

# Boston University Wins the First Annual ICHRIE Restaurant Management Challenge!

Andres Castello, a student from the Boston University School of Hospitality Administration, has come in first place in the First Annual ICHRIE Restaurant Management Challenge. The challenge, a two-week long online competition, used the **ProSim – Restaurant** simulation to allow students to manage a simulated restaurant. The prize for first place was \$1000.



Mr. Castello competed online against hundreds of students from over fifty colleges and universities. The competition was international and included students from England, Finland, Hong Kong, Peru, the United States, and Switzerland. Dorien Murphy from Morgan State University took second place, winning \$500. Jennifer Fenton from East Carolina University came in third place, winning \$250.

Mr. Castello said, “The ICHRIE Restaurant Management Challenge encompassed many different factors entailing profitability and menu design. The Challenge forced me to deeply analyze the data provided, and showed me how important points of data and information were to successfully designing a profitable menu. It was an engaging exercise where I quickly learned many factors that affect menu design and its success.”



The **ProSim – Restaurant** simulation put students in charge of choosing entrees and beverages to put on their menu. Students used market research to see what menu items their customers liked, set the prices of menu items, and decide which items made the top of their menu. Success of the menu was seen through reports including a product/menu mix report, a customer comments report, an income statement, and more.

Mr. Castello’s instructor, Dr. Peter Szende, said, “Through this simulation our students realized how difficult it is to find a balance between restaurant profitability and guest satisfaction, and how many variables are involved in restaurant menu pricing.”

The ICHRIE Restaurant Management Challenge was exclusively for college level students at ICHRIE institutional member schools. **ProSim – Restaurant** is a leading restaurant management simulation for colleges and universities. Knowledge Matters, the developer of **ProSim- Restaurant**, is the leading maker of educational simulation technology with simulations in over 6500 high schools, colleges, and universities.