



## HEART HEALTHY BEEF CHILI

BY: OWEN ALLEN, VIRGINIA CULVER, ZACHARY CONGDEN,  
JOSEPH HAYNES, GAVIN BEARDSLEY

## **CLASSROOM INFO**

Mrs. Lindsey

Mount Markham Middle School

7th Grade

[klindsey@mmcsd.org](mailto:klindsey@mmcsd.org)

**500 Fairground Road, West Winfield, New York 13491**

### **ACKNOWLEDGEMENTS**

Everyone in the group would like to give a shout out to Mrs. Lindsey for all her help with our questions and connecting us with Mrs. Blackwell. We would like to recognize and thank Mrs. Blackwell for giving us her time and knowledge, assisting us in making our website and print advertisement. We would also like to thank Virginia's mother Miss. Culver for providing the Green Chilies and Jalapenos. Finally, we would like to give a shout out to Owen's aunt, Mrