



A LOOK INSIDE THE NATIONAL PROSTART INVITATIONAL

405 Competition Finalists

90 High Schools Represented

46 Restaurant Business Concepts

46 Culinary Menus

138 Dishes

10 Winning Teams

*Brought to you by Oracle Food and Beverage and the
National Restaurant Association Educational Foundation*



ProStart
 National Restaurant Association
 Educational Foundation



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 National Restaurant Association Educational Foundation

 Oracle Food and Beverage

“ In addition to the scholarships that provide much-needed resources for so many students, the National Restaurant Association Educational Foundation and amazing experience of ProStart gives our up-and-coming culinary and hospitality students a solid “real life” experience of the restaurant industry. Though the competition can be nerve wracking, students walk away with self-confidence, the satisfaction of pushing themselves to do their best and wonderful contacts in their field. ”

Donna Purnomo, chef and owner of Wine & Dine Group LLC and 2018 entrée tasting judge of the culinary competition.



Chopped Host, Ted Allen shares career tips with NPSI competitors.

FORWARD



THE RESTAURANT INDUSTRY HAS SOME OF THE HIGHEST INDUSTRY LABOR TURNOVER RATES

in North America, combined with a shortage of people wanting to enter the industry. The National Restaurant Association Educational Foundation is working to address this problem through their ProStart program.

ProStart is a two-year high school program that provides curriculum to develop the best and brightest talent into tomorrow's restaurant and foodservice leaders. A highlight of this program is the National ProStart Invitational, where ProStart students compete and put their skills to the test in front of industry judges in hopes of being named one of the winning teams.

More than 400 students representing 90 high schools from across the country put their culinary and management skills to the test at the 2018 National ProStart Invitational. Ten teams of students won the ultimate prize: scholarship money to attend college.

The talent that is shown by these ProStart students is unbelievable. They are truly the future of the restaurant industry, and we, as industry professionals, should be paying attention to them.

Oracle Food and Beverage has been a proud supporter of the Foundation and the ProStart program for three years now. Each year, we work with the Foundation team to compile a Trends Report to illustrate the innovative culinary and management themes prevalent in that year's competition submissions. Our goal is to help restaurant operators learn and understand the inventive restaurant trends and ideas that the future managers and owners of our industry may bring with them.

From building a menu based on sustainably sourced meals to developing social media marketing tactics, these students really dive into every aspect of restaurant operation in their competition submissions. This year, some even broke the barriers around the traditional restaurant layout deconstructing it and creating a new, innovative layout to attract guests.

As the Vice President of Oracle's food and beverage technology strategy, I pay particular attention to the technology that these students embrace. It is great to see that they focus on the guest and creating the best experience for them, especially through the use of mobile apps and loyalty programs areas where the industry has seen great development and innovation.

I hope that you enjoy reading through this report. On behalf of Oracle Food and Beverage, I offer my congratulations to all the ProStart students of 2018 for their accomplishments this year.

Chris Adams

Vice President of F&B Strategy
Oracle Food and Beverage
Oracle Hospitality



EXECUTIVE SUMMARY



“ProStart students belong to a very special group that we affectionately call ‘ProStart Nation.’ Since we launched ProStart 17 years ago, we have graduated more than half-a-million students. We’re thrilled to see where this year’s competitors’ careers will take them as they set out and commit to the restaurant industry.”

Rob Gifford, Executive Vice President, National Restaurant Association Educational Foundation

THE NATIONAL RESTAURANT ASSOCIATION EDUCATIONAL FOUNDATION'S PROSTART PROGRAM

focuses on teaching culinary arts and restaurant management fundamentals. Offered in more than 1,800 high schools and career and technical education centers in all states, Guam and Department of Defense Education Activity schools in Europe and the Pacific, the program reaches nearly 140,000 students annually.

With a goal of developing the next generation of foodservice and restaurant leaders, ProStart brings together industry and the classroom, giving students a platform to discover and develop new interests and talents, while teaching employability skills such as teamwork, professional behavior, time management and communication.

The Teams

Students have the option to participate in competitions that focus on culinary arts and/or restaurant management skills. “ProStart gives young students an educational competitive arena to channel their passion and creativity around food,” said Joe Chiavoro, president of Buddy’s Kitchen and 2018 work skills judge of the culinary competition. These students form teams and begin preparation for their State ProStart Invitational. Teams are comprised of two to four students plus an optional team manager.

Teams that win first place at their state competitions are invited to compete at the National ProStart Invitational. More than 400 students, alongside their educators, mentors and families, participated in the 2018 National ProStart Invitational, bringing with them innovative ideas, confidence and a desire to be the best.

