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# East Side Slide

## **Introduction:**

The East Side Slide is the sandwich that is just impossible to turn down. This sandwich is created with organic beef brisket, rubbed down with our signature dry rub, and slowly roasted. We then dress the brisket with a sweet and tangy BBQ sauce. Ultimately topped with white cheddar, smoked gruyere cheese and New York style sweet coleslaw. The rub itself brings to life the natural flavors of the beef, while packing bold and extravagant overtones to our sandwich. The end product just melts in your mouth. Although hardy, our sandwich is in no way excessive and will leave you satisfied at the end of the meal.

William Laffey

My name is William Laffey, and I am a Culinary Arts student attending E.J. Milliken Technical Center to learn the art and skills of cooking, baking, and overall food preparation. My role in this project was designing the front cover, logo, product description, and designing the website. I hope you enjoy the visuals.

Dillon Benedicto

My name is Dillon Benedicto, and I'm currently a senior attending the E.J. Milliken Technical Center's Culinary Arts class. I plan on pursuing a career in this Culinary field at Johnson and Wales University. I designed the product label, including the UPC barcode, storage recommendations, and nutritional information coinciding with the label. In addition, I wrote the environment that our product would be sold in.

Jake Millwater

My name is Jake Millwater and I am a year two Culinary Arts student at the E.J. Milliken Technical Center. I plan to attend college to pursue Business and Management. My part within the development of this project was typing up the market analysis and figuring out who our target audience would be. Also, I did the marketing testing with our market survey, and completed the cost analysis.

Nathaniel Williams

My name is Nathaniel Williams and I have been going to E.J. Milliken Technical Center to learn the art of Cooking and Baking for two years. I have also been accepted to Johnson and Wales for a Bachelor's Degree for Baking and Pastry Arts. I made the beef nutrition, storage and handling and Z.I.P. analysis for this I helped to design the recipe we are using in this competition. We as a group had a great time working in this competition and learning about the beef industry. I hope you enjoy the work we put into this project.

### **Ingredients for the beef brisket sandwich:**

1 (2 lbs) Beef brisket	3 Tablespoon of dark brown sugar
1 Tablespoon of chili powder	5 Cloves of garlic, finely minced
1 Tablespoon of ground cumin	1/2 Cup of white cheddar cheese
1/8 Cup of paprika	4 Brioche buns
1/2 Cup of smoked gruyere cheese	2 Tablespoons of olive oil
To Taste of salt	8 Ounces of dry rub
To Taste black pepper	2 Tablespoons of onion powder
(Optional) BBQ sauce and coleslaw	

### **BBQ sauce ingredients:**

1 1/2 Cups of ketchup	1/4 Teaspoon of cayenne pepper
3 Tablespoons of apple cider vinegar	1 Teaspoon of garlic powder
2 Tablespoons of worcestershire sauce	2 Teaspoons of onion powder
1/4 Cup of dark brown sugar	1 Teaspoon of seasoning salt
1 Teaspoon of paprika	3 Tablespoons of molasses

### **INSTRUCTIONS:**

1. Preheat oven to 275°F
2. Place all of the measured brisket ingredients except the brisket in a medium bowl and combine.
3. Place the brisket on a cutting board; Then trim the fat off the beef brisket to your own preference; cut it in half widthwise. Evenly coat it with the dry rub, place the brisket piece in the oven for 1 1/2 hours, shred using two forks.
4. In a large saucepan, combine all bbq sauce ingredients. Bring to a boil over medium heat, stirring often. Reduce heat; simmer, uncovered, for 10-15 minutes or until heated through. Yield: 2-1/2 cups.
5. Take the tray of beef brisket out of the oven, let rest for 15 minutes.
6. Make up four mounds of shredded meat by pulling the meat, place bread on the grill tray with the meat and a shredded white cheddar cheese and gruyere cheese; grill until the cheese is melted and the buns are lightly toasted.

7. Then apply sauce as desired to the top toast bun; add coleslaw as wanted and serve hot.

## **Part 2**

### **Market Analysis -**

Our ideal customer/s will be people between the ages of fifteen and fifty. Particularly, middle class people who work throughout the day to provide for their families. The average married couple has two to four kids. This, along with an average work schedule, leaves very little time to cook. Our product is a quick, filling meal, great for providing your children with a good amount of vitamins and minerals. A college student might bring their friends along to try new foods. These friends could help spread awareness to new potential customers. The East Side Slide is cost effective, but will still have great quality and comes in a family construction kit that allows you to customize to make the sandwich of your desire.

### **Market Testing -**

#### **Market Survey-**

- 1) When we tested our survey we gave the 32 participants four options of popular dishes that have beef within them. We also provided a brief description on each item that was shown with a picture for each and then they were given a taste test. Out of the 32 participants, 18 of them choice the brisket sandwich over the other options.

