



**Product Name:** Hang Loose Burger

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**Class Period:** 2nd Period Food Science

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**Product name:** Hang Loose Burger

**Slogan:** "Put your taste buds on vacation."

**Product description:** Are you ready to sink your teeth in the most tropical burger in New York State? First, you taste the sweetness from the Hawaiian bun. Then, you get a kick from the sriracha mayonnaise and pepper jack cheese. After, you move on from the spicy kick to a fresh layer of pineapple, lettuce, and tomato. Lastly, to finish the tropical taste, a grilled juicy burger splashed with Hawaiian pineapple wing sauce. As you are finishing the burger it will give the feeling you are on the beach in a tropical island away from all the stress of college and schoolwork.

**Recipe:**

- 1/4 lb. Simple Truth Organic Ground Beef, 85% lean
- Seasoned Salt
- Pepper
- 1 pepper jack Cheese Slice
- Fresh Pineapple sliced and cored
- 1 Tomato sliced (optional)
- Green Leaf Lettuce
- Red Onion slices
- 1 onion bun

**Sriracha Mayonnaise:**

- 1/4 cup Mayonnaise
- 1 Tablespoon Sriracha Sauce

**Food safety measures used:** Ensure that beef has been stored at below 40 degrees fahrenheit. Wash hands well with soap and warm water before touching meat. When preparing, be sure that when using tools on the raw beef not to make contact with other ingredients especially ones that aren't going to be cooked; this prevents cross-contamination. When cooking, be sure that the internal temperature of the burger is at least 160 degrees fahrenheit using a food thermometer.

**The Importance of ZIP in our product:** ZIP stands for zinc, iron and protein. Zinc is a mineral that can help the body with many functions such as growth and healing. Iron is used by the body in blood cells to carry oxygen from the lungs to the rest of the body. Protein is used to make almost all parts of the body such as tissues and muscles.

**How could you communicate the benefits of beef to your customers?**

All the beef is grass fed, meaning the cows spent their lives out on a pasture eating all the grass they could eat without the stress of being confined and over crowded with several other beef cows.

**Where can your customers learn more about beef nutrition?**

Our customers can learn from our label, or, if they have more questions, go online. They could also refer to the New York Beef Council.

**Target Audience:** Who is your ideal customer?

Our ideal customer is college students, because we feel that they are the group that would be most interested in buying our product.

**What is the audiences most influential factors when purchasing your beef products?**

Our audience tends to be more health-oriented than other groups of people. Therefore, we tried to make our product more appealing to these customers. Examples of this would be our grass-fed beef we used in our burgers. We also added fruit and vegetables to our product, such as pineapple, lettuce, and tomato.

**What environment will customers have the opportunity to try your product?**

Our customers will be able to enjoy our delicious “Hang Loose Burger” at Tatiana’s Grill & Bar, which is located in historic Batavia, New York. It has a great environment and is very popular among our local college student, including Genesee Community College, SUNY College at Brockport, and SUNY Geneseo.

**Cost Analysis-**

<b>Ingredient</b>	<b>Amount purchased</b>	<b>Purchased cost</b>	<b>Measurement for recipe</b>	<b>Cost per measurement</b>	<b>Cost for one serving</b>
<b>Grass fed ground beef 85% lean</b>	<b>1 pound</b>	<b>\$5.99</b>	<b>¼ pound</b>	<b>\$1.50/ ¼ lb.</b>	<b>\$1.50</b>
<b>Hellmans Mayonnaise</b>	<b>1 30 FL OZ jar</b>	<b>\$4.99</b>	<b>¼ cup Mayo</b>	<b>\$.25 / ¼ cup</b>	<b>\$.083</b>
<b>Sriracha</b>	<b>1 17 OZ jar</b>	<b>\$2.99</b>	<b>1 TBS</b>	<b>\$.09/ TBS</b>	<b>\$.008</b>
<b>Green leaf lettuce</b>	<b>1 head .65 lb</b>	<b>\$1.22</b>	<b>1 oz</b>	<b>\$.12</b>	<b>\$.12</b>
<b>Tomatoes</b>	<b>4 count</b>	<b>\$2.99</b>	<b>1 oz</b>	<b>\$.12</b>	<b>\$.12</b>
<b>Red onion</b>	<b>1 lb</b>	<b>\$3.49</b>	<b>.5 oz</b>	<b>\$.10</b>	<b>\$.10</b>
<b>Pineapple</b>	<b>1 (32 oz.)</b>	<b>\$2.99</b>	<b>1 slice (5.oz)</b>	<b>\$.50</b>	<b>\$.50</b>
<b>Pepper Jack cheese</b>	<b>1 pound (10 slices)</b>	<b>\$1.84</b>	<b>1 slice</b>	<b>\$.18</b>	<b>\$.18</b>
<b>Hamburger buns</b>	<b>8 pack</b>	<b>\$3.49</b>	<b>1 bun</b>	<b>\$.44</b>	<b>\$.44</b>
<b>Salt</b>	<b>26 OZ container</b>	<b>\$3.98</b>	<b>¼ tsp</b>	<b>\$.008</b>	<b>\$.008</b>
<b>pepper</b>	<b>3 OZ</b>	<b>\$5.98</b>	<b>⅛ tsp</b>	<b>\$.05</b>	<b>\$.05</b>
<b>Total cost 1 unit</b>					<b>\$3.11</b>

**Describe the container used:** Small cardboard box; perfect size for a burger and fries.

**Cost of container:** \$0.20



**Sale price of item= \$7.49**

**Cost (ingredients + packaging) \$3.11+ \$0.20 = \$3.31**

**Profit per burger sale = \$4.18**

**Profit margin %=  $\frac{\$7.49 - \$3.31}{\$7.49} = \frac{\$4.18}{\$7.49} = .558 \times 100 = 56\%$  profit margin**

**Markup %=  $\frac{\$7.49 - \$3.31}{\$3.31} = \frac{\$4.18}{\$3.31} = 1.26, 1.26 \times 100 = 126\%$  product markup**

**Label:**

Nutritional Facts	
Serving Size   1 Burger	
Amount Per Serving	
Calories	550
	Calories from Fat 297
Total Fat	33g
Saturated Fat	13g
Trans Fat	
Cholesterol	95mg
Sodium	560mg
Total Carbohydrate	44g
Dietary Fiber	2g
Sugars	17g
Protein	32g
Vitamin A	7%
Vitamin C	15%
Calcium	20%
Iron	21%

\*Percent Daily Values (DV) are based on a calorie diet.

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### RADIO SCRIPT

Are you stressed about your schoolwork? Come unwind and enjoy the new “Hang Loose” burger at Tatiana’s Bar & Grill in Batavia! Our low prices and excellent food will have you feeling like you’re relaxing at the beach! Come in and enjoy today!

### Billboard:



10:09

LTE



Photo



tatianasgrillbar



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**tatianasgrillbar** Come down today to try our new Hawaiian-themed "Hang Loose" burger. Our staff has worked very hard to prepare for the release of our new burger, and we're so excited to share it with you! #HangLoose

1 HOUR AGO



Instagram Advertisement

10:09

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Photo



tatianasgrillbar



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**tatianasgrillbar** Our new burger is a hit! So thankful for our great customers. Come get yours soon before we're all out!

[#GrassFedBeef](#) [#HangLoose](#)

1 HOUR AGO

