

Healthier Fast Food Recipe Contest



HEALTHIER FAST FOOD RECIPE CONTEST

Can you create the signature main and side items for a fast food menu that is healthier than the typical fast food fare, yet still convenient, appealing and satisfying to both adults and children?

Background

Archtower Capital LLC (the “Sponsor”) is developing a new fast food restaurant concept. The goal of the new restaurant is to provide healthier fast food that is as convenient, affordable and appealing as the food currently offered in the most successful fast food restaurants.

It may seem that healthier fast food is an oxymoron, but does it have to be? Can a menu be developed that offers fast food that is healthier yet still good, satisfying and appealing to both adults and children? People are more and more conscious of what they are eating and they are seeking healthier food. However, there are three primary impediments that keep people from eating healthier more often;

- 1) healthier food is usually not as satisfying, filling and comforting,
- 2) healthier food generally takes more time to prepare and therefore more time to get or cannot be obtained to take-away or grab-and-go, and
- 3) healthier food generally costs more.

Sure, most fast food restaurants offer a grilled chicken sandwich that meets most of the criteria of this contest, but most people get tired of eating grilled chicken sandwiches pretty quickly. The goal is to provide a fast healthier menu at a similar price to traditional fast food that is every bit as convenient (quick) and satisfying (tastes great).

Fast food has been around since urban areas began to be developed. Ancient Rome had street stands that serve ready-to-eat food. Today, in every country there is some offering of fast food that has evolved over time; the sandwich and fish-n-chips in England, stuffed baguettes in France, sushi/bento in Japan, kebab houses in the Middle East, and pizza, hotdog and hamburger restaurants and diners in the United States. Contestants should explore the history and variety of fast food from around the world to get some ideas for this contest. It is the goal of the Sponsor to evolve the fast food concept one step further in the direction of a healthier lifestyle.

Contest

The contest is open to everyone and particularly to culinary students, faculty and chefs and cooking enthusiasts in the Dallas/Fort Worth area. The contest will have two phases.

Phase 1

Contestants will develop a recipe for a signature **Main Item** AND **Side Item** for the new fast food restaurant concept. For example;

Healthier Fast Food Recipe Contest

<u>Fast Food Restaurant(s)</u>	<u>Main Item</u>	<u>Side Item</u>
McDonalds, Wendy's, Burger King	hamburger	french fries
Chick Fil A	chicken sandwich	waffle fries or carrot salad
Panera Bread, Subway	sandwiches	salads, soup or chips

The signature item and side for the new concept should meet the “**Judging Criteria**” set out below, which will be the basis for judging the winners in both Phase 1 and Phase 2.

The Entry or Submission must include

- 1) The signed and completely filled out Entry & Release Form (attached below),
- 2) The complete recipe, including the ingredients and preparation instructions for both the Main Item and the Side Item
- 3) A nutritional summary for both the Main Item and the Side Items (similar to the summaries shown below in the Judging Criteria section).

Enter as many times as you want, but each Entry must be separately submitted. Of the submitted Entries, five (5) finalists in two (2) categories will be selected by the sponsor to participate in Phase 2.

Categories

- 1) Students The Student category includes all entrants that are (at the time of submission) enrolled in a culinary learning program.
- 2) Non-Students. The Non-Student category shall include everyone else including faculty of culinary programs, chefs and enthusiasts.

Phase 2

The ten finalists will be invited to a “cook-off” where they will prepare their recipes for a panel of judges consisting of the Sponsor together with chefs from culinary schools and/or restaurants in the DFW area. The **Judging Criteria** for Phase 2 shall be the same as Phase 1 (as outlined below). The top five (5) finalists in each category will be awarded the prizes outlined below. Entrants in the two categories shall not compete against each other, only against other entrants in the same category.

