

Product Name: The Roast Beef Wake Up (Roast beef breakfast sandwich)

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Grade: 7

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Beef Producer Partner (if applicable):

Product**Product description**

Product name: The Roast Beef Wake Up (Roast beef breakfast sandwich)

Slogan: You can eat it at home, you can eat it on the go, this recipe is all you need to know! Roast Beef Wakeup!

Product description: The Roast Beef Wake Up is a delicious and nutritious breakfast sandwich for people everywhere! The base of our sandwich is fresh roast beef! But of course it doesn't stop there! We also have an egg omelet added on that includes sauteed peppers, tomatoes, and spinach! Finally, don't forget to add the delicious feta cheese and the toasty bagel! The Roast Beef Wake Up is the best breakfast sandwich recipe you will ever find!

Recipe

Recipe: makes 1 sandwich

Ingredients:

- 1 bagel of your choice
- 3oz thinly sliced roast beef
- 2 slices feta cheese
- 1 egg
- 6 diced cherry tomatoes
- ½ a green bell pepper, sliced
- ⅛ cup chopped baby spinach
- Pinch of salt
- Pinch of pepper
- 1 tbsp of olive oil
- Slice of butter

Preparation:

1. Toast bagel, set aside
2. Sautéed peppers and spinach in olive oil for 3 minutes, add diced tomatoes sauté for 1 more minute. Remove from the pan.
3. Pan sear your roast beef on both sides. Remove from the pan.
4. Melt Butter in a pan. Beat egg and add to pan. Mix in the peppers, tomatoes, spinach, salt, and pepper. Cook through and fold like an omelet.
5. Assemble in correct order from bottom to top: bagel, roast beef, egg, cheese, Bagel.
6. Let cool and enjoy!

Storage & Handling

Food safety measures used: Making sure to wash our hands before cooking and after handling raw beef, monitoring the stove when it is in use, carefully using a knife, children should have adult supervision if helping with the meal, keep your surfaces clean, cook meat to proper temperature and make sure it is not undercooked, do not put cooked meat with raw meat, if using the same pan rinse between use and clean utensils often.

Nutrition Check for Learning

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

Beef is a source of ZIP. Zinc is important because it is a mineral that is vital in the process of body growth and maintenance. Iron is important as it is an important part of hemoglobin, which carries oxygen through your blood. Protein is important because it helps you maintain a healthy, strong, and lean body.

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

food blogs, social media, cooking websites, etc.

Where can your customers learn more about beef nutrition?

Customers can learn more about beef nutrition on websites that contain the needed information, from farmers, books, and other informational sources.

Market Analysis

Target Audience

Who is your ideal customer?

A 18 to 35 year old working person looking for a healthy and fast breakfast meal.

What are the audience's most influential factors when purchasing your beef product?

- Examples include cost, low fat or low calorie, nutritional value, gluten free, etc.

Cost: \$8

Nutrition: Has greens and other vegetables and fruits. Contains a healthier cheese option. Provides essential nutrients such as fats, vitamins, protein, and carbohydrates.

Calories: About 610 calories

Protein: About 40 grams of protein

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

Describe:

Our item will be found around small city areas where people are just looking for a quick breakfast or lunch to cease their hunger in the mornings or a quick bite to eat while shopping or walking.

Where will you sell your product?

A small cafe on a strip of shops with plenty of posters and advertisements on the storefront.

What events might provide optimal profits? Are there cultural holidays that might benefit from the sale of your product?

Sale events from our surrounding stores could contribute to extra profit along with holidays such as labor day, fourth of July, etc, when folks are off of work and taking strolls around town.

What time of day will your product be sold?

Starting at breakfast around 6:00 AM and ending around 2:00PM after lunch

Marketing Plan

Marketing Campaign

For our advertising campaign, we will start by creating a social media page for our product. It will be @sunshinecafeats . Also, we will create a website called sunchinecafe.com and it will show all of our products and will feature the roast beef wakeup on the home page. It will have a spot where people can see the price and description of our products and another spot telling all about the cafe. These advertisements are sure to modernize our marketing approach and appeal to our target audience!

[Our Social Media Ad](#)

[Our Mock Social Media Account](#)

Below I included screenshots in case the links do not work

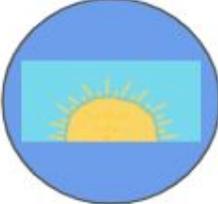
1. Our Ad



Next

2. Mock Instagram account

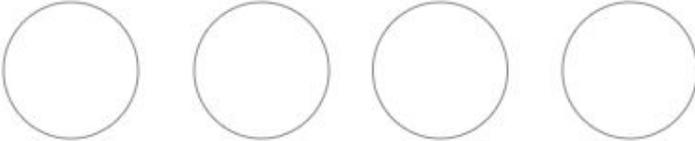
Sunshine Cafe Eats 



112 posts **1.3 K** followers **12** following

Sunshine Cafe Eats
Just a little cafe with a big meaning. Come visit us at the Lake George Outlets in Lake George, NY and try our famous Roast Beef Wake Up breakfast sandwich!