The Data

This year, in order to provide insight into the minds of these future customers and aspiring leaders of the restaurant industry, the Foundation collected data from the 92 presentations at the event. Based on the qualitative data collected from participant-submitted materials at the 2018 National ProStart Invitational, the Foundation tracked methods used, ingredients included, restaurant concepts, as well as additional metrics. This curated data has been synthesized to determine core themes of the competition and to tell a story of what these high school students accomplished in 2018 as part of their ProStart studies.



MANAGEMENT

The Competition

ProStart students who are primarily interested in the business side of the restaurant and foodservice industry participate in the management competition. Students who win their state management competition go on to compete at the National ProStart Invitational. Forty-six teams competed this year by presenting their restaurant concepts to judges from across the industry.

Official rules for the competition require all student teams to develop a proposal for a new restaurant concept in ProStartville, a fictitious city with a given set of demographics. Management teams of two to four students, plus an optional team manager, submit a written proposal and pitch their concept to industry judges. Teams are judged on their proposal, as well as how they pitch and answer critical thinking questions.

The Challenge

Students put together proposal packets and presentation boards to wow the management judges. Information required in teams' written proposals include: type of establishment, type of cuisine, location of restaurant, target market, description of interior and décor, as well as a staff organizational chart. Students also design a sample menu for their concept with no more than 12 menu items, along with one sample recipe. Additionally, teams develop two marketing tactics to launch their restaurant concept that demonstrate their ability to advertise their concept and attract new customers.

DEMOGRAPHICS

The geographic location of ProStartville, USA, is at the discretion of each team.

ProStartville, USA, attracts a diverse group of families, students and young professionals. Residents of ProStartville enjoy the use of a regional airport, a thriving independent restaurant scene and a large university.

PROSTARTVILLE, USA

POPULATION



270,000



FAMILIES



29% of Population

MEDIAN AGE



33

MANAGEMENT WINNING TEAMS

Young visionaries who won the judges over with their inspiring restaurant concepts



1ST PLACE: WILBUR CROSS HIGH SCHOOL NEW HAVEN, CONNECTICUT

ProStartville welcomed its first alternative ice cream shop when team Connecticut developed the “N2Ice Lab.” The women-owned ice cream shop offered an innovative menu of all-natural, non-dairy, frozen desserts handcrafted using liquid nitrogen. A winning quality of the *N2Ice Lab* was the company’s key initiative - to drive STEM career opportunities for young women by providing scholarships funded through the shop’s loyalty program and pop-up events. The creative minds in this group developed a deliciously health-conscious menu.



2ND PLACE: NORTH BUNCOMBE HIGH SCHOOL WEAVERVILLE, NORTH CAROLINA

The “*Rustic Daisy*” offered southern homestyle cooking with an upscale dining experience. North Carolina’s team of four created a locally inclusive experience by having community-sourced food from farmers and décor artwork from local artists that would be available for sale to patrons.



3RD PLACE: WILSON CENTRAL HIGH SCHOOL LEBANON, TENNESSEE

Food truck greatness came to ProStartville with Tennessee’s “*Wings in Motion*” concept. The mobile restaurant sourced food supplies from local resources to make a direct impact on the local economy and sustainability. To promote the business while driving around ProStartville, the *Wings in Motion* truck displayed QR code decals and text code coupon offers to generate a loyal customer base.



4TH PLACE: CARVER MIDDLE HIGH SCHOOL CARVER, MASSACHUSETTS

The dynamic duo from Massachusetts introduced ProStartville to “*BRAAI*,” a full-service restaurant with a contemporary yet rustic atmosphere and barbecue pits throughout the dining room for customers to enjoy the full meal experience. *BRAAI*’s *Passport* app gave customers a glimpse of the world through the global cuisine options and chances to earn loyalty rewards, receive promotions, and pay for their meals.



5TH PLACE: GRANDVIEW HIGH SCHOOL AURORA, COLORADO

The “*Pangea*” restaurant brought a full-service dining experience featuring international cuisine to “bring the world together one plate at a time.” Located in the ProStartville International Airport, *Pangea* partnered with United Airlines and the United Airlines Foundation to offer ticketed travelers a chance to donate proceeds from their meal purchase to the American Red Cross.

TREND ANALYSIS

Teams from competing states are required to submit an extensive proposal of their restaurant concept. Students bring their restaurant to life by laying out the concept, floor-plan, design and décor, and even go as far as detailing their organizational structure and conducting a SWOT analysis. Proposals also include a sample menu, including photographs of what the final products and meals will look like, and a cost analysis. The last, and possibly the most creative, elements of the proposals were marketing tactics on how each concept would attract customers. The Foundation used the submitted proposals to gather details on what types of restaurant concepts were chosen and what cuisines and culinary themes permeated the competition.



