



“SHOW ME THE CONCEPT” Competition details

Objective

Create an innovative concept. Pitch and show your ideas to a jury and real guests.

Prepare **4** signature dishes & drinks that meets the concept.

Three of them are for professional judges, the other three are for the audience who will also give their opinion.

Most important is your pitch, innovative concept and revenue model. This will be questioned by the jury during the pitch.

The concept title

Create your concept based on one of four choices

The concept choices are this year:

A surprise item that we are pulling out of a bucket

All of the items must be sustainable and must be defended at the pitch.

Note: With each item each team will also pull their “secret “ ingredient that they must use in their dishes or drinks.

Team & Language

Language

It is compulsory that English (oral and written) is the language to be used in all the competition phases: briefings, concept plan (written & visual), communication with teammates and judges during the different tasks.

Teams:

Teams will consist of **three** students per school who applies as a team. Kitchen, front of the house & pitcher/manager.

The mentor may **NOT** support the team during the creative process on both days of the competition.



Briefing and written part of the competition first day

Time	Program part	Catering	Room
7:30 am	Breakfast		Hotel
8:15 am	Registration		Theater room
9:00 am	Briefing and welcome dhr. Van Milt & dhr. Helsemans plus drawing of the mystery ingredients		Theater room
9:15 am	Guest speaker		Theater room
10:30 am	Tour of competition area		BHP
11:00 am	Start competition		Room 0.141/0.143/0.149
12:00 noon	Lunch Mentors and competitors	Lunchmenu	Brasserie In 't Oude Noorden
12:45 am	Continued competition		Room 0.141/0.143/0.149
5:00 am	Workshop		Restaurant Onder de Hofbogen
5:45 am	Borrel & bits		Restaurant Onder de Hofbogen
8:00 am	Expected ending		



Day of the competition day two

Time	Program part	Catering	Room
7:30 am	Breakfast		Hotel
9:00 am	Pick-up order at purchasing department		Ruimte 0.141/0.143/0.149, lokaal 0.110/0.140
9:30 am	Start preparing the concepts in kitchen and front		Class room 0.140
12:30 am	Start service to guests and jury		Events square
4:30 am	End of the competition		
5:30 am	Drinks and Dutch snacks	Lunchmenu	Brasserie "in het Oude Noorden"
6:15 am	Award ceremony		Theater room
7:00 am	Shared dining		Brasserie "in het Oude Noorden"
09:00 am	Expected ending		

- o Total time of the practical part of the competition: 4 hours. Afterwards, each team has 30 minutes to clean the working area and to get feedback from the jury;
- o Competitors must wear their full professional uniform and safety shoes;
- o Competitors will bring their own professional knives ;
- o For safety reasons no foreign electric machines or devices are allowed to bring into the competition area;
- o All special equipment brought along by the competitors, need the approval from the jury;
- o Teams will be responsible for the quality and wholesomeness of the food they process and for ensuring that the principles of HACCP are respected;
- o All elements of the finished dishes & drinks must be done during the competition and must be edible.

Important notes

- o Teams consists of 3 students: kitchen, front of the house & pitcher/manager;
- o Teams are provided with a budget for the signature dish for judges and audience included there drink of € 40;
- o Teams use their own laptops or devices;
- o Travel to Rotterdam is for your own expense. Accommodation & meals are provided by the hosts. Exceptions are known.
- o Level: starting young professional;
- o Own school uniform and kitchen clothing is required;
- o Pitch & presentation = 5 – 10 minutes;
- o Teams will be assessed according to their work hygiene, kitchen & restaurant preparation and work skills, presentation, taste, interpersonal skills, teamwork, difficulty of the different preparations and sustainability of ingredients they use. **Most important is your pitch, innovative concept and revenue model.**
- o The use of cell phones is not allowed during the competition;
- o Mentor may NOT support team during creative process on both days;
- o The Head judge's decision is final.