[Follow](#) [Message](#) 



3. Mock Snapchat Account



Sunshine Cafe Eats
Sunshinecafeats 7,832

Stories

 [Add to My Story](#) 

Friends

 [Add Friends](#) 

4. Our website



Welcome to the Sunshine Cafe!

Welcome to Sunshine Cafe! To learn more about the cafe see the "About" category. If you want to see our menu visit the "menu" page. to see all the deals and events going on stay right here!

SALE SALE SALE

RIGHT NOW FIRST TIME CUSTOMERS CAN GET 40% OFF THEIR FIRST ROAST BEEF WAKEUP!

The Roast Beef Wake up

The roast beef wake up is our specialty item. It is a delicious and nutritious breakfast sandwich with tender roast beef along with a perfectly cooked egg and scrumptious feta cheese. On top of that is our favorite toppings! Learn more about the roast beef wake up on the menu page!



Our restaurant is open from 6:00 AM to 2:00 PM for lunch hours! This means all of our products are available at all Cafe hours.

THE ROAST BEEF WAKE UP

The roast beef wake up, our star dish, is a breakfast sandwich on a bagel of your choice, topped with a egg done to your preference, along with delicious feta cheese, and topped with tomato, spinach, and peppers.

\$8

Brunch Burrito

A flour tortilla wrap layered with a over hard egg and the freshest ground beef, perfectly seasoned, along with up to 3 of any common veggie of your choice.

\$8

Veggie Burger

A cooked to perfection veggie burger including corn and other veggies!

\$7

Bagel

An onion, poppy seed, sesame seed, plain, or everything bagel!
With plain or veggie cream cheese, or butter!

\$3

Burgers

A freshly made burger seasoned with oregano!

\$5

Acai Bowl

A classic acai bowl topped with strawberries, bananas, etc.

\$6

Make your own Breakfast Sandwich

Pick from bacon, sausage, roast beef, swiss cheese, cheddar cheese, american cheese, egg, and other toppings to make your own breakfast sandwich!

\$5-\$10

The Brunch Basket

A basket filled with a brunch burrito, a roast beef wake up, a pair of fresh chocolate chip cookies from our bakery, fresh fruits and a side of your choice! It is around a \$40 value for only

\$30!

\$30

Hash Browns

A pair of classic hash browns

\$1

Fresh Fruits

Just like it sounds!

\$0.20-\$2 each

Cookies

Perfect original cookies! Choose from chocolate chip, sugar, oatmeal, or peanut butter! Want it decorated? Ask!

\$2 each

Cupcakes

Vanilla or chocolate. Topped with fresh buttercream!

\$3

Muffins

Blueberry or Banana!

\$3

Lemonade

\$2

Milk

Chocolate, white, strawberry, or our specialty choco-straw!