<u>Prizes</u>	<u>Student</u>	<u>Non-Student (Faculty & Others)</u>
First Place	\$1,000	\$1,500
Second Place	\$ 500	\$ 750
Third Place	\$ 200	\$ 300
Fourth Place	\$ 100	\$ 150
Fifth Place	\$ 50	\$ 75

The Entry & Release form specifies, amongst other things, that each entry shall become the property of the Sponsor upon submission and that the winning contestants will execute any additional documents requested to transfer all right, copyright and ownership rights with respect to the submitted recipes to the Sponsor. All applicable taxes and fees associated with the use of a prize are the sole responsibility of the prize winning entrants. The Phase 2 cooking shall be done in the Dallas Fort Worth area and entrants shall be responsible for their own transportation and other expenses to participate in the contest.

Healthier Fast Food Recipe Contest

Other “perks” to winning include;

- Menu consultation credit on the restaurant’s website for recipes used or adapted for use in the new restaurant (if and when the new restaurant concept is ultimately launched),
- Invitation to the opening party of the first restaurant (if and when the new restaurant concept is ultimately launched), and
- A potential ongoing working relationship with the Sponsor to more fully develop the menu for the new restaurant.

Timing

The Phase 1 Entries / Submissions should be made (posted marked) by December 23, 2009. Submit the recipe together with the form attached hereto titled “Entry & Release Form” and email to mmueller@archtower.com. Alternatively you can mail the Entry to:

Archtower Capital
Attn: Michael Mueller
5700 Templin Way
Plano, Texas 75093

All entries will be reviewed and the finalists will be selected on or about January 15, 2010. The ten (10) finalists, consisting of five (5) finalists in each category, will be notified of the date of the Phase 2 submission, which will be sometime in late January or early February 2010. Efforts shall be made to provide enough notice for finalists to participate in the Phase 2 “cook-off”. Prizes will be awarded upon the final judging.

Judging Criteria

The entries will be judged based on the following criteria (which shall be given equal importance/weight);

1) Affordability/Cost

The goal is for the restaurant concept to fit in both or between what are commonly referred to as the “fast food” and “fast casual” segments. Statistics vary as to what the average customer spend in these types of restaurants, but most estimate \$5-\$7 for fast food restaurants and \$7-11 for fast casual restaurants. The submitted recipes should, therefore, fit into a meal order (consisting of a beverage, meal and side order) that totals approximately \$7.50. Using the following as targeted retail prices; beverage \$1.50, main item \$4.00, side item \$2.00 for a total of \$7.50 and a food cost margin of 32%¹ yields total food costs to make the main item of approximately \$1.28 and the food costs to make the side item of approximately \$0.64. Consideration will be given to the food cost and ultimate retail cost of the Main Item and Side Items submitted.

2) Taste & Appeal

The goal is that the food tastes good and appeals to a wide audience. Children are big consumers of fast food (much to the detriment of their health) and the dishes should appeal to both children and their parents. Ethnic food is fine, but it must have the ability to appeal to a wide demographic. Fast food is, by and large, satisfying, filling, warm, comfort food that and the Submissions should attempt to meet this objective. Finally, the ultimate goal is to develop a full menu around the Main Item and Side Item that offers the type of food that a customer can visit on

¹ Note; this represents an average food cost for fast food and fast casual restaurants surveyed as per their annual reports. This also includes packaging costs. However, use this percentage while considering this criteria as there will be synergies in bulk purchasing of the food that will offset the packaging costs.

Healthier Fast Food Recipe Contest

a frequent basis and not grow tired or bored of the food (the “frequency factor”). Consideration will be given to taste, the dishes ability to offer a wide demographic appeal, appeal (satisfying, warmth, comfort), as well as the frequency factor.

3) Convenience & Speed of Preparation

Nearly from its inception, fast food has been designed to be eaten "on the go". Fast food generally does not require traditional cutlery and can be eaten as finger food. There will be a drive thru at this new restaurant concept so consideration will be given to Entries that can be consumed as finger food or that can be conveniently eaten “on-the-go”. Furthermore, consideration will be given for ease and speed to prepare the food. This will be a “grab-and-go” or “take-away” restaurant where guests order their food at a counter or drive thru window and take it to consume elsewhere (with the option of taking it to seating in the restaurant). This concept will not be like many fast casual restaurants where you order and sit down and the food is brought to you in 5-10 minutes, so the dishes should be ones that can be quickly prepared (or heated) and served. Note; it is not a requirement that every item be finger food, for example, a healthier chili or black bean soup are good options that will be considered if they meet all the other criteria. Note further; the preparation process need not be one-step. For example; parts of the dish can be pre-prepared and stored to allow for a quick finishing process upon ordering. In a multi-step preparation process the speed to finish and serve will be the primary consideration, and secondary consideration will be given to the time and effort involved in the preparation process and ability to store for finishing.