Type of Establishments

Most concepts presented by teams were casual, fast casual and quick service restaurants. The findings illustrate a critical trend in the industry – a shift away from traditional, sit-down, in-restaurant dining towards quick access for people on the go. The students' proposals reflect the notion that this consumer trend is prevalent across the industry. People are seeking to access food easily, close to where they work and play.

Food trucks continue to be on the rise. The concept of food trucks have taken many different forms over the past couple of years. The Tennessee management team's "Wings in Motion" truck brings popular street food to hungry customers just three to five minutes from from ordering. Food trucks have the appeal of low barrier to entry, high return on profits with minimal overhead, and mobility to travel to sporting events, festivals, street fairs and catered events to boost sales opportunities.

Cuisine and Theme

Cuisine and theme are central to the students' restaurant proposals and are the true indicators of innovation at the National ProStart Invitational. This year's concepts centered on locally sourced, farm-to-table

ingredients, as well as organic, healthy and allergy-conscious cuisine.

The Wyoming team and their "Kutz" concept is the perfect example of farm to table, sourcing meats from a local farmer and even employing an in-house butcher. West Virginia's "The French Country" concept incorporates a rooftop greenhouse, making the full commitment to farm to table by growing their own seasonal produce. Team Indiana's "Meadow Café" has an on-site herb garden for functional and aesthetic purposes. Their "herb cultivator" grows organic herbs, great for both cooking and permeating a heavenly scent through their cafe.

Nearly all of the restaurants had vegan, vegetarian, gluten-free and/or dairy-free options.



“

I have employed many ProStart students and program graduates over my 16-plus years and I will continue to do so for years to come.”

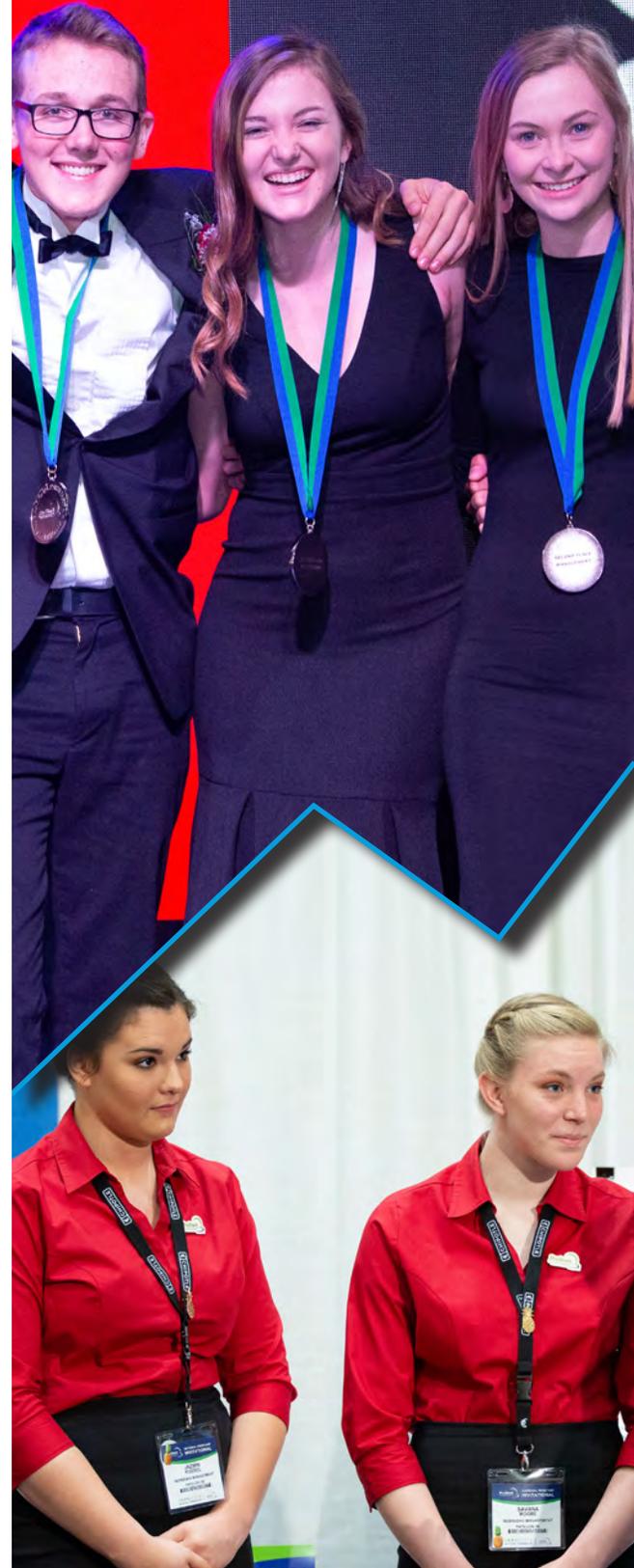
Anne Hart, owner and chef of Provence Market Café and 2018 starter tasting judge of the culinary competition

