



Product Name: Châteaubriand

Student(s): Robert Huntley, Robert Entwistle, Owen Jones, Jacob Donley

Grade: 7

Class Period or Team Name: Period 8, Beef Ballers

School Name: Mount Markham Middle School

School Address: 500 Fairground Road, West Winfield, NY 13491

Teacher: Katie Lindsey

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Beef Producer Partner (if applicable):

## Product

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Product name: Chateaubriand

Slogan: It's not delivery, It's chateaubriand!

Product description: Chateaubriand is a type of steak tenderloin that is usually grilled or boiled and served with a sauce.

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### Ingredients

- 2 tablespoons of extra virgin olive oil
- 1 ( 10 oz ) of center cut beef tenderloin
- kosher salt
- pepper
- 1 large shallot
- 1 half cup of dry red wine
- 1 half cup of demi glace
- 1 tablespoon of fresh tarragon

### Directions

1. You need to preheat the oven to 450 degrees. Season it with salt and pepper.
2. Then move it to the oven and cook it for 15 minutes (for rare).
3. Then transfer the meat to a cutting board and tent it with foil.
4. Pour all but the thin film of fat from the beef.
5. Add the shallot and saut it over medium, low for 2 to 3 minutes. Add the wine and raise the heat to high.
6. When the sauce is syrupy turn the heat off and whisk it with butter. Last, carve the meat.

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Food safety measures used: Make sure the beef is cooked good enough so it isn't raw.

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

Some people ask, is beef a good source of nutrients, and is it heart healthy, or is it non fattening. Our response to that question would be that it is a good source of nutrients, but there is some fat on the beef. Even though the chateaubriand is a high class source of beef, there is still some fat on it. Chateaubriand has many nutrients such as, zinc, protein, fiber, iron, and a lot of vitamins.



## Market Analysis

### AMZ Z{'' / XIZI VZ'

Who is your ideal customer?

Our ideal customer is mainly adults but if other people want to try it they can. It's for adults because some of the ingredients are not for kids. And kids might not like it like adults do.

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

The audience's most influential factor of this product is that the product will cost a lot because the ingredients cost a lot. For example, red wine cost a lot. Also, trying to cook it with utensils, that will cost a lot.

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

In a fancy restaurant because it's fancy food. Also, in a nice area because a fancy food should be in a fancy environment. It should not be in a little shack on the side of the road.

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



Cost of the container/packaging:

The packaging should be in something that does not get wrecked easily. Like in a little cardboard box or in a styrofoam box. That's so the beef does not get wrecked. The cost shouldn't cost that much because cardboard and styrofoam doesn't cost a lot.

What is your selected profit margin (in percentage):

%25 is our selected profit margin.

Determine the final cost per unit (ingredients + container cost + profit):

The ingredients cost \$25. The container cost \$5. The profit cost 10\$. If you add them all together you will get \$40.

## Marketing Plan

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Insert advertising campaign with ~~MjZM~~ three elements for the high school division and ~~MjZM~~ two elements for the middle school division (see submission guidelines if elements can't be inserted):

Logo:



Poster:

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<https://docs.google.com/drawings/d/1ZvUxmOIRjdp3laIjxQUXV4-JqyD4FWpiXORkCUGRjCI/edit>

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Website:

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Radio Commercial:

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Instagram:

