



Product Name: Beef Tongue Tacos

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Grade: Middle School

Class Period or Team Name: Tongue Twisters

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Beef Producer Partner (if applicable): n/a as this was done totally virtual, although we partnered with Kron's Custom Cuts based out of Alden, NY to talk about beef processing

### **Product**

*Product description*

**Photo:**



**Photo from Simply Recipes**

**Product name:** Beef Tongue Tacos

**Slogan:** It's Taco-bout good!

**Product description:** The finest cut of scrumptious beef tongue cooked to perfection, with your choice of our fresh toppings, wrapped in our homemade corn tortillas.

*Recipe*

**Recipe:** **Beef Tongue Tacos** (Yield: One 3 lb tongue makes enough meat for about 18-24 tacos)

### **Ingredients**

1 (3 -4 pound) beef tongue

2 lg onions peeled  
1 head garlic, cloves peeled & crushed  
6 to 7 bay leaves  
1 Tbs peppercorns  
2 Tbs Salt

### **Salsa**

1 lg mango pitted & diced  
3 tomatoes diced  
1 jalapeno seeded & diced  
1 onion peeled & diced  
1/2 cup chopped cilantro leaves  
1 Tbs lime juice

### **Guacamole**

3 avocados peeled pitted and mashed  
1 Tbs lime juice  
1 tomato diced  
1/2 cup onion diced

### **Other Toppings**

Lettuce  
Cabbage  
Chopped Tomato (alternative to salsa)

### **Directions**

1. Bring stove top up to 225 degrees F
2. Fill a dutch oven two thirds full with water. Add the tongue, onions, crushed garlic cloves, bay leaves, peppercorns and salt. Bring to a boil, reduce the temp on the stove top to 200 degrees F or to a simmer, cover and cook for 3 hours, until the tongue is soft to the touch and tender.
3. Remove the tongue from the water and let cool for a couple of minutes.
4. Using your fingers and/or a sharp small knife, remove the light colored skin like covering from the tongue and discard. There is a rough patch of meat where the tongue attaches to the bottom of the mouth which must be removed. Slice the tongue in 1/4 inch thick slices.
5. Place a cooking surface (soapstone, cast iron, etc) on the stove top and heat to 450 degrees

6. Heat a little oil on the cooking surface and saute the slices on both sides until they are lightly browned. Remove from the cooking surface. Slice into strips and then crosswise again so that you end up with small cubes.
7. Reheat tortillas by either cooking on the hot griddle surface until pockets of air appear in them, or in the microwave (about 10 sec).
8. Place a large spoonful of meat in the center of a tortilla. Add a spoonful of salsa, guacamole, lettuce, cabbage and any other desired toppings.

Adapted from Simply Recipes ~ [https://www.simplyrecipes.com/recipes/beef\\_tacos\\_de\\_lengua/](https://www.simplyrecipes.com/recipes/beef_tacos_de_lengua/) and Bush Cooking [Beef Tacos de Lengua \(Beef Tongue Tacos\) | Bush Cooking](#)

## **Corn Tortillas**

### **INGREDIENTS**

2 cups masa harina

1 1/2 to 2 cups very warm water

1. Start with putting 2 cups of masa flour in a large bowl. Add 1 1/2 to 2 cups of very warm water to the masa flour (some brands may call for different amounts of water). Mix in and let sit for 5 minutes or so.
2. Begin working the masa with the palms of your hands to make the dough for several minutes. The dough will be a little gritty at first, but should become more pliable as you kneed it. (If at any point through the tortilla making process the dough seems too dry or too wet, add a little more water or masa to the dough.)
3. Pinch off a piece of the masa dough and rub it between your hands to shape it into a ball the size of a plum, or slightly large golf ball. Make about 16-18 balls from the dough.
4. Cut two pieces of plastic from a plastic freezer bag into the shape of the surface of the tortilla press. Open the tortilla press and lay one piece of plastic on the press. Place the masa ball in the center. Place another piece of plastic over the masa ball. Gently close the press and press down, until the dough has spread to a diameter of 4 to 5 inches.
5. Heat a cast iron griddle on high heat. Working one at a time, hold a tortilla in your hand, carefully removing the plastic on each side. Allow the tortilla to rest half on your hand, and half hanging down, and gently lay the tortilla down on to the skillet. Start working on pressing the next tortilla. Cook the tortilla on the hot pan for 30 seconds to a minute on each side. The tortilla should be lightly toasted and little air pockets forming.
6. Keep the tortillas warm and covered. Serve immediately or refrigerate and reheat.

