



Grab-A-Bull's Beefy Sliders

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Classroom Information

8th Grade Home and Career Class

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.

Special Note:

Even though the students used produce from our garden's, the students calculated store prices for each of the above mentioned ingredients.

Product

Product Description: A delicious cheesy meatball slider with sauce, ready to heat then eat. It is a delicious and healthy meal.

Recipe: Grab-A-Bulls Beefy Sliders

1 lb. of beef

$\frac{3}{4}$ cup of plain bread crumbs

$\frac{1}{2}$ cup of grated parmesan cheese

$\frac{1}{2}$ cup of water

2 tbsp. of chopped fresh parsley

1 egg

1 $\frac{1}{2}$ tsp of garlic powder

$\frac{3}{4}$ tsp of black pepper

1 package of 12 cheese sticks

1 package of mozzarella cheese

1 package of 12 Hawaiian rolls

1 jar Spaghetti sauce

1. Preheat oven to 350°
2. Mix beef, bread crumbs, parmesan cheese, water, parsley, egg, garlic powder, and black pepper all together in a big bowl.
3. Slice cheese sticks into bite size pieces.
4. Roll the cheese into preferred sized meatballs.
5. Bake for 15-20 minutes.
6. Cut the rolls in half sideways.
7. Put bottom part of rolls into pan and place one meatball on each roll.
8. Spread sauce over meatballs.
9. Sprinkle mozzarella cheese on meatballs.
10. Put top to rolls on.
11. Heat in microwave until warm.
12. ENJOY!

Market Analysis:

Target Audience: This Grab-A-Bull is made especially for college students, making meals easy and affordable. You grew up on Lunchables but now you're older so this is a perfect meal to make you feel at home.

Market Testing: We gave Grab-A-Bull's beefy sliders to 20 future college students. They loved it, and thought that it was delicious and easy to prepare. We had the testers heat up their Grab-a-bulls to show them how easy it was to make. Comments "Super easy" "Reminds me of a lunch-able", " Very tasty with a cheesy surprise inside"

Cost Analysis:

Ingredients	amount needed	cost	# servings	per serving
Beef	1lb	\$2.49	18	\$0.14
Plain Bread Crumbs	3/4 c.	\$1.00	18	\$0.06
Water	1/2 c.	0	18	\$0.00
Fresh Chopped Parsley	2 tbsp	\$0.99	18	\$0.06
Egg	1	\$0.22	18	\$0.01
Garlic powder	1 1/2 tsp		18	
Black Pepper	3/4 tsp		18	
Cheese Sticks	1 pack of 12	\$1.99	72	\$0.03
Parmesean cheese	1/2 c.	\$2.50	18	\$0.14
Hawaiian Bread	1 pack of 12	\$4.99	12	\$0.42
Spaghetti sauce	1 jar	\$2.69	72	\$0.04
Total for one batch		\$16.87		
Total for one sandwich				\$0.90
2 per package			x2	\$1.80
Packaging				
Meal Zone Prep	7	\$8.99	1	\$1.28
Grand total				\$3.08

Marketing Plan

Environment: We would be presenting this to the Kraft Company's adult Lunchables that are affordable and delicious in hopes of selling the idea to them. We realized after calculating the packaging that it would be an easier market for them to create the correct packaging then for us to find a cheaper container.

Marketing Campaign: The Grab-A-Bull's Beefy Sliders are 1,2,3 and done! The Beefy Sliders are easy to prepare in 3 easy steps.

Label attached as a PDF

#1 Idea: advertisement bulletin board on road side or a magazine ad
Attached as a PDF

#2-3 Idea: Radio Advertising

Day #1

By: Grab-A-Bull's

"I just tried this new product called Grab-A-Bull's Beefy Sliders. They only took about five minutes to make and it was delicious. It was warm, cheesy, and had a surprise of melted cheese in the meatball making it the best meatball slider I have ever had. Get your Grab-A-Bull Beefy Sliders now at your local grocery store!"

Day #2

Radio Commercial

"Yesterday I had the best meal I have ever had! I had an easy, affordable, healthy, and delicious Beefy Slider by Grab-A-Bull's. It contained zinc, helping my immune system, protein, and iron, helping my body with oxygen, making me feel the best I have ever felt!"

Beef Nutrition

Zip Analysis

Zinc is needed for the proper growth and maintenance of the human **body**.

- It is found in several systems and biological reactions, and it is needed for immune function, wound healing, blood clotting, thyroid function, and much more.
- The body also needs **zinc** to make proteins and DNA, the genetic material in all cells.

Iron

- **Iron** is an important component of hemoglobin, the substance in red blood cells that carries oxygen from **your** lungs to transport it throughout **your body**.
- Hemoglobin represents about two-thirds of the **body's iron**.
- If you don't have enough **iron**, **your body** can't make enough healthy oxygen-carrying red blood cells.

Protein

- Hair and nails are mostly made of **protein**. **Your body** uses **protein** to build and repair tissues.
- You also use **protein** to make enzymes, hormones, and other **body** chemicals.
- **Protein** is an important building block of bones, muscles, cartilage, skin, and blood.

Storage and Handling

- Make sure it is among the last items selected so that the length of time it is without refrigeration is as short as possible. This will help reduce the growth of harmful bacteria on the meat between the time when the meat is purchased and when it is placed in the refrigerator at home.
- Work surfaces, dishes, and utensils should be washed thoroughly with soap and hot water after using them. Bleach can be used as a disinfectant for cutting boards and other work surfaces.
- Never store ready to eat foods next to raw meats.
- It is very important to wash your hands often during food preparation to avoid transferring harmful bacteria from one food item to the next. If you were handling raw meat, for example, you would want to wash your hands thoroughly before chopping vegetables to reduce the risk of transferring bacteria from the meat to the vegetables.
- Two cutting boards are used in your kitchen, one for meats and a different one for fruits and vegetables
- Ground beef must be cooked until the internal temperature reaches a minimum of 160°F to ensure that dangerous bacteria are destroyed.
- Refrigerated ground beef should be used within 1 or 2 days and can be stored in the freezer for up to 4 months.
- Beef should be stored in the coldest part of the refrigerator until it is ready to use.