

## 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 2<sup>nd</sup> 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*



Who is your ideal customer?

**After testing our item, the members felt the ideal customer would be 18 years and above. They did not feel ideal customers would be younger, as younger kids may not appreciate the flavors as much as older patrons.**

What is the audience’s most influential factors when purchasing your beef product?

**Choice and variety**

**Our audience would be able to stuff their mushroom with many different cuts of beef. Although we concentrated on sirloin, a customer could use other cuts, including ground beef to stuff their mushroom.**

What environment will customers have an opportunity to purchase your item? Describe:

**We would concentrate on many gatherings around the Capital Region selling our products from a food truck. County fairs, car shows, SPAC shows, Times Union Center events, street food near capital, food festivals etc. We would advertise and be able to discuss the benefits of our food choices at our truck.**

*Cost Analysis\**

**\*For high school only**

Use the below grid to determine the cost of ingredients:

Ingredients List	Measurement of each ingredient per item (oz/tsp/tbsp/cups)	Cost per measurement	Cost of each ingredient per product
Total Cost:			

Describe the container or packaging used (you may use photos to describe your container):  
Cost of the container/packaging:

What is your selected profit margin (in percentage):



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 reads '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 similar font. The signature dish is 'The Exploding Sirloin', with 'Exploding' in italics and 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 filling.

Instagram Page