4) Health, Quality & Nutritional Value.

Low nutritional value, processed ingredients, and high calorie, fat, salt and carbohydrate content are all characteristic of traditional fast food in the United States. One of the goals of this contest is to use ingredients and cooking methods that are healthier for the consumer. Consideration will be given to the nutritional value and ingredients of the dishes. The goal is to be a restaurant that parents feel good about taking their children to on a frequent basis and the kids will enjoy it just as much as any other fast food restaurant. As part of the submission, a nutritional summary for each dish must be included that provides the information that is below. The goal will be to provide a significantly better (or less worse) nutritional value than the options at other fast food restaurants (you can find information on fast food company’s websites for more examples/comparisons). Consideration will also be given for quality of ingredients and the less use of processed foods the better. Keep in mind that the goal is to be significantly “healthier” than the current fast food options, the goal is **not** to offer “health food”.

Healthier Fast Food Recipe Contest

		Percent Daily Value															
Chain	Item	Grams	Calorie s	Calories from Fat	Total Fat (G)	Saturat ed (G)	Trans Fat Acids	Cholest erol (MG)	Sodium (MG)	Carbohy drates (G)	Dietary Fiber	Sugar s	Protein	Vitam in A	Vitam in C	Calori um	Iron
Wendy's	Ultimate Chicken Grill	211	320	60	7	1.5	-	70	950	36	2	8	28	6%	10%	6%	15%
Chick-Fil-A	Chargrill ed Chicken Sandwich Premium	220	260	25	3	0.5	-	50	1300	33	7	9	27	40%	15%	6%	15%
McDonald's	Grilled Chicken Classic Sandwich	226	420	90	10	2.0	-	70	1190	51	3	11	32	4%	10%	8%	20%
Wendy's	1/4lb. Single Quarter	226	430	180	20	7.0	1.0	75	870	38	2	9	25	10%	10%	8%	25%
McDonald's	Pounder	169	410	170	19	7.0	1.0	65	730	37	2	8	24	2%	4%	15%	20%
Wendy's	Medium French Fries	142	420	180	20	4.0	-	0	380	55	5	0	5	0%	10%	0%	6%
McDonald's	Large French Fries	154	500	220	25	3.5	-	0	350	63	6	0	6	0%	20%	2%	8%

5) Expandability.

The ability to expand and create a diverse menu around the Main Item and Side Item will be considered. The restaurant will be a three meal (breakfast, lunch and dinner) restaurant that offers a few main item options and a few side item options. The restaurant aspires to have one menu for all three meals, so consideration will be given for the dishes appeal for all three meals. Why is it nearly impossible to get an egg sandwich in the afternoon or a burger in the morning? The restaurant does not aspire to be simply a grilled chicken sandwich restaurant. On the other hand, if the signature item is grilled chicken as the protein in a healthier pocket bread that can be pressed in a Panini and eaten by hand then you have the ability to offer multiple Panini's with different proteins and/or vegetables and this is the basis for a diverse healthier menu. The "bun" or "wrap" or "bread" that makes the item "finger food" is obviously very important and this is an area where originality will come into play (see below). Please remember to include the recipe, ingredients, preparation instructions and nutritional value of the bun or wrap, as this will likely ultimately be even more important in establishing the restaurant's niche than the protein and other ingredients that are put into it!

6) Originality.

It is expecting a lot to ask someone to create something completely new and original as the hamburger. It is widely reported that the sandwich was popularized by the fourth Earl of Sandwich in 1762 when he wrapped dried meat in bread so as not to interrupt his work (or his gambling). In 1867 Charles Feltman, a German butcher, opened up the first Coney Island hot dog stand in Brooklyn, New York. White Castle, founded in 1921, is generally credited with opening the first hamburger stand. It is not imperative that the Entries be completely original, for example, a great burger served in a unique bun or wrap that is significantly healthier than the other burgers on the market would be a strong entry. Consideration will be given to originality, be it something completely new, a new take on an established item or an adaptation of an international fast food item. Obviously, all items must be original recipes and must not be copied from existing restaurants or other existing menus. Adaptations are acceptable.

