

Gourmet Beef and Tot Bites

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Classroom Information

Acknowledgements:

The Pavilion School Garden's produce was used in the making of this product. In the fall, Food and Nutrition students picked tomatoes, garlic, onion and peppers. After harvesting the produce the same classes canned, froze and dried the items for later use.

Product

Description

The beef product that we will be marketing in our Burger Bite Restaurant is called Gourmet Beef & Tatar Bites, which is a small (1 ounce) grilled beef patty placed on 4 seasoned potato tots that are compressed together on a waffle iron garnished with $\frac{1}{4}$ slice of American cheese a slice of dill pickle and $\frac{1}{2}$ of a cherry tomato held together with a decorative toothpick. This could be an appetizer. A small meal could be made if a person ate 2 or 3 with a small salad.



Photo show Gourmet Beef & Tot Bites as an appetizer for four people or a small meal for one.
(A second version is shown with a whole tomato slice: later voted too messy)

Recipe

Makes 16 bites

Serving size 1 bite

6 slices low-sodium bacon, cooked and cut into thirds

16 ounces lean ground beef

1 teaspoon dried onion

1 teaspoon garlic powder

½ teaspoon salt

¼ teaspoon black pepper

4 slices American cheese cut into quarters

16 dill pickle slices

8 cherry tomatoes cut in half

64 potato puffs (also known as Tator tots)

Salt and pepper optional for tots

1. Heat waffle iron according to manufactures directions
2. Mix together ground beef, dried onion, garlic powder, salt and pepper.
3. Shape 16 one ounce patties
4. Grill patty until internal temperature is 160°
5. Add cheese
6. Meanwhile place 4 potato tots on waffle iron close together. You may do several at once as long as the clusters of 4 do not touch. Takes about 4-5 minutes to grill.
7. Remove tots from iron to paper towels draining any excess grease from. Season immediately with salt and pepper.
8. Place hot potato tot on plate, layer slice of bacon then patty followed by pickle and tomato.
9. Skewer decorative toothpicks though bite.
10. Serve warm.

Market Analysis

Target Audience:

- Middle class family with children.
- 21-40 year old lovers of sports.
- These people value food that is quick, cheap and leaves you satisfied.
- They are meat and potato eaters.
- This could be a gluten free item as long as the selected potato puffs do not add any gluten flour, (some do and some don't)

Market Testing:

We conducted several trials of our product before getting it to the correct size of potato and beef with garnish. Our taste testers were 18-40 year olds who were willing to give recommendations throughout our testing.

Comments:

- Beef patty needed to be thinner
- Potato fell apart and needs to be more connected
- Pickle needed to be thinner
- Pickle needs to be cut long and thin not circle cuts
- Liked the size of the bite
- Delicious
- Somewhat hard to handle
- One person wanted the bite on a lettuce leaf

Cost Analysis:

Ingredients	amount needed	cost	amount purchased	# servings	per serving
bacon	6 slices	\$4.50	24 slices	72	\$0.06
97% lean ground beef	lb.	\$2.49	lb.	16	\$0.16
Tatar tots	64	\$3.34	120 tots	30	\$0.11
American Cheese	4 slices	\$3.52	16 slices	64	\$0.06
dill pickle slices		\$2.50	16 whole	32	\$0.08
grape tomatoes		\$3.99	52 whole	104	\$0.04
seasoning	approximate	cost			\$0.02
fancy toothpicks	4	\$1.99	100	100	\$0.02
cost for one					\$0.55
cost for four					\$2.20

Marketing Plan

Environment:

A local burger joint serving American pub fare that may enhance your dining enjoyment with many sport channels being displayed throughout. Music would be family friendly rock. Diners would enjoy their meal in a comfortable cushy booth. Local sports team's memorabilia decorating the walls will add to the effect.

Marketing Campaign:

Name of Product: Gourmet Beef and Tatar Bites

- Advertising Campaign #1 Web site restaurant menu
<https://cmckenzie2018.wixsite.com/mysite>
- Advertising Campaign #2 Scarlett Johansson as an endorsement to the bites
<https://cmckenzie2018.wixsite.com/mysite>
- Advertising Campaign #3 Twitter Page
@BitesBurger
- Advertising Campaign #4 (with ZIP)
Menu insert for NewYear's Eve....or after

Beef Nutrition

Zip Analysis: on Zinc, Iron and Protein

- Zinc is an essential mineral that is only needed in a small amount but its effect on the body is great...It
 - Supports your healthy immune system
 - Is essential for wound healing.
 - Supports the healthy growth and development of the body
- Iron is an essential mineral that prevents an illness called Anemia but it
 - Essential in the production of Hemoglobin
 - Helps carry Carbon dioxide out of the body
 - Assist in the conversion of blood sugar into energy.
- Protein is so essential to our bodies it...
 - Maintains our muscles.
 - Makes us feel full by curbing our appetite.
 - Helps produce antibodies to keep us well.

Storage and Handling:

Rules for making and storing Beef in our Restaurant

- Wash hands often when handling meat.
- Always be concerned about cross-contamination: Food to food, Hand to food and Utensils to food.
- Cook meat to 160 degrees. Use an instant read thermometer to check.
- Raw meat should only be kept for 1-2 days, stored in refrigerator.
- Thaw meat in the refrigerator not on the counter
- You may cook patties from the frozen state.