



Collegiate Beef Culinary Competition Criteria 2019

Funded by Beef Farmers & Ranchers

The cook off will be focused on the BAM Concept for 112A Beef Rib, Ribeye, Lip-on
Visit <https://www.beefitswhatsfordinner.com/training-resources/foodservice-inspiration/beef-means-business> for beef resources and inspiration.

Restaurant Theme: Upscale Casual Restaurant (\$\$ of \$\$\$\$) **Definition:** Upscale Casual is casual elegance at moderate to high prices often with fine dining service, with a wider range of menu items from standard classics to gourmet - business casual dress code. Students will be asked to focus on a middle class atmosphere (i.e. dine for a special evening vs. a weekly event.)

Price point for entree: \$25-27, Price Point for Appetizer \$10-\$12.

Students will be asked to create an appetizer and entrée utilizing the fabricated cuts from the Beef Rib Subprimal for a more upscale - casual restaurant vs. white tablecloth, this is the restaurant segment that is looking and striving for value and profit.

This is NOT and ACF competition, you will not be judged on ACF standards. This program is an educational - added value opportunity! Make it FUN!

Creativity: Did the culinary team think outside the box for both the entrée and the appetizer, did they capitalize on simple flavors or create new flavors, how did they do?

Plate Presentation: Did the entrée and appetizer look appetizing? Did the plate look cluttered, messy, boring or were the food items presented neat and clean colorful?

Versatility: Did the team show the versatility of the rib with their choice of entrée and appetizer - the basis of this competition is to utilize the rib differently, in a unique and economical way.

Value: Are the menu items (entrée and appetizer) worthy of the price point assigned, what is the "perceived" value for the customer. (Value focus: value for money paid by consumer = makes life better, i.e. "did I get my \$\$ worth)



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Flavor: basic...how does it taste? How is the Umami - the savory? The pairing of sides with the meat, the sauces or spices used, is it appetizing? Do you want to savor the last bite - is there "morsel memory" - the last bite craving?

Team Work: how did the team work together in the kitchen, how well did they do in verbal and documented presentation, was the team calm in the kitchen, were there shared duties - everyone working on something

Station Sanitation/Uniform: I know it's a busy cramped area, but were they clean or was their cook area cluttered and disorganized, again keep in mind space. Are their chef coats clean?

Marketability: Will this entrée/appetizer sell? Did they market it effectively via social media/presentation to the customer? Did the team create something that is marketable vs. fancy to impress the judges...this is important, this competition isn't about "dress to impress" it's about utilizing an expensive cut in an alternative way to be more lucrative for the restaurant as well as the consumer...will it sell?

Alternative Menu Options: Did the team create a section in their binder presentation for menu alternatives; the emphasis is looking at the variety of customer needs when eating out due to food allergies etc. Teams were asked to create a Gluten Free Option, Low Calorie Alternatives and an alternate cut (lean), did the changes decrease the integrity of the meal (e.g. creamed spinach changed to tossed salad vs. creamed spinach changed to sautéed spinach in white wine) (this is optional/extra credit)

Day of competition:

REMEMBER: Restaurant Theme: Upscale Casual Restaurant (\$\$ of \$\$\$\$)

Price point for entree: \$25-27, Price Point for Appetizer \$10-\$12.

- Students will be given Ribeye sub-primal to fabricate.
- Students will then utilize cuts from either the Ribeye Cap/Ribeye for food service application.
- Students will be required to utilize the Subprimal in two formats 1. Appetizer 2. Center of the Plate. (Students will be required to create one (5) beauty plates for the judges)



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- Students will be required to create 12 additional servings of each (meat) recipe to be divided and shared with fellow contestants for lunch! (sides will be provided)
- Students will be required to merchandise/market their creations in the following manner
 1. Documented Recipe
 2. Name their recipe creations
 3. Price recipe out for customer/restaurant special/food cost analysis
 4. Recipe will be considered a "Special -Chalk board menu" students must demonstrate how the specials be presented to customers by wait staff)

Mandatory- Pre- Competition Assignment!

- Students will be required to complete the Beef U online modules, an overview of the beef industry prior to the tour
- Pre-Surveys will also be required
- 5 additional points per student will be awarded when both pre-tour requirements are completed.

Cook-off Judging & Scholarship Awards:

Student presentations will be evaluated by a panel of judges

Criteria: Creativity, Presentation, Flavor, Versatility, Marketability, Value and Team Work (plus extra point additions) on scale 1-10, highest score wins.

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