

## Product

### *Product description*

Product name: Steak and noodle stir fry

Slogan: Steak and noodle stir fry, it's sure to stir up your taste buds.

Product description: Scrumptious pan fried steak seasoned to perfection with delicious McCormick seasoning, with divine asparagus sauteed in mouth watering garlic and herb butter, lovely ramen noodles fit for a king , and tasty mushrooms and onions sauteed in enchanting garlic and herb butter.

### Recipe:

#### Ingredients-

- 10 spears of asparagus
- 1 package of land a lakes garlic and herb butter
- ½ stick of butter
- 1 delmonico steak
- 1 bottle McCormick montreal seasoning
- 1 packages of chicken flavoured ramen noodles
- 1 ½ cup of baby bella mushrooms (sliced)
- ⅛ cup of slices of yellow onion

### Recipe

#### Asparagus preparation-

1. Wash off the Asparagus spears under cold water and dry them
2. Cut 1 inch off the stem of the Asparagus
3. Put the asparagus in boiling water for about 3-5 minutes
4. Remove asparagus from the boiling water when it's done and directly in ice water.
5. Then put about a tablespoon of garlic butter in a pan so the garlic butter melts before the asparagus is in
6. Finally, dry the asparagus off and saute them in the pan with the garlic butter. (If you want you can season them with just a hint of salt and pepper, which we are going to do)

#### Steak preparation-

1. Preheat a pan to hot
2. Add a half a stick of butter to the hot pan
3. Get a delmonico steak and season both sides of it with about two teaspoons to three teaspoons of McCormick Montreal seasoning
4. Place the steak in the hot pan
5. Sear one side of the steak until it is a golden brown color, and then flip the steak to the other side and sear that side, then turn the heat down to medium, and flip the steak back to its original side
6. Then you need to spoon the butter across the steak about two teaspoons a time and continue to flip the steak and spoon the butter



7. If you think the steak is done, cut into it but don't cut all the way through it, then stick in a thermometer to the center and make sure it is cooked to about 145 degrees fahrenheit.
8. If you know the steak isn't done, continue to flip and butter it(after about two flips check the temperature again)
9. If the steak is still not done, keep repeating the process until the steak has a little pink middle and is the right temperature
10. Take the steak off the pan and put on a cool plate for about 5 minutes
11. Save the pan for later
12. MAKE SURE TO CUT OFF THE FAT(GRIZZLE)
13. Finally you can cut the steak into about ½ inch strips

#### Noodles preparation-

1. Cook the ramen noodles (chicken flavored) according to the package directions, drain and set aside.(don't add the seasonings yet)

#### Mushroom preparation-

2. Add a tablespoon of garlic and herb butter, 2 cups of sliced baby bella mushrooms, and ⅛ cup of slices of yellow onion to the steak pan, saute the mushrooms until they are soft.

#### Combining all together-

3. Take pan off the heat and combine steak strips, noodles, mushrooms and asparagus to a bowl, stir in a tossing motion till combined.

"Recipe adapted from Heidi at Foodiecrush. For original recipe, visit <https://www.foodiecrush.com/ramen-noodles-marinated-steak-broccoli/>

#### ***Storage & Handling***

Food safety measures used: Our meat has been properly cooked, all of the asparagus, garlic butter, steak, plain butter, and mushrooms that needed to be chilled were, the ingredients that needed to be separated were separated when bought, like the meat was separated from every other product we used, unlike the asparagus and mushrooms which were together, and also the ramen noodles and seasonings could be together. And the asparagus and mushrooms were properly cleaned before assembling. Also, our products such as mushrooms, onions, asparagus, and beef were stored at a chilled temperature between 28 and 32 degrees. While the food is waiting to be purchased it is stored in warming areas for no more than half an hour, after a half hour out the food will be refrigerated for later. When we serve our meal we put it into a plastic container.

#### ***Nutrition Check for Learning***

Describe the importance of ZIP (zinc, iron, and protein) found in beef.- Zinc is a mineral that the human body needs to grow, learn, heal, and keep itself healthy. Iron is needed for the blood to carry oxygen to cells. Protein is needed to build muscles, nerve tissue, blood, enzymes,



hormones, antibodies, and organs. So, the human body needs ZIP to grow healthy and to survive.

Information from <http://beef2live.com/story-beef-has-zip-0-104627>

How could you communicate the benefits of beef to your customers? - We can communicate the benefits of beef to our customers by having fun fact stickers on the containers of the food we give out in bright colors and label the containers with the acronym ZIP to remind them of the healthy minerals.

Where can your customers learn more about beef nutrition?-Our customers can learn more about beef nutrition on our website and printed poster on the food truck.

## Market Analysis

### *Target Audience*

Who is your ideal customer?- Our ideal customer would be a young highschool or college student and possibly a person in their late 30's with young children, looking for a quick meal with nutritional values(Someone with a refined palate will appreciate it.) They might be taking a quick family walk in the park, or hanging out with friends, or even strolling around by themselves.

What is the audience's most influential factors when purchasing your beef product?- Their most influential factors are that they want something quick with all of the nutritional value of a meal in one dish, which is what our dish can provide, on the way to school or work. It is also apparent that this age group is looking for a healthy meal that will pack the flavour and nutrition all in one.

What environment will customers have an opportunity to purchase your item? Describe: The environment a customer would purchase our product in is a local park on a sunny day. The reason we choose this spot is because there is a wide range of people in the park who want to purchase food for things such as picnics and family gatherings. Our customers will be taking a stroll in the grassy green park and smell a delightful meal floating on the air. It smells of lovely steak, and delicious sizzling asparagus. Yummy noodles with enchanting mushrooms and onions. They smell divine and it's so easy to walk and eat. They must have this delicious meal. They have to go get some from that magical food truck.

## Marketing Plan

### *Marketing Campaign*

Insert advertising campaign with *at least two* elements:

Marketing elements can include, but are not limited to:

- **Print advertisement**
- Radio or podcast advertisement
- Commercials
- Cooking show segment
- **Website**
- Social media accounts, advertisements, or posts



- And more!

**Our colors:** Teal and purple are our representative colors. We chose these colors because my (Lyasia Ainsworth) favorite color is teal, and Erin Flood's favorite color is Purple. As you will see in one of our websites, our logo is made with our representative colors.

Website

[https://sites.google.com/s/1DQ3XzepHWc-nHwnPOK5vS7Uki\\_o80cjl/p/10GduuM4I41YTPG5Msujts-tXzeHN0qk/edit](https://sites.google.com/s/1DQ3XzepHWc-nHwnPOK5vS7Uki_o80cjl/p/10GduuM4I41YTPG5Msujts-tXzeHN0qk/edit)

Poster

[https://docs.google.com/document/d/1HPeoCvhvoR6gDNfLJYKMx\\_LPVfsDUI6xGbSs7bKbosg/edit](https://docs.google.com/document/d/1HPeoCvhvoR6gDNfLJYKMx_LPVfsDUI6xGbSs7bKbosg/edit)

Poster #2

[https://docs.google.com/document/d/1LXzXBN6LvuunZTvV1saLHjV8-nNRfCSsEv\\_om38es2U/edit](https://docs.google.com/document/d/1LXzXBN6LvuunZTvV1saLHjV8-nNRfCSsEv_om38es2U/edit)

Website #2

(The logo is on the top. And by the way, the presentation is better if you hit the preview button)  
<https://www.wix.com/website/builder?storyId=c52520f3-3573-4d5d-bd8d-abd6739d5b1f&editOrSessionId=FAABC945B-2E01-4021-998C-EFE292915590#!/builder/story/c52520f3-3573-4d5d-bd8d-abd6739d5b1f:94ba5b58-cd95-46b0-8d97-abe911052439>

logo





L & E Stir Fry Truck



L & E Stir Fry Truck



L & E Stir Fry Truck



L & E Stir Fry Truck

# L & E Stir-Fry Truck

Get the Nutrition that you deserve

We **ZIP** the nutrition in

Steak, Asparagus, & Noodle Stir Fry

Come visit us at your local park and share a meal

Food Safety is our top priority



L & E Stir Fry Truck



L & E Stir Fry Truck



L & E Stir Fry Truck



L & E Stir Fry Truck

## L & E Stir Fry Truck

Scrumptious pan fried  
steak seasoned to  
perfection with delicious  
McCormick seasoning.

Divine asparagus  
sauteed in mouth  
watering garlic and herb  
butter.

Lovely ramen noodles fit  
for a king.

Tasty mushrooms and onions  
sauteed in enchanting garlic  
and herb butter.

Visit our website to  
learn more about our  
product!

Get the  
nutrition you  
deserve!