

Product

Product description

Product name: **Exploding Sirloin Stuffed Shroom**

Slogan: **There is always Room for Stuffed Shrooms!**

Product description: **Portabella Mushroom stuffed with Sirloin Steak, provolone cheese, green and red peppers with a special sauce.**

Recipe

- 6 ounces thin sliced sirloin steaks
- 1/8 teaspoon kosher salt
- black pepper to taste
- 3/4 cup diced onion
- 3/4 cup diced green and red pepper
- 1/4 cup sour cream
- 2 tablespoons mayonnaise
- 2 oz cream cheese, softened
- 8 slices provolone cheese
- 4 medium portobello mushrooms, with no cracks
- Secret Spices

Preheat oven to 400

Season Steak with secret spice rub, set aside.

Chop onion and peppers, set aside

Mix sour cream, mayonnaise, and cream cheese together, set aside

Clean out ribs on mushrooms with spoon, coat bottom with olive oil, set on cookie sheet putting one slice of provolone on the base of each mushroom.

Add pepper and onions to pan with olive oil, cook til softened.

Add sour cream mixture to peppers and onions and keep warm over low heat.

Cook Steak 4 minutes per side, making sure to get a good char on each side

Remove steak from pan to a plate, rest the steak, then cut into narrow strips.

Mix steak strips into sauced peppers.

Divide filling into the 4 mushrooms and top with 2nd slice of provolone.

Bake for 20 minutes, allow to cool and serve.

Storage & Handling

All recipe items kept under refrigeration. Cream cheese allowed to reach room temperature.

All members washed hands prior to work as well as in between steps of recipe. Utensils used as much as possible, rather than hands.

Food safety measures used:



All members:

- Washed hands before and after handling food products.
- Used thermometer to check meat temperature.
- Washed and dried all dishes and utensils.
- Washed all preparation surfaces, along with spraying with bleach cleaner at end.

Nutrition Check for Learning

Describe the importance of ZIP (zinc, iron, and protein) found in beef.

Zinc and Iron are important trace minerals that boost your immunity, skin health, wound healing, and Protein synthesis in the body. Protein also regulates the body's organs and tissues.

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

Print to menus, napkins, have signs on food truck as well.

Where can your customers learn more about beef nutrition?

Web sites are the best sources:

<https://www.beefitswhatsfordinner.com/>

<https://www.nybeef.org/>

Market Analysis

Target Audience



Determine the final cost per unit (ingredients + container cost + profit):

Marketing Plan

Marketing Campaign

Insert advertising campaign with *at least* three elements for the high school division and *at least* two elements for the middle school division (see submission guidelines if elements can't be inserted):

Our two elements were a poster and Instagram Account, examples below:

Poster:



COME VISIT STUFFEDSHROOMS!

Where: Upstate NY

Follow us @ StuffedShrooms_ On Instagram!

See our Latest Dishes and locations of our truck!
Try our signature dish:

The Exploding Sirloin

The poster has a dark red background. At the top, the text 'COME VISIT STUFFEDSHROOMS!' is written in a large, bold, black, slightly distressed font. Below this, 'Where: Upstate NY' is in a smaller, bold, black font. The next line says 'Follow us @ StuffedShrooms_ On Instagram!' in a bold, black font. Below that, 'See our Latest Dishes and locations of our truck!' is in a bold, black font, followed by 'Try our signature dish:' in a bold, black font. At the bottom, 'The Exploding Sirloin' is written in a bold, black font with 'Exploding Sirloin' underlined. On the left side of the poster is a cartoon illustration of a green food truck with a white canopy. On the right side is a photograph of a metal tray containing several stuffed mushrooms topped with melted cheese and a meat patty.

Instagram Page



