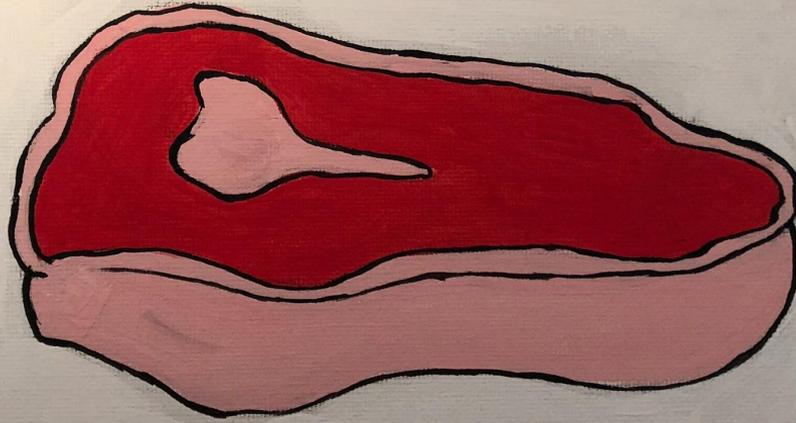
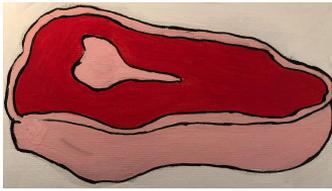
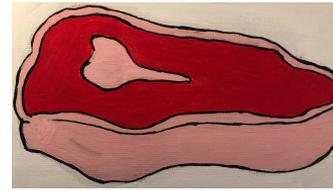


# The Steaker SHAKERS!





# Information



**Team Name:** The Steaker Shaker's

**Name:** Brooklin Drake(12)

**Teacher:** Crystal Aukema

**Phone number:** (607) 849-3251

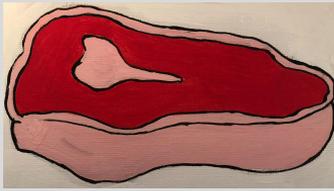
**Email:** [aukemac@marathonschools.org](mailto:aukemac@marathonschools.org)

**School:** Marathon High School

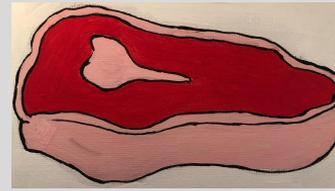
**Address:** 1 E Main St, Marathon NY 13803

**Partner:** Mr. John Tillotson at Right Angle Creek Farm





## Product

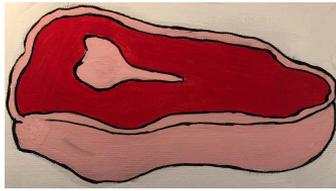


**Name:** Cheesy steakatoes

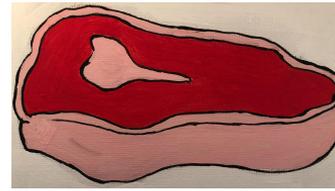
**Slogan:** Steakatoe, not your average potato

**Product description:** Do you like cheesesteaks? What about potatoes? Have you tried our steak-atoe? Covered in olive oil, and stuffed to the top, lies the juiciest meat, sprinkled with cheese, stuffed inside a baked potato. Doesn't that make your mouth water? It surely makes mine :) Come get our steakatoe today!





## Recipe



4 baking potatoes, such as Idaho or russet, scrubbed clean

1 tablespoon olive oil, plus more for coating the potatoes and brushing the grill pan

1/4 cup soy sauce

2 teaspoons Worcestershire sauce

1 teaspoon liquid smoke

1/2 teaspoon garlic powder

1/2 teaspoon onion powder

1 pound skirt steak

Salt and freshly ground black pepper

1 1/2 cups thinly sliced onion (or more if you like a LOT of onions)