Healthier Fast Food Recipe Contest

Entry & Release Form

Name _____

Address _____ (street address)
_____ (apt#)
_____ (city, state, zip)

Phone _____

Email _____

Name of Main Item _____

Name of Side Item _____

Category (circle one)

- Student
- Non-Student

The Student category includes all entrants that are (at the time of submission) enrolled in a culinary learning program. The Non-Student category shall include everyone else including faculty of culinary programs, chefs and enthusiasts.

Affiliation _____

Note: Affiliation should be the school or restaurant that you are affiliated with (if none, list "none")

By signing this Entry & Release form, I acknowledge that I have read and understand the Healthier Fast Food Recipe Contest criteria and rules and agreed to abide by them. I represent that the attached recipe qualifies for submission to this competition. "Authorized Parties" as used in this release means Archtower Capital, LLC and its affiliates, employees and officers ("Arctower"), and any other persons, entities, or organizations that Archtower authorizes to carry out the rights or actions set forth herein. I hereby irrevocably give my consent to each of the Authorized Parties to directly or indirectly photograph, film and/or videotape me and/or my submitted dishes and recipes, and to quote and record statements made by me and to use, reproduce, modify, publicly display, distribute, sell and/or create derivative works from any of the above (with or without my name) and to identify me by name and/or with school and employment information, in all forms of media now known or later developed, including, without limitation, on the internet, for any editorial, promotional, advertising, trade, commercial, or other purpose whatsoever, in perpetuity and for no royalties or other remuneration throughout the world. I understand that the Authorized Parties shall not be responsible for unauthorized duplications, reproductions, use or modifications by third parties on the internet or otherwise. I hereby release the Authorized Parties and their respective successors and assignees from any and

Healthier Fast Food Recipe Contest

Entry & Release Form

all claims and/or damages that may arise regarding the dissemination, use, reproduction, display, distribution, and/or sale of my image, images of my recipe or dish, any information related to my recipe and dish, or statements made by or related to me as consented to herein, including any claims of defamation, invasion of privacy, infringement of moral rights, rights of publicity, trade dress or copyright. By signing this form, I also certify that; 1) any recipe or dish submitted is original and mine alone and that I have the right to grant the permissions set forth herein, 2) that the submitted recipes have not been published or submitted in any other contest or competition.

I acknowledge and agree that all entries, submissions and the recipes contained therein become the property of Archtower and will not be returned to me.

I hereby agree that if my recipe or dish is a prize “winning” dish that I will execute any and all additional documents requested by any of the Authorized Parties in order to fully transfer all right, copyright and ownership rights in the recipe to Archtower or its designee.

By participating, I agree (a) to be bound by the rules of the contest and the decisions of Archtower and the judges, (b) that Archtower and the judges (including their respective affiliates, parent companies, subsidiaries, officers, directors, managers and employees) are released and will have no liability whatsoever for, and shall be held harmless and indemnified by participants against any and all liability (including, but not limited to, injuries, losses or damages, personal injury, property damage, intellectual property rights, or rights of publicity or privacy) resulting in whole or in part, directly or indirectly, in connection with participation in this contest, (c) that Archtower shall have the right in its sole and absolute discretion to disqualify any entrant, (d) that Archtower and the judges shall not be responsible for any printing errors, technical failures, lost entries, errors, or conditions that may cause the contest to be delayed or disrupted, and (e) that entry does not guarantee a prize, recognition or other award.

I have read and understand this form.

Signature _____

Name _____

SUBMIT THIS ENTRY & RELEASE FORM

AND

The complete RECIPE, including the ingredients and preparation instructions for both the Main Item and the Side Item

AND

A NUTRITIONAL SUMMARY for both the Main Item and the Side Items

TO

mmueller@archtower.com

OR

Michael Mueller
Archtower Capital, LLC
5700 Templin Way
Plano, Texas 75093