Adapted from [https://www.simplyrecipes.com/recipes/how\\_to\\_make\\_corn\\_tortillas/](https://www.simplyrecipes.com/recipes/how_to_make_corn_tortillas/)

### *Storage & Handling*

#### **Food safety measures used:**

All ingredients are kept in refrigeration, at 40°F until use of that product. Cutting boards and utensils are washed in between use with restaurant grade cleaning products. Produce and meats do not share the same equipment. All meats are checked with a meat thermometer to check for proper temperature, before assembly of the final product. All members wash hands before and after working with food products. Hot food will be kept at 140°F until served. Leftover cooked food will be kept at or under 30°F and used within 2 days of cooking.

### *Nutrition Check for Learning*



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

Zinc helps to build and maintain the defensive immune system. Iron is used by the body to build hemoglobin. Protein helps your body stay healthy. It helps the body create new cells and fuels energy.

Sources: <https://www.mayoclinic.org/drugs-supplements-zinc/art-20366112>

<https://www.medicalnewstoday.com/articles/287228#:~:text=Iron%20helps%20to%20preserve%20man,y,person%20is%20not%20getting%20enough.>

<https://www.healthline.com/nutrition/10-reasons-to-eat-more-protein>

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

Having a Question of the Day, encourages people to learn about beef. We would also create an educational pamphlet on added value products from beef cattle. Our beef cut is an added value product and instead of throwing it out as waste, we will use it in a useful way.

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

- See our marketing plan- Question of the Day
- [Beef 101: Nutrition Facts and Health Effects \(healthline.com\)](#) - we picked this site because it was in favor of eating beef and informative about multiple topics that revolve around beef.
- <https://www.beefcentral.com/news/community-and-lifestyle/beef-nutrition/11-health-benefits-of-eating-beef/> - This webpage provides more in depth information about the health benefits of beef.

## **Market Analysis**

### *Target Audience*

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

Our ideal customers are businessmen and the general public who work or live in the city and are looking for a unique meal for lunch or dinner!

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

Tongue Twister's Beef Tongue Tacos are homemade with the freshest ingredients that offer our customers, regardless of background, a different and unique mouthwatering experience.

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

The environment that customers will be able to purchase our beef tongue tacos is NYC, business/financial district.

- No 1 position Wall Street between Nassau & Broadway
- No 2 position Broadway & Wall Street
- No 3 position Wall Street & New Street
- No 4 position Rector Street & Greenwich



**Describe the container or packaging used (you may use photos to describe your container):** We chose our Beef Tongue Tacos to be served in wax paper inside of a hot dog tray. We chose this because these items are biodegradable, cost effective, and the hot dog tray will catch anything that falls out when eating the beef tongue tacos.

**Cost of the container/packaging:** 12 cents per serving (2-4 tacos)

[Waxtex Wax Paper Roll \(75 Feet\) - Walmart.com](#)

[Pactiv Hot Dog Tray, Boat, Red Plaid, 7" x 3 1/4" x 1 1/2", 1000/CT - WB Mason](#)

## 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):



The first poster is to let people know what location we will be in on what days. We created a routine schedule because it allows people to know where we are on what day and time without checking our poster every time they want a taco.



Photo from Simply Recipes

# **BEEF TONGUE TACOS FOOD TRUCK**

**MON & FRI WALLSTREET  
BETWEEN NASSAU &  
BROADWAY**

**TUES BROADWAY &  
WALLSTREET**

**WED WALLSTREET & NEW  
STREET**

**THURS RECTOR STREET &  
GREENWICH**

**HOURS  
11A-2P  
4P-8P**



Our second poster advertises our Question of the Day. This marketing strategy entices people to come to our food truck with the hopes of winning a free drink! Posting the answer on our food truck from the previous day entices people to come back to find out the correct answer.

# QUESTION OF THE DAY

What is the most popular breed of beef cow in America?

Answer correctly for a free drink

*Tongue Twisters*



*Taco bout good*

Answer to Yesterdays Question of the Day: Heifer