Which of these four options would you choose.

Brisket Sandwich \_\_\_\_\_

Stuffed Flank Steak \_\_\_\_\_

BBQ short Ribs \_\_\_\_\_

Chili Bowl \_\_\_\_\_

#### **results:**

**18** people voted for the Brisket Sandwich

**6** people voted for the Stuffed Flank Steak

**4** people voted for the BBQ short Ribs

**4** people voted for the Chili Bowl

We also recorded some of there responds on what they thought of the brisket sandwich.

1: Would definitely order this somewhere and have it served during the holidays.

2: I love it, because of the texture and flavor.

3: It tasted bland to me and I didn't really taste the coleslaw at all.

4: This is a very flavorful dish and you can really taste the BBQ sauce.

5: Good stuff, this is one of the best beef briskets I've ever eaten.

6: I hope to eat this again in the future!

7: The quality of the sandwich is one of a kind.

8: This is a very moist sandwich and you can taste all of the flavors coming together.

9: it's the ideal meal!

10: The coleslaw mixed with the BBQ really makes the sandwich pop out.

11: I've had better at other restaurants and the sauce was ok.

12: This is a savory meal and it goes great with any drink.

2) We call this the East Side Slide because it is a twist on a Southern sandwich mixed with the history of the beef brisket. The beef brisket is original from the Jewish cultural because at the time it was a very cheap piece of beef. What do you think of the name East Side Slide when related to food?

3) How do you like our website, was it informational and did you learn anything new?

4) Are you interested in buying or even trying our product?

After surveying potential customers most of the comments they left us were positive and some of them even wanted to try our product on the spot.

### Cost Analysis -

Brisket Sandwich	Ingredients	Purchased Unit	Purchased Cost	Unit Cost	Amount Needed	Ingredient Cost
Servings = 1	Olive Oil	8Lbs	\$8.39	\$0.07/oz	1 1/2 tsp	\$0.14
	Beef Brisket Joint	60lbs	\$200	\$0.21/oz	6 oz	\$1.26
	Salt	26oz	\$1.48	\$0.1/oz	T/T	\$0.01
	Black Pepper	16oz	\$13.05	\$0.13/tsp	1 tsp	\$0.13
	Brown Sugar	2 lbs	\$7.97	\$0.04/tsp	2 1/4 tsp	\$0.09
	Garlic Cloves	4 lbs	\$12.50	\$0.20/oz	1/4 oz	\$0.05
	Smoked Gruyere Cheese	8oz	\$7.99	\$.99/oz	1 oz	\$.99
	White Cheddar Cheese	11.81lb	\$55.65	\$0.29/oz	1 oz	\$0.29
	Chilli Powder	16.5lb	\$167.15	\$0.10/tsp	3/4 tsp	\$0.08
	Ground Cumin	6lb	\$101.51	\$.18	3/4 tsp	\$0.13
	Paprika	108oz	\$84.75	\$.39	1 tbsp	\$0.39
	Onion Powder	2.62oz	\$3.39	\$0.16/tsp	3/4 tsp	\$0.04
	Brioche Buns	120 buns	\$49.65	\$0.41/bun	1 bun	\$0.41
	Coleslaw	8oz	\$4.02	\$.03/oz	2oz	\$0.06
	BBQ Sauce	20oz	\$2.20	\$0.11/oz	1 oz	\$0.11

					Subtotal	\$4.18
					Q factor of 3%	\$0.12
					Total Recipe Costs	\$4.30
					Portion Costs	\$4.30

**Part 3**

**Market Plan:**

Website- <http://eastsideslide.website2.me>

Instagram- @theeastsideslide

Print ad; example below on page 10

**Environment-**

The “East Side Slide” is a product that can be sold fresh or as a taste sample available in food courts of various stores and malls, ie. Costco, Price Club, and BJ’s. It’s quick to prepare, easy to assemble, and fast to serve.

Stores can also sell deconstructed kits of the sandwich for people to put together at home. These kits may also be sold at other grocery stores to maximize the amount of potential purchases. The family construction kit allows you to customize to make the sandwich to your own desire.

**Market Campaign-**

Beef Brisket Sandwich:  
 Name: The East Side Slide  
 Slogan: Come get a brisket, before you miss it!