Some teams offered even more dietary restrictive options free of sugar, nut, soy, lactose and grain.

Another trend among this next generation is the importance of incorporating community engagement and philanthropy into their proposals. While this practice was popular, execution varied widely. Embedding charitable practices at the core of their business operations, many teams contributed a portion of sales to support the cause of their choice. Some proposals included giving back to local businesses and charities by sponsoring local philanthropic events or hosting community fundraisers.

Those who specified which charities they intended to support focused on causes such as veterans, hunger and food insecurity, children's health, scholarships and continued education. At the “Rustic Daisy,” team North Carolina designed a mission around giving back through laughter. The casual dining standalone restaurant hosts comedy night fundraisers in support of the local food bank called “The Hunger is Not a Joke.” An energetic all-female team from Connecticut presented the “N2Ice Lab”, which allowed customers to accumulate reward points that could be used to fund a scholarship for a female student interested in pursuing a career in the STEM field. Team Georgia utilized their restaurant concept for “Edna’s” to be a solution for food deserts in their community by providing access to fresh and healthy food. They partner with local Community Supported Agriculture programs (CSA's) and provide subscription services to those in need in the surrounding community.

The prominence of philanthropy in restaurant concepts speaks loudly to this generation's compassion and drive to do good and give back to their community.





Standouts

Teams were required to identify their target audience as part of their proposal and were encouraged to reflect the needs and preferences of that market in their concept. While quick and accessible food was a theme again this year, one team innovatively translated this trend into a unique marketing strategy and partnership opportunity.

Team Colorado's "Pangea" concept was a casual dining restaurant featured in the ProStartville International Airport, appropriately reflecting their international cuisine. Pangea's executive team partnered with United Airlines to offer travelers discounts to their restaurant. Each United passenger received a restaurant advertisement on their print or e-ticket, and every one out of 10 travelers receives a 15% coupon. For an added level of charity, every redeemed coupon would automatically donate proceeds to the American Red Cross. Concepts like Pangea included a mobile app with smartphone ordering and GPS push notifications, further increasing the speed in which travelers can access food.



“As recruiting strategies change in our industry, watching these ProStart students come together and present their creations is so rewarding. Their passion is what drives me to participate every year. Some of these students have concepts that are ready for market today.”

*Michael Santos, CEO of Tailored Food and Beverage
and 2018 lead management judge*



CULINARY

“Serving as a judge at Nationals is incredibly rewarding for me because it truly is the “Best of the Best” competing. Coming from all over the country and other parts of the world, competitors bring with them their regional differences and culture.”

Gary Johnson, director of operations at Frontier Enterprises and 2018 critical thinking judge of the management competition

The Competition

Entrepreneurial dreams in the foodservice industry and a passion for culinary arts bring many students to the ProStart program. After training for months in the classroom, students compete against their ProStart peers at the state level before presenting their skills at the National ProStart Invitational. Forty-six teams competed in the culinary competition in 2018, presenting to judges from across the foodservice and hospitality industry. The judges, who volunteered their time, were committed to providing constructive feedback and encouraging these young people to pursue their dreams, whether it is to open a restaurant, become a chef or manage a kitchen.

Teams ranged in size from two to four students, plus an optional team manager who may act as an expeditor. The competition highlights each team's ingenuity and ability to work together in a high stakes environment.

Students were challenged with creating a three-course meal in 60 minutes using only two butane burners, without access to running water or electricity. Additionally, they could only use a minimum of two out of six identified culinary cooking methods, such as poach, braise and pan fry.

Menus were designed by the students in advance of the competition and were required to fall within certain guidelines set by the Foundation. For example, the entrée needed to include a center of plate item, accompaniments, such as vegetable or starch, and a sauce.

The Challenge

Students had access to a 10 x 10 workspace with two eight-foot tables. Teams were required to bring all other materials necessary to execute their meal, including cooking equipment and ingredients. During the 60 minutes of cooking, teams were evaluated on skill, teamwork, safety and sanitation, knife skills and food costing.