1/2 cup shredded cheddar cheese

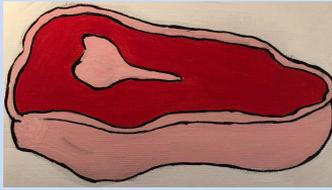
1/2 cup shredded mozzarella cheese

Fresh parsley leaves for serving, optional

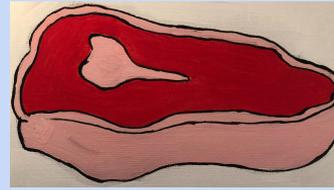
Hot peppers for serving

Ketchup or for serving

## Potatoe:



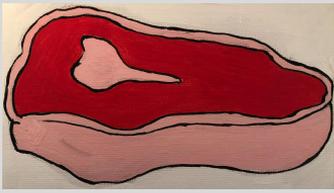
## Instructions



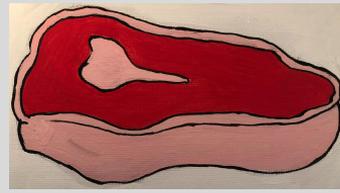
- 1) Preheat oven to 400 degrees.
- 2) Cover the baked potato with olive oil and put them in the oven for 50-60 minutes. Once soft, but tender remove them from the oven.
- 3) Reduce the oven to 350 degrees.

## Preparing the Steak:

- 1) In a large dish combine soy sauce, Worcestershire sauce, liquid smoke, garlic powder, and onion powder (mix well).
- 2) Season your steak with salt and pepper, then place the meat into the marinade.
- 3) Let the steak sit for a 10 minutes, then rotate sides.
- 4) Once marinated, it is now time to cook it.



## Instructions Continued

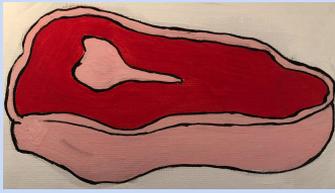


### Steak:

- Brush olive oil onto a pan and preheat the stove to medium
- Once warmed, begin to cook the steak. Flip the meat every 3-5 minutes until cooked to your liking.
- After the steak is cooked, let it cool for 5 minutes.
- Begin to cut the meat into thin slices.

### Onion mixture:

- Heat 1 tablespoon of the olive oil in a large skillet over medium heat.
- Add the onions and cook until golden brown, about 6-8 minutes, stirring frequently
- After cooked, remove from pan and set aside.



## Instructions Continued



### Stuffing:

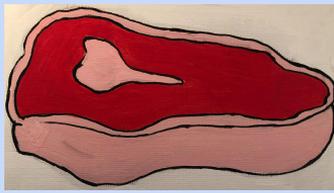
- Cut each potato lengthwise and transfer into an oven safe dish.
- Stuff the potatoes with the steak and onion mix, topping them with cheese.
- Bake for five minutes, or until the cheese is melted.

### Serving:

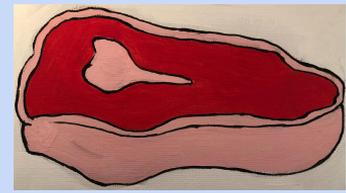
- You may serve this dish with ketchup and a side of cooked peppers.

## **Storage and Handling and food safety measurements used**

- The meat will be located on its own shelf in the freezer/fridge to stop cross contamination from occurring. Thawing is very important before cooking the meat.
- We will have different utensils for the meat and the vegetables.
- We will cook the peppers in different pans than the meat to avoid contamination.
- We will make sure the meat reaches 160 degrees before removing it from the pan.
- All employees will wear gloves when cooking the food.
- All employees will wash hands every time they cook a new product!
- When they are done cooking, they will wash each dish/ utensils with clean/ soapy water.
- The kitchen will get a deep clean daily to keep up with health inspections.



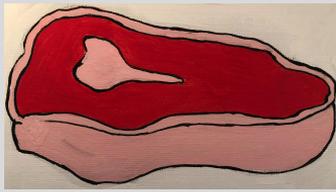
## Nutritional Information



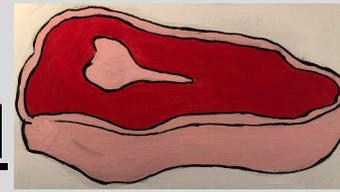
**Zinc-** According to heathline, “ Zinc metabolizes nutrients, maintains your immune system and grows and repairs body tissues. Your body doesn’t store zinc, so you need to eat enough every day to ensure you’re meeting your daily requirements. 3.5-ounce serving of raw ground beef contains 4.8 mg of zinc, which is 44% of the Daily Value.” Eating meat allows us to consume almost half of the daily required number of zinc per day.

**Iron-** “A 3.5-ounce (100-gram) serving of ground beef contains 2.7 mg of iron, which is 15% of the daily value.” Iron is a protein that carries oxygen from our lungs throughout our bodies and also helps our muscles store and use oxygen.