<b>Nutrition Facts</b>		
Serving Size: 1 Sandwich (446g)		
Servings Per Container: 1		
<b>Amount Per Serving</b>		
<b>Calories</b> 970	Calories from Fat 450	
<b>% Daily Value*</b>		
<b>Total Fat</b> 50g		<b>77%</b>
Saturated Fat 19g		<b>95%</b>
Trans Fat 3.5g		
<b>Cholesterol</b> 255mg		<b>85%</b>
<b>Sodium</b> 1680mg		<b>70%</b>
<b>Total Carbohydrate</b> 70g		<b>23%</b>
Dietary Fiber 4g		<b>16%</b>
Sugars 19g		
<b>Protein</b> 61g		
Vitamin A 45%	•	Vitamin C 35%
Calcium 60%	•	Iron 25%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:		
	Calories:	2,000    2,500
Total Fat	Less than	65g    80g
Sat Fat	Less than	20g    25g
Cholesterol	Less than	300mg    300mg
Sodium	Less than	2,400mg    2,400mg
Total Carbohydrate		300g    375g
Dietary Fiber		25g    30g

**INGREDIENTS:** BEEF BRISKET, BRIOCHE BUN, COLESLAW, GRUYERE CHEESE, BARBECUE SAUCE, PASTEURIZED MILK, CHEESE CULTURES, SALT, ENZYMES, BROWN SUGAR, GARLIC, OLIVE OIL, ONION POWDER, BLACK PEPPER, CHILI POWDER, PAPRIKA, SALT, CUMIN

**CONTAINS:** MILK, EGG, WHEAT

**Food Handling and Storage**

Keep refrigerated or frozen.  
 Thaw in the refrigerator or microwave.  
 Keep raw meat separated from other foods.  
 Cook thoroughly.

**Part 4-**  
**Beef Nutrition:**

**For a Serving Size of 6 oz**  
**Calories 216**  
**Calories from Fat 90**  
**% Daily Value\***  
**Total Fat 10g**  
**Saturated fat 3.6g**  
**Monounsaturated fat 0.7g**  
**Cholesterol 92mg**  
**Sodium 69mg 3%**  
**Potassium 282mg**  
**Carbohydrates 0g**  
**Sugar 0g**  
**Fiber 0g**  
**Protein 29.5g**  
**Vitamins and minerals**  
**Vitamin B6 0.5mg 42%**  
**Vitamin B12 4.1µg 98%**  
**Calcium 27 mg 3%**  
**Iron 4.8mg 60%**  
**Magnesium 37.4mg 11%**  
**Thiamine 0.8mg 100%**  
**Riboflavin 0.4mg 18%**  
**Niacin 8.2mg 42%**  
**Water 103g**



### **ZIP Analysis-**

Beef can be very beneficial for your health. Zinc is the mineral essential for a host of bodily functions. It is well known that shellfish are rich in Zinc, but did you know you can get your daily dose of Zinc from a portion of beef? Zinc is an important factor for the body's defense system, which enables your cells to work properly. It also helps with the division of cells within our own body. Additionally it helps with the breakdown of carbohydrates and the growth of cells. Without Zinc we wouldn't have great senses of taste or smell.

Beef is also one great way to boost your Iron intake. Iron is an important component of Hemoglobin, which is the substance in red blood cells that carries oxygen from your lungs to transport it throughout your system and helps remove Carbon Dioxide. Beef is packed with Iron. Few other meats contain as much iron as in one serving of beef. When Iron levels are low, some side effects may happen, which range from pale skin, chest pain, fast heartbeat or shortness of breath, cold hands and feet, headaches, to lightheadedness.

Lastly, beef comes to rescue our bodies health with it's huge amount of protein. Protein is one of the sources of energy that we use in our body. It reacts within the body and helps start up your metabolism. Protein helps with gene growth and repair within your own body. They are used by the body to carry signals from one part of the body to another to form structures. In conclusion beef is one of the foods high in nutritional value and contains many essential amino acids, fats, minerals and vitamins. In addition beef is imperative to keep your body healthy.

### **Storage and Handling-**

- 1) Pick a food vendor that is trusted with the USDA stamp on there products to make sure the food they provide to us is safe.
- 2) As the delivery truck comes to drop off the order we will use a thermometer probe in the thickest part of the meat in two different areas to make sure the meat we have ordered is at the right temperature (41°f plus or minus two degrees).
- 3) After that we will scale the meat to make sure the quantity is the same as it is on the invoice.
- 4) Then we will store the meat product in our walk-in of course using the FIFO procedure on the lowest shelf and label it with the appropriate date it is the day it was stored in the walk-in.
- 5) Then we would make sure we prep the brisket meat properly and make sure the meat is cleaned out. Also we would scale it so all the sandwiches get the same amount of meat.

# The East Side Slide

Only available at participating locations in New York State.



Follow us on instagram @theeastideslide and send us a picture of you and the East Side Slide with the hashtag #showusthebeef for a chance to win a coupon code for a free East Side Slide! Learn more about the product and the competition at our website <http://eastideslide.website2.me>



4 posts

0 followers

0 following

Edit Profile



Delicious beef brisket sandwich, topped with coleslaw, white cheddar and smoked gruyere cheese - check out our website below!

[eastsideslide.website2.me/](http://eastsideslide.website2.me/)