CULINARY WINNING TEAMS

Young innovators who impressed top industry judges with their creative menus



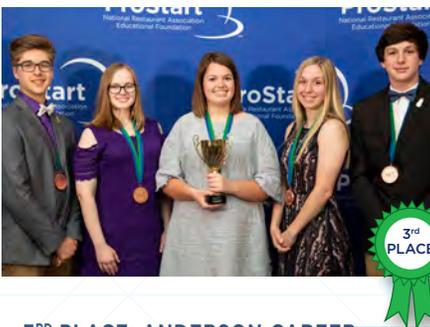
1ST PLACE: HERNDON CAREER CENTER RAYTOWN, MISSOURI

Butter-poached Maine lobster tail in the appetizer, pine nut-encrusted pork tenderloin with truffle-laced Yukon potato in the entrée, and raspberry dark chocolate Bavarian for dessert put the team of four from Raytown, Missouri, in the top spot. The team creatively included a flare of ethnic influence with their saffron-infused Israeli couscous in their appetizer.



2ND PLACE: ROCKWALL HIGH SCHOOL ROCKWALL, TEXAS

Rockwall High School brought big competition with their use of locally sourced ingredients from their home state of Texas. Their Texan Beef Trio was paired with butter-glazed beets, a red wine reduction sauce, and Yukon gold whipped potatoes.



3RD PLACE: ANDERSON CAREER AND TECHNOLOGY CENTER WILLIAMSTON, SOUTH CAROLINA

Team South Carolina created a unique southern three-course menu where duck was used in three distinct ways in the entrée course. Their pan-roasted duck breast was accented with a duck skin crumble and fig “re-duck-tion” sauce.



4TH PLACE: PASSAIC COUNTY TECHNICAL INSTITUTE WAYNE, NEW JERSEY

The only finalists to represent the North got creative with seafood and duck in their three-course menu. Their appetizer featured a surf & turf with glazed pork belly, seared sea scallop, squid ink pan tuile and scalion-peanut gremolata. A pan-seared duck breast for their entrée featured sautéed rainbow chard, blackberry gastrique, butternut squash puree and stuffed rosti potato.



5TH PLACE: OAKLAND SCHOOLS TECHNICAL CAMPUS NORTHWEST VILLAGE OF CLARKSTON, MICHIGAN

Beet tortellini, pork tenderloin and strawberry mousse were the three signature dishes from our number five champions in the national competition. Their creative use of beet roots as a pasta substitute amazed the judges.

TREND ANALYSIS

Each team was required to submit their written menus to the judges, allowing the Foundation to gather details on which foods and cooking techniques were used.

Starters

The most popular focus for appetizers was seafood, whether served as a protein or merely as complimentary sauce. Most of the teams used shellfish in their meals, including shrimp, lobster, scallops, octopus, trout, crab, tuna and salmon.

Vegetables were the next most popular starter ingredient. Beets were extremely popular this year, with Team Iowa using three different varieties of cooking styles – shaved, pickled and gastrique – in their starter recipe. Other popular vegetables were kale, asparagus, mushrooms, shallots, sweet potatoes and leeks. Team Michigan started their first course with a beet tortelloni stuffed with blue cheese and served on a bed of arugula with a roasted pear wedge. New Jersey created a surf and turf dish, complemented by a hedgehog mushroom, a parsnip puree and a squid ink pan tuile.

Some unique ingredient choices included quail eggs, corn beurre blanc, and Hyssop blooms, which when bloomed spikes a deep blue, red, pink or white.



Entrées

Teams concocted delicious meals featuring a range of proteins, including poultry, seafood, lamb, pork and beef. While there was not a clear favorite main ingredient, many teams incorporated quail, veal, game meat and shellfish.

For the required starch ingredient, participants used variations of potatoes and grains. Fun entrées included butternut squash purees, sweet potato mash, Chipotle chili cheese grits, and duck fat masa cake. Other teams displayed creativity in their starch selection, preparing pureed versions of parsnips and rainbow chard.

Teams were also required to include a sauce in each entree to display innovation in their culinary aptitudes. Chief among these sauces were reductions and cream sauces of varying flavor profiles, such as tarragon cream sauce, fig-infused robert sauce, blackberry gastrique, horseradish and tamarind cream sauce, apple cider pan sauce, and rich veal reduction. One of the more cleverly named sauces came from Team South Carolina and their pan roasted duck breast entrée with fig “re-duck-tion” sauce.



Dessert

For the last, and traditionally most elaborate part of the competition, students showcased their creativity in the dessert category. The overwhelming majority created dairy-based desserts. While mousse was the most widely produced dessert, students also created Bavarian cream, panna cotta and ganache. Team North Carolina created an Aztec bread pudding, a spiced white chocolate-croissant steamed bread pudding, with sticky cayenne chili pepper toffee.

Baked goods were also popular desserts. Team Minnesota whipped up a chocolate dome cake with vanilla-almond cream cheese filling, raspberry coulis, candied almonds and a sugar spiral.

The majority of students used fruit flavors in their dessert dishes. Popular flavors ranged from blackberry and raspberry to banana and blood orange. More traditional flavors of chocolate, vanilla, coconut and hazelnut were also used. Team New Hampshire created a white chocolate lavender Bavarian with passionfruit-infused whipped cream, and Gewürztraminer poached Asian pears with spun sugar and honey sauce.





These students are the future — future cooks, sous chefs, banquet chefs and so much more. ProStart gives the students a great head start in this field. I wish it was there when I went to school.



Nick Calias, executive chef and director of food and beverage at the Colonnade Hotel and 2018 dessert tasting judge



Cooking Techniques

Students used a variety of techniques during the 60-minute culinary competition, using skills they learned in ProStart classrooms. They sautéed, pan seared, fried and boiled most often, but other techniques, including blanching, caramelizing, pureeing, baking and steaming, were also prevalent. Required to showcase certain knife skills, many students chose techniques including chiffonade, julienne, small dice, brunoise and rondelle.

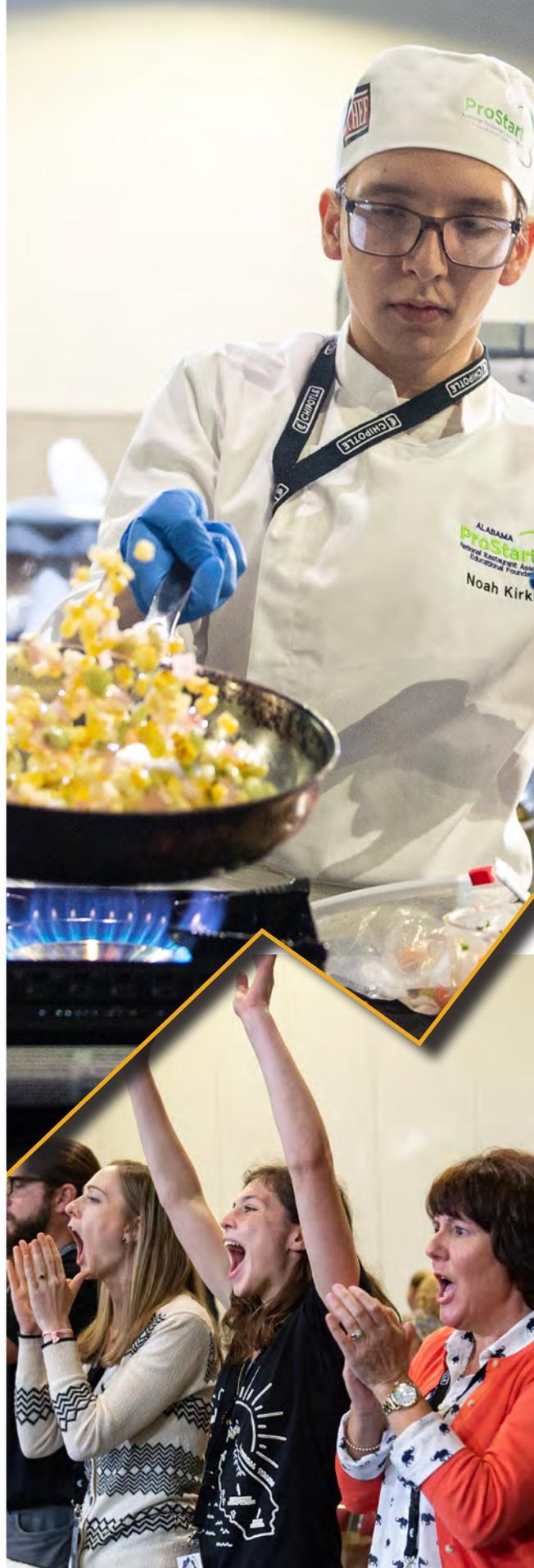
Stand Outs

Game meat was given a place in a handful of appetizers and entrées. Veal and quail were unique to menus this year. Team Colorado creatively incorporated braised veal cheeks into their menu.

The use of reduction sauces to complement entrées varied widely amongst the teams. Wine and port reduction sauces were rich additions this year.