**Protein-** Protein helps with structural components of body tissues such as muscle, hair, collagen, etc., and as enzymes and antibodies. According to myfooddata, “ The Daily Value (%DV) for protein is set at 50 grams per day (3), which is an average that works for most people. Athletes or other people looking to build muscle mass may want to consume more protein....A 6 oz piece of steak has 48.7 grams of protein, allowing us to consume 97% of our daily value.



## **Nutritional Information Continued**



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

In order to communicate the benefits of beef to your customers I would hang up cute, but inspiring quotes/ data throughout the building/food truck. It is very important to me that people know the benefits of meat and know what's in the product they are consuming. The more we advertise and advocate for the beef industry, the more product we will be able to sell.

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

My customers can learn more about beef nutrition by grabbing a name card from our counter. The name card will have websites listed, experts to talk to, and some facts about beef from local farmers!



# Market Analysis



## **Who is your ideal customer?**

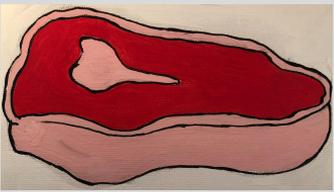
Our ideal customer would be people at fairs, markets, or even on the street. Since our product is so filling and decently priced we are targeting people who want something convenient, priced right, and most importantly a product that is tasty.

## **What is the audience's most influential factors when purchasing your beef product?**

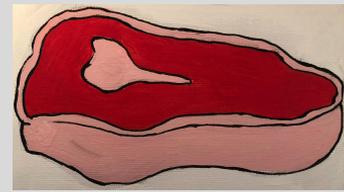
The audience's most influential factor when purchasing our beef product would be the taste, price, and the size. One potato is very filling and could fill two people! Plus since there is no bread, making our steakato 100% gluten free.

## **What environment will customers have an opportunity to purchase your item?**

Customers will have the opportunity to purchase the steakato at any local fair, Saturday morning markets in the summer, and at big business corporations during their lunch. Some Days we may even be at a college near you!



## Container and Packaging



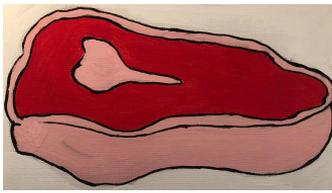
This container is the perfect container for showing your food off to your friends/ family. When they see the steakato, they will instantly want one! The clear potato container also has many advantages..including

- Durable packaging
- Made in the U.S.A
- Made from 100 percent renewable resources
- Made with PLA, a plant-based plastic
- Certified compostable in commercial facilities

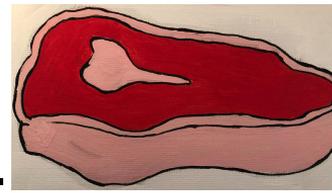
- Pack of 220 = \$70.04
- Price per one= .29

