition.

**Phase III: ON-SITE COMPETITION**
By **January 22, 2020** team leaders will be informed whether their team has been selected to move into the finals. Up to four (4) finalists teams will be chosen and advance to the on-site competition during the 2020 Research Chefs Association Conference in San Diego, CA. The on-site competition will take place during the Culinology Expo on **April 16, 2020** wherein the components of the manufactured item will be compared against the freshly made Gold Standard item. Teams will also be required to decorate their designated show table display (see Appendix E)
SECTION 2
Phase I: LETTER OF INTENT

Phase I: LETTER OF INTENT
Students will submit a letter of intent to Jeannie Weber at iweber@culinology.org by November 1, 2019 that includes the following:

1. Name of University
2. Team name
3. All team member names and email addresses
4. Designated Team leader
5. Graduation date(s)
6. Faculty sponsor name and contact information
7. Address you would like the sponsored ingredients shipped to

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.
SECTION 3

Phase II: PROPOSAL

- By the due date **January 8, 2020** all proposals must be complete. **NO EXCEPTIONS.** Incomplete proposals will not be accepted.
- Proposals must incorporate at least two (2) ingredients from each sponsor confirmed by **October 15, 2019**
- **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 (separate document files).
  - **Part I** with Biographical Information
    - **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**
(Nota: 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.
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 a Limited Time Offering (LTO) menu item appropriate for a Quick Serve Restaurant (QSR) concept to be featured during a spring/summer launch. 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 13):
   - 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 quick service 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, January 22, 2020 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 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.
SECTION 4

Phase III: ON-SITE COMPETITION

Based on proposals received by RCA, up to four (4) 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 where teams will be able to decorate their designated show table display.

• 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 on their display table. (Appendix E)

• 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.

• 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.
• Teams are required to decorate their designated show table display and are responsible for bringing all decorations, sell sheets, and any other display POS to showcase their menu item. Examples are show in Appendix E
• 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. The display table for the show plate may be set up prior to the designated competition start time. 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.

PEOPLE’S CHOICE AWARD

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.
SECTION 5
JUDGING, INDEMNITY AND AWARDS

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, January 22, 2020. 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.

FINAL SCORE:
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. See Appendix D “Scoring Sheet”

On-site display table and show plate (10 points)

Gold Standard Criteria (95 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 (10 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 (95 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 (10 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.)*

**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.
AWARDS

Finalist team members are required to be present in order to be eligible to receive an award. Each winning team will receive national recognition in RCA media. Applicable taxes are the sole responsibilities of winners.

- 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.
- 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.
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

GOLD STANDARD Recipe Component Sheet (for one serving)

Recipe Name:______________________________________________________
Serving: One (1) Serving
Prep Time:____________
Cook Time:____________

<table>
<thead>
<tr>
<th>AMOUNT</th>
<th>UNIT</th>
<th>INGREDIENT</th>
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Preparation Instructions:
### MANUFACTURE Component Formulation Sheet

(for one serving)

<table>
<thead>
<tr>
<th>Supplier</th>
<th>Ingredient</th>
<th>Amount (g)</th>
<th>Percent (%)</th>
<th>Price per Pound ($/LB)</th>
<th>Cost of Ingredient in Formula ($)</th>
</tr>
</thead>
</table>

| TOTAL    | 100%       |

**Preparation Instructions:**
APPENDIX C

COMMERCIAL EQUIPMENT (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)
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 D

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)

On-site display table and show plate (10)

Gold Standard Criteria (95 points total)
- Flavor /Aroma (25)
- Texture (15)
- Ingredient Composition/Authenticity (10)
- Presentation (15)
- Professionalism (10)
- Technical Skills (10)
- Safety & Sanitation (10)

Culinology® Match Test (95 points total)
- 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 (10)

Final Score (max 400 points): __________
APPENDIX E
DISPLAY TABLE EXAMPLES