Several teams exercised pickling techniques across starters, entrées and desserts. Team New Mexico creatively pickled sweet potatoes to compliment their pan-fried quail eggs.

For dessert, several teams appealed to the sweet and spicy palette. Team Louisiana created a white chocolate Bavarian with spiced nut nougatine, blackberry coulis, pink lemon sorbet and fresh blackberry.



TECHNOLOGY



BOTH THE CULINARY AND MANAGEMENT COMPETITIONS ENCOURAGED TEAMS TO USE INNOVATIVE METHODS AND TECHNOLOGIES TO BRING THEIR CONCEPTS TO LIFE.

While the management competition inherently sparked the use of creative marketing and point-of-sale systems to accompany presentations, cooking methods were also constantly being modernized, aided by science and technology.

MANAGEMENT

The management competition allowed for creative uses of technology throughout almost every aspect of the restaurant concept. Students used software to create layouts and floor plans of their restaurants, along with mock-ups of websites and mobile applications. Teams came up with creative marketing strategies and social media campaigns, building out digital loyalty reward programs. In addition to creating an online presence, teams used technology on site to allow interactive ordering tablets, digital menu boards, and a variety of point-of-sale systems. They also used technology to create memorable guest experiences using digital screens to educate customers on the mission of their restaurant and to learn more about where their food comes from.

The “N2Ice Lab” showcases artisanal, organic ice cream made from liquid nitrogen by their “N2Ice-ologists.” The process involves the guests by making it right in front of the customer using unique blenders at -321 degrees Fahrenheit. “BRAAI” brings global cuisine and nightlife fun to the heart of downtown ProStartville. The creative duo from Massachusetts that developed the restaurant’s concept created a highly actualized mobile app called “The Braai Passport.” The passport logged each customer’s dining history to help the restaurant make informed food purchases and learn how to best engage customers based on their wants and likes.

The students used technology to improve data insight and targeted marketing, allowing teams to make informed business decisions for product purchasing and menu enhancements. Michael Santos, CEO of Tailored Food and Beverage and 2018 lead management judge, agreed saying, “Technology is allowing us to be better informed in the moment when making business decisions. The integrations of software across revenue streams and core business functions is incredible today. Technology will continue to shape the restaurant industry for years to come.”

“There is no doubt that technology is rapidly changing the landscape of the hospitality industry.”

John Hurzel, owner of A Catered Affaire and 2018 costing judge of the management competition.

“Technology is freeing up time for us so that we can focus on what matters the most: **taking care of the guests.**”

Nafees Alam, CEO of DRG Concepts and 2018 marketing judge



CULINARY

“Tech is changing our world alltogether. Servers [are] using iPads that can show real time inventory of products and menu items and more. What is the most shocking and fast-changing is how social media has completely revamped our business and how we market ourselves.”

Nick Calias, executive chef and director of food and beverage at the Colonnade Hotel and 2018 dessert tasting judge

In the culinary competition, teams were limited to two butane burners and no running water, so they needed to get innovative with the techniques they used to prepare meals. “Technology is continuing to evolve in our kitchens. I’m definitely old school though, and will continue to teach the importance of quality ingredients, proper technique and proper seasoning. Once you’ve mastered each, then it’s time to start playing around with new technology and using it to your advantage,” says Laura Bartholomew, senior manager of culinary operations at Marriott International and 2018 knife skills judge of the culinary competition.

Two teams created homemade sous-vide, one using a hand pump and a pressure cooker and the other submerging the sealed bag in a steam bath. A number of teams used blow torches. Purposes spanned from toasting meringue to candying and caramelizing other ingredients. Aeration, maceration and sugar pulling were among other techniques used.

“ Be the person you want everyone to know you as. From your smile down to your dress code. ”

Michael Santos, CEO of Tailored Food and Beverage and 2018 lead management judge

“ Don't ever stop being teachable! Our industry is ever-changing and in order to survive it's important to stay humble and continue learning every single day. ”

Laura Bartholomew, senior manager of culinary operations at Marriott International and 2018 knife skills judge of the culinary competition

“ In an ever-complex, pivoting work place, ProStart is introducing the future of our industry to what we do. ”

Michael Santos, CEO of Tailored Food and Beverage and 2018 lead management judge

“ The industry is full of people willing to train and support you through your process. Listen to them and absorb their knowledge. When you succeed, remember to take the next generation under your wing. ”

John Hurzel, owner of A Catered Affaire and 2018 costing judge of the management competition

“ Integrity can't be taught. It is the only thing that can't be taken away. ”