\$1-\$2

Water

\$0

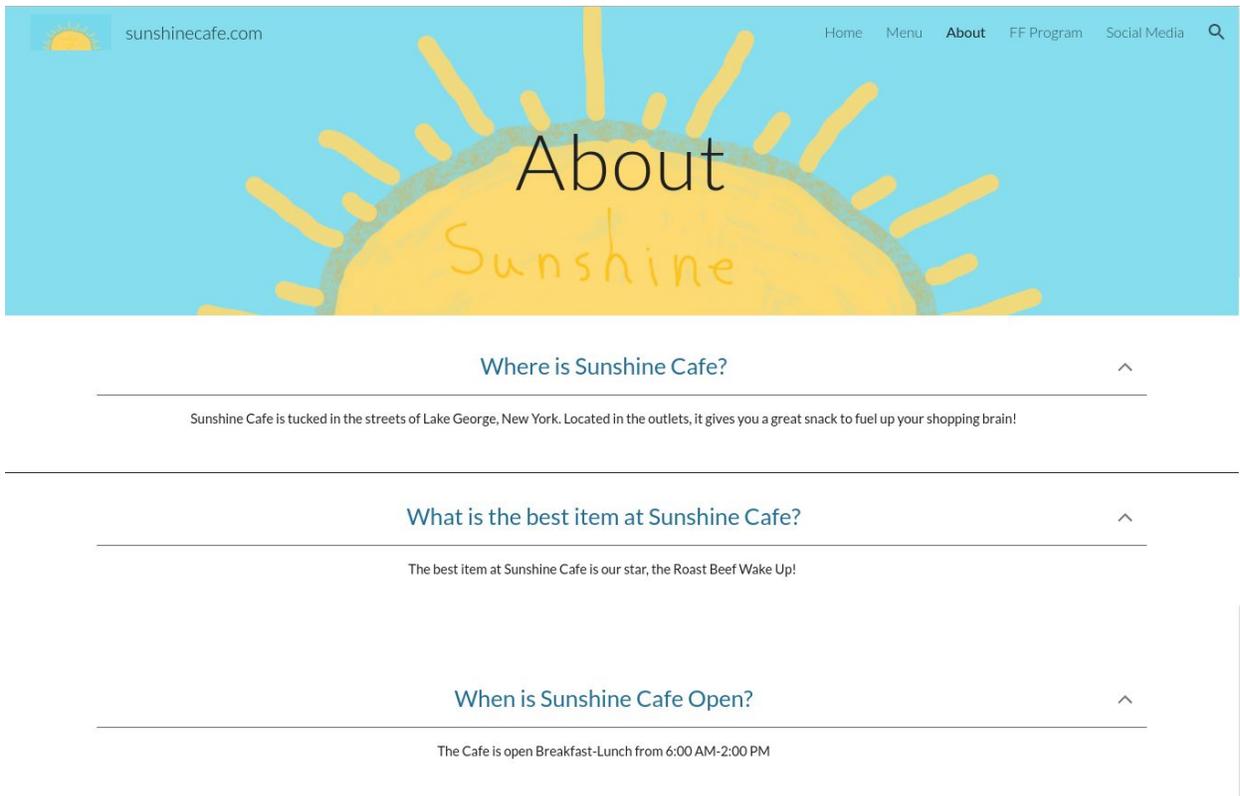
Juice

Apple, orange, or white grape!

\$2

Please notify your server of any allergies

Watch for our sweet sunshine menu additions coming soon



The image shows a screenshot of the Sunshine Cafe website. At the top left is the logo, a small sun icon, and the URL "sunshinecafe.com". To the right is a navigation menu with links for "Home", "Menu", "About", "FF Program", and "Social Media", followed by a search icon. Below the navigation is a large banner featuring a stylized yellow sun with rays against a light blue background. The word "About" is written in a large, black, sans-serif font, and "Sunshine" is written in a smaller, yellow, handwritten-style font below it. Underneath the banner are three expandable content sections, each with a title and a description, and a small upward-pointing arrow on the right side of the title. The first section is titled "Where is Sunshine Cafe?" and describes the location in Lake George, New York. The second is titled "What is the best item at Sunshine Cafe?" and mentions the "Roast Beef Wake Up". The third is titled "When is Sunshine Cafe Open?" and lists the hours as 6:00 AM to 2:00 PM.

sunshinecafe.com

Home Menu **About** FF Program Social Media

About Sunshine

Where is Sunshine Cafe? ^

Sunshine Cafe is tucked in the streets of Lake George, New York. Located in the outlets, it gives you a great snack to fuel up your shopping brain!

What is the best item at Sunshine Cafe? ^

The best item at Sunshine Cafe is our star, the Roast Beef Wake Up!

When is Sunshine Cafe Open? ^

The Cafe is open Breakfast-Lunch from 6:00 AM-2:00 PM

Can I afford the food at Sunshine Cafe?

Most of Sunshine Cafe's food is at a reasonable price. The cheapest is \$1, hash brown and other sides, and the most expensive is \$30, the brunch basket.

What is the mission of Sunshine Cafe?

Our mission is to provide people with nutrient rich foods to fuel their busy minds and fill their hungry stomachs! Plus, 15% of our monthly profit goes to Kids Against Hunger. A nonprofit organization to provide our needy community members with the food they need to survive.

How else can I keep up with Sunshine Cafe?

Visit our social media pages! Find us @sunshinecafeats on Instagram and snapchat! You can also join the Sunshine Cafe frequent flyer program! (See Below) Don't forget to check our social media links on this website!

What is the Sunshine Cafe Frequent Flyer Program?

To answer this question see the "FF Program" page!



Have more questions? E-mail us at sunshinecafe.questions@gmail.com

The banner features a light blue background with a large, hand-drawn yellow sun in the center. The sun has rays extending outwards. The text "FF Program" is written in a large, black, sans-serif font across the middle of the sun. Below it, "Sunshine Café" is written in a smaller, yellow, cursive font. At the bottom of the banner, a dark blue horizontal bar contains the text "The FF or 'Frequent Flyer' program is a way our loyal customers can earn FREE FOOD!" in white, sans-serif font.

sunshinecafe.com

Home Menu About **FF Program** Social Media

FF Program

Sunshine
Café

The FF or "Frequent Flyer" program is a way our loyal customers can earn FREE FOOD!

To join the Frequent Flyer Program stop buy our restaurant and pick up a signature card! Every time this card is signed you will earn \$1 of "Sunshine Bucks" which you can save up to get a free meal! For example, if you save up \$8 worth of Sunshine Bucks you can purchase a free Roast Beef Wake Up! But remember, since this program is for, well, frequent flyers, the Sunshine Bucks you earn can ONLY be used toward main course meals, not single sides. Thanks and we hope to see you soon! Welcome to the FF Program!



Snapchat: @sunshinecafeats

Instagram: @sunshinecafeats

Want to see us somewhere else? E-mail us at sunshinecafe.questions@gmail.com