**Small dipping sauce container-**  
Pack of 600=\$20.99  
Price per one=.03

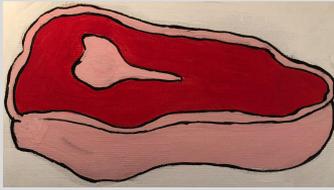




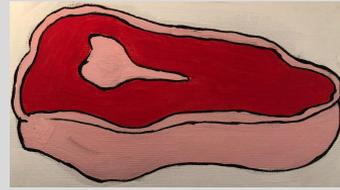
# Cost Analysis



Ingredients list	Amount Purchased	Purchased cost	Measurement of each ingredient per item	Cost per measurement	Cost per serving
Bag of baking potatoes	5 pounds	\$ 2.97	4 potatoes	\$ 1.18	\$ 0.29
Vegetable Oil	1 bottle ( 16 oz)	\$ 1.94	2 Tablespoons	\$ 0.12	\$ 0.03
Soy Sause	1 bottle ( 15 oz)	\$ 1.32	1/4 cup	\$ 0.18	\$ 0.04
Worestershire Sause	1 bottle ( 10 oz)	\$ 1.00	2 teaspoons	\$ 0.02	\$ 0.01
Liquid smoke	1 bottle ( 4 oz)	\$ 3.99	1 teasponns	\$ 0.17	\$ 0.04
Garlic Powder	1 container( 5.5 oz)	\$ 2.44	1/2 teaspoons	\$ 0.04	\$ 0.01
Onion Powder	1 container ( 3.25 oz)	\$ 0.98	1/2 teaspoons	\$ 0.05	\$ 0.01
Skirt Steak	1 Pound	\$ 8.42	1 pound	\$ 8.42	\$ 2.11
Ground Pepper	1 container (2 oz)	\$ 2.80	1/2 teaspoons	\$ 0.12	\$ 0.03
Onion	1 onion	\$ 0.91	1 1/2 cups	\$ 0.91	\$ 0.23
Chedder Cheese	1 bag( 8 oz)	\$ 1.98	1/2 cup	\$ 0.99	\$ 0.25
Mozzarella Cheese	1 bag (8 oz)	\$ 1.48	1/2 cup	\$ 0.74	\$ 0.19
Fresh Parsley	1 bag ( .75 oz)	\$ 1.98	.75 oz	\$ 1.98	\$ 0.50
Peppers	2 peppers	\$ 2.76	1/4 cup	\$ 0.69	\$ 0.18
Ketchup	1 container(64 oz)	\$ 4.22	4 oz	\$ 0.26	\$ 0.07
				Cost for four servings:	
				\$ 15.87	\$ 3.99



## Cost Analysis Continued



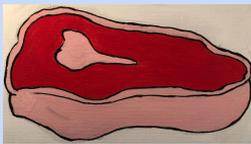
**Selling Price= \$6.50**

**The Cost (ingredients+packaging)= \$3.99+.29+.06=\$4.34**

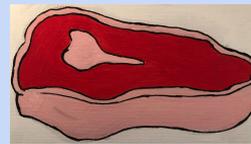
**Profit per each steakato= \$2.22 Profit**

**Margin= \$6.50-\$4.34=\$2.16/ \$5.75=.375 x100= 38% profit**

**Markup%=\$6.50-\$4.34=\$2.16/ \$4.34=.497x100=50% product markup**



# Marketing Planning

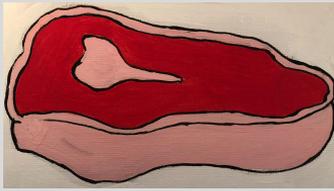


*You won't miss out on advertisements for our steakato! The more we advertise, the more the public will learn about our product.*

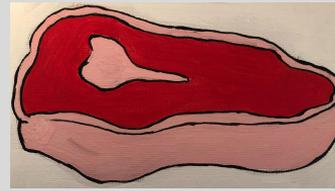
**Radio:** Do you like cheesesteaks? What about potatoes? Have you tried our steak-atoe? We are the Steaker Shakers-located at your local fair, markets, and streets. Go check out The Steaker Shakers on facebook to see where you can get our product today!

**Social Media:** We have three platforms for social media. Instagram will be used to show picture of our products and accomplishments. Facebook will be used to promote where we will be serving our food for the week. Snapchat will be used to snap pictures of where we are/ events happening. **Snapchat-** @Steak\_ato

**Instagram-** @Steaker\_Shakers    **Facebook-** @The Steaker Shakers



# Advertising



Do you like cheesesteaks?  
What about potatoes? Have  
you tried our steak-atoe?

We are the Steaker Shakers:) located at your  
local fair, markets, and streets. Go check out  
The Steaker Shakers on facebook to see where  
you can get our product today!

Add us to find where we are located for  
the day!

Instagram- @Steaker\_Shakers

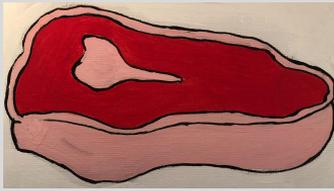
Facebook- @The Steaker Shakers

Snapchat- @Steak\_ato

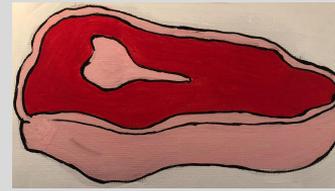


This is our local ad that we  
will have at gas stations,  
town offices, and  
everywhere else that is okay  
with us advertising.

You may also see this ad in  
your local newspaper!



# Advertising



<https://youtu.be/qLVptX4TOHc>

(Use this link for our video advertisement)

This will be our video advertisement for fairs, markets, and even the TV when they are broadcasting the state fair!

Thank you!  
-Brooklin and The Steaker  
Shaker Staff