Anne Hart, owner and chef of Provence Market Café and 2018 starter tasting judge of the culinary competition

“ There may be no other profession in the world that deals with something as personal and intimate as feeding people a meal. So, whether you are preparing a meal for your family or a paying guest, do it with all your heart. You'll never be disappointed. ”

Joe Chiavoro, president of Buddy's Kitchen and 2018 work skills judge of the culinary competition

“ Love what you do. Take chances. And don't be intimidated by the industry. ”

Nick Calias, executive chef and director of food and beverage at the Colonnade Hotel and 2018 dessert tasting judge

“ Learn the culinary and business basics really well. Then strive for doing everything well at the highest standards of excellence and integrity. This is the foundation you will use to build success in the rest of your career. ”

Nafees Alam, CEO of DRG Concepts and 2018 marketing judge

“ It never ceases to amaze me to see the variety of ideas that are put forth throughout the competition. My colleagues and I are always blown away by the concepts that we see each year and the professionalism and dedication that are demonstrated by the teams ”

John Hurzel, owner of A Catered Affaire and 2018 costing judge of the management competition

“ Work, always work. When it gets hard, work more. Listen more than you talk. Your food will speak for you. ”

Kristopher Plummer, commonly known as "Chef Plum," executive chef and television host for Plumluvfoods and 2018 entrée tasting judge in the culinary competition

“ Prepare and plan. In our industry, you must do both. ProStart teaches these skills early. ”

Joe Pezzino, Vice President of Operations of Gold Coast Holdings Restaurants (TGI Fridays) and 2018 National ProStart Invitational attendee



Methodology

THIS REPORT PRESENTS THE FINDINGS OF AN INITIATIVE BY THE NATIONAL RESTAURANT ASSOCIATION EDUCATIONAL FOUNDATION to study the proposals and presentations students presented at the 2018 National ProStart Invitational in Providence, Rhode Island.

The National Restaurant Association Educational Foundation collected qualitative data from participants and participant-submitted materials at the 2018 National ProStart Invitational. The data tracked methods used, ingredients, concepts, menus, techniques, technology and additional metrics from the written proposals submitted for both the culinary and management competitions. This data was reviewed and synthesized into core themes and presented a picture of what these high school students accomplished in 2018.

Ninety-two teams participated in the event, made up of 405 ProStart students from 48 states, Guam and DoDEA Europe.

About Us

As the philanthropic foundation of the National Restaurant Association, the Foundation exists to enhance the restaurant industry's service to the public through education, community engagement and promotion of career opportunities. The Foundation works to attract, empower and advance a career-oriented professional workforce for the restaurant industry. The restaurant and foodservice industry comprises 1 million restaurant and foodservice outlets and a workforce of 14 million employees, making it one of the nation's largest employers.

For more information on the National Restaurant Association Educational Foundation, visit ChooseRestaurants.org. For more information on ProStart, visit ChooseRestaurants.org/ProStart.

Brought To You By ...

Oracle Food and Beverage brings 40 years of experience in providing technology solutions to food and beverage operators. We provide hardware, software and services that allow our customers to deliver exceptional guest experiences while maximizing profitability. Our solutions include integrated point-of-sale, loyalty, reporting and analytics, inventory and labor management, all delivered from the cloud to lower IT cost and maximize business agility.

For more information about Oracle Food and Beverage, visit www.Oracle.com/Industries/Food-Beverage/Index.html

National ProStart Invitational, April 2018



CHECK OUT THE HOTTEST CELEB PICS!

“Ted Allen, host of ‘Chopped’ on the Food Network and author of ‘In My Kitchen,’ snaps a selfie with high school students at the 17th Annual National Prostart Invitational.”

OK! MAGAZINE
April 28, 2018



“It’s your chance to get a glimpse into the future of the restaurant industry.”

THE RHODE SHOW
April 26, 2018

15M

Social media impressions during National ProStart Invitational weekend

“The competition is a high-stakes battle for high school teams with divisions in culinary arts and restaurant management.”

FEAST MAGAZINE
May 1, 2018

“THE RHODE ISLAND CONVENTION CENTER HAD THE LOOK OF A FOOD REALITY TV SHOW OVER THE WEEKEND ...”

PROVIDENCE BUSINESS JOURNAL
April 30, 2018

“It was a meal worthy of a national championship.”

KANSAS CITY STAR
May 2, 2018



ATTRACT | EMPOWER | ADVANCE

Save the Date!

National ProStart Invitational
May 8-10, 2019 | Washington, DC

ChooseRestaurants.org/NPSI

Contact Mallory Domingue at 202-315-4110

