

# Product

## SHISHKABALLZ

### Slogan

MEATBALLS MAKE THE WORLD GO 'ROUND

Cheese Meatball Sub on Stick

### **Ingredients:**

1 pound ground beef  
3/4 cup plain bread crumbs  
1/2 cup grated Parmesan cheese  
1/2 cup water  
2 tablespoons chopped fresh parsley  
1 egg  
1 1/2 teaspoons of garlic powder  
1 teaspoon salt  
3/4 teaspoon black pepper  
1 (8-ounce) block mozzarella, cut into 20 (1/2-inch) cubes  
1 can of pillsbury original breadsticks  
1 cup of shredded mozzarella  
5 Wooden skewers  
1/4 cup Marinara sauce for dipping

### **Instructions:**

1. Preheat oven to 350 degrees F.
2. Coat a baking sheet with cooking spray.
3. In a large bowl, combine all ingredients except mozzarella cheese; mix well.
4. Divide mixture into 20 meatballs, then form each meatball around a mozzarella cube, making sure to cover cheese completely. Place on prepared baking sheet.
5. Bake 15 to 20 minutes or until no longer pink in center.
6. Then let your meatballs cool down until easy to cool down
7. Thread dough then meatball, make sure to spread dough and meatballs about 1/4 apart
8. Bake at 375 for 20 min. Then serve immediately

**Storage and Handling:** Beef must be stored at 28 degrees fahrenheit because growth of bacteria increases rapidly above 40 degrees fahrenheit. After the beef comes out of the freezer you can put it in the refrigerator to be safely thawed. When preparing this dish make sure any tools used on the beef never come into contact with other ingredients to avoid cross contamination. This includes your hands. Make sure to wash your hands with soap and warm water before and after touching any kind of raw meat not just beef. Make sure to also wash your hands before handling other ingredients such as vegetables, or fruit. Make sure to cook the beef to the proper temperature which is 160 degrees fahrenheit to kill any bacteria that may be on the beef.

**Product description:** Shishkaballz is a 80-20% fresh ground beef from local farms around in Genesee Country. Our feature is a meatball sub on a stick. Our signature meatball for this project is cheese stuffed juicy warm meatballs and it will be topped with delicious mozzarella and paired with warm smooth marinara sauce! All on a stick with buttery soft bread weaved through the meatballs to make it into our savory meatball sub on a stick.

## **Nutrition Values of ZIP :**

**Protein** is needed throughout your body for requiring function, regulation of the body's cells, tissues, and organs. It helps build and preserve your muscles. If you eat protein throughout the day you'll feel more full and have energy. The average amount of protein that should be consumed daily is 20-30 grams. Having a higher-protein diet for example, beef can provide a more effective exercise. To build muscles and replenish them and eating beef provides the amino acids necessary to do so. Beef helps support strong lean bodies.

Another major mineral in beef is **Zinc** it helps with body growth and maintenance. Zinc is a nutrient that people need to stay healthy. Zinc is found in cells throughout the body, it helps the immune system fight off bacteria, the body also uses zinc to produce proteins and DNA. During pregnancy, infancy and childhood the body needs zinc in order to grow. The amount of zinc needed depends on age.

Children 4-8 years: 5mg

Children 9-13 years: 8mg

Teens 14-18 years (boys): 11mg (girls): 9mg

Adults (men): 11mg (woman): 8mg

**Iron** is another important feature needed in the body. Iron is an essential mineral. 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. A lack of red blood cells is called iron deficiency anemia, also known as low iron.

More information <https://www.healthline.com/nutrition/foods/beef>

# Market analysis

**Target audience:** Our ideal target audience is middle class families because we feel that group of people would be the most likely to buy our products. Our product is cheap and affordable. It's a great snack for people who are on the go.

The most influential aspects of our product is that its not only cheap and affordable but it also allows you to enjoy eating meatballs in a different way. We are promoting the Cheese stuffed meatballs on a stick but we have quite a few different options to choose from if you are in the mood for spicy we have our Buffalo meatballs with a blue ranch dipping sauce or a classic but savory meatball choose Swedish meatballs with a gravy dipping sauce. Last but not least we have a sweet and sour Hawaiian Meatballs with a tangy sweet dipping sauce.

Our customers will have the opportunity to get Shishkaballz at fairs and community events in the area. We can also do catering for your everyday events such as school and family events.

## Cost Analysis

Ingredients List	Measurement of each ingredient per item (oz/tsp/tbsp/cups)	Cost per measurement	Cost of each ingredient per product
Ground Beef	1 Pound	\$3.77	\$.75
Bread Crumbs	¾ Cup	\$.28	\$.06
Parmesan Cheese	½ Cup	\$.39	\$.08
Fresh Parsley	2tbs	\$.60	\$.12
Eggs	1 egg	\$.08	\$.02
Garlic Powder	1 1/2tsp	\$.08	\$.02
Salt	1tsp	\$.01	\$.01
Pepper	¼ tsp	\$.05	\$.01
Mozzarella Cheese	1 Cup	\$.69	\$.14
Pillsbury Flatbread	2 Cans	\$2.18	\$.44
Mozzarella Cubes	8oz	\$2.29	\$.46
Marinara	10oz	\$.63	\$.13
Water	½ Cup	Free	Free
Total Cost:			\$2.24

## Profit Margin:

We will be serving our shishkaballz in paper boats and the balls them-self will be on a skewer. If dipping is desired, we have souffle cups for our sauces.

Paper boats  $\$27.50/250$  pack = \$.11 per serving

Skewer  $\$2.00/100$  = \$.02 per serving

Souffle cups  $\$6.00/100$  = \$.06 per serving

Total cost of single container = \$.19

Determine the final cost per unit:

Ingredients + container cost + profit

$\$2.24 + \$0.19 + \$4.57 = \$7.00$

Final cost per unit = \$7.00

Profit per item = \$4.57

Profit Margin per item = 65%



### **Radio Advertisement:**

“Shishkaballz is a local food truck with experience in food handling and excellent customer service. Our food truck hours are from 11-2 daily and we will be updating where we will be located on our Instagram @Shishkaballz. Check out our event calendar for the special events on our Instagram. Meatballs make the world go ‘round!’”

This radio ad will be aired throughout the day on the local radio stations 97.9, 98.5 and 107.7.

**Instagram:** [@shishkaballz](https://www.instagram.com/shishkaballz) we started a instagram to spread the word about our product and advertise.

**Flyer:** Our flyers will be posted in public restaurants and grocery stores in Rochester and Buffalo region.

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FAMOUS MEATBALL  
SUB ON A STICK!

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