

Product Name: Hang Loose Burger **Students:** Ryan Rhodes, Breanna Rich, Preston Heubusch, Morgan Ferrara, and Jacob Gayhart

Class Period: 2nd Period Food Science

School Name: Pavilion Central Middle High School School Address: 7014 Big Tree Road, Pavilion NY 14525

Teacher:

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Additional Resource: Tim Pajda Empire Livestock Market Manager Email - <u>timpajda@empirelivestock.com</u> Phone - (585) 447-7715 Beef Producer Partner: Amy Mathisen Mill Crest Acres Owner Email - <u>mathisenamy@gmail.com</u> Phone - (585) 409-3000

Product name: Hang Loose Burger

Slogan: "Put your taste buds on vacation."

Product description: Are you ready to sink your teeth in the most tropical burger in New York State? First, you taste the sweetness from the Hawaiian bun. Then, you get a kick from the sriracha mayonnaise and pepper jack cheese. After, you move on from the spicy kick to a fresh layer of pineapple, lettuce, and tomato. Lastly, to finish the tropical taste, a grilled juicy burger splashed with Hawaiian pineapple wing sauce. As you are finishing the burger it will give the feeling you are on the beach in a tropical island away from all the stress of college and schoolwork.

Recipe:

- 1/4 lb. Simple Truth Organic Ground Beef, 85% lean
- Seasoned Salt
- Pepper
- 1 pepper jack Cheese Slice
- Fresh Pineapple sliced and cored
- 1 Tomato sliced (optional)
- Green Leaf Lettuce
- Red Onion slices
- 1 onion bun

Sriracha Mayonnaise:

- 1/4 cup Mayonnaise
- 1 Tablespoon Sriracha Sauce

Food safety measures used: Ensure that beef has been stored at below 40 degrees fahrenheit. Wash hands well with soap and warm water before touching meat. When preparing, be sure that when using tools on the raw beef not to make contact with other ingredients especially ones that aren't going to be cooked; this prevents cross-contamination. When cooking, be sure that the internal temperature of the burger is at least 160 degrees fahrenheit using a food thermometer.

The Importance of ZIP in our product: ZIP stands for zinc, iron and protein. Zinc is a mineral that can help the body with many functions such as growth and healing. Iron is used by the body in blood cells to carry oxygen from the lungs to the rest of the body. Protein is used to make almost all parts of the body such as tissues and muscles.

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

All the beef is grass fed, meaning the cows spent their lives out on a pasture eating all the grass they could eat without the stress of being confined and over crowded with several other beef cows.

Where can your customers learn more about beef nutrition?

Our customers can learn from our label, or, if they have more questions, go online. They could also refer to the New York Beef Council.

Target Audience: Who is your ideal customer?

Our ideal customer is college students, because we feel that they are the group that would be most interested in buying our product.

What is the audiences most influential factors when purchasing your beef products?

Our audience tends to be more health-oriented than other groups of people. Therefore, we tried to make our product more appealing to these customers. Examples of this would be our grass-fed beef we used in our burgers. We also added fruit and vegetables to our product, such as pineapple, lettuce, and tomato.

What environment will customers have the opportunity to try your product?

Our customers will be able to enjoy our delicious "Hang Loose Burger" at Tatiana's Grill & Bar, which is located in historic Batavia, New York. It has a great environment and is very popular among our local college student, including Genesee Community College, SUNY College at Brockport, and SUNY Geneseo.

Ingredient	Amount purchased	Purchased cost	Measurement for recipe	Cost per measurement	Cost for one serving
Grass fed ground beef 85% lean	1 pound	\$5.99	¼ pound	\$1.50/ ¼ lb.	\$1.50
Hellmans Mayonnaise	1 30 FL OZ jar	\$4.99	¼ cup Mayo	\$.25 / ¼ cup	\$.083
Sriracha	1 17 OZ jar	\$2.99	1 TBS	\$.09/ TBS	\$.008
Green leaf lettuce	1 head .65 lb	\$1.22	1 oz	\$.12	\$.12
Tomatoes	4 count	\$2.99	1 oz	\$.12	\$.12
Red onion	1 lb	\$3.49	.5 oz	\$.10	\$.10
Pineapple	1 (32 oz.)	\$2.99	1 slice (5.oz)	\$.50	\$.50
Pepper Jack cheese	1 pound (10 slices)	\$1.84	1 slice	\$.18	\$.18
Hamburger buns	8 pack	\$3.49	1 bun	\$.44	\$.44
Salt	26 OZ container	\$3.98	¼ tsp	\$.008	\$.008
pepper	3 OZ	\$5.98	¼ tsp	\$.05	\$.05
Total cost 1 unit					\$3.11

Cost Analysis-

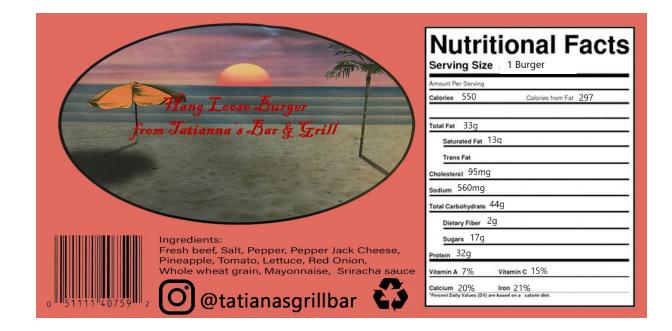
Describe the container used: Small cardboard box; perfect size for a burger and fries.

Cost of container: \$0.20



Sale price of item= \$7.49 Cost (ingredients + packaging) \$3.11+ \$.20 = \$3.31 Profit per burger sale = \$4.18 Profit margin %= \$7.49-\$3.31=\$4.18, \$4.18/\$7.49= .558 x100= **56** % profit margin Markup %= \$7.49-\$3.31= \$4.18, \$4.18/\$3.31= 1.26, 1.26x 100 = **126**% product markup

Label:



Advertisements:

RADIO SCRIPT

Are you stressed about your schoolwork? Come unwind and enjoy the new "Hang Loose" burger at Tatiana's Bar & Grill in Batavia! Our low prices and excellent food will have you feeling like you're relaxing at the beach! Come in and enjoy today!

Billboard:





Instagram Advertisement







Liked by _ryanrhodes

tatianasgrillbar Our new burger is a hit! So thankful for our great customers. Come get yours soon before we're all out!

#GrassFedBeef #HangLoose

1 HOUR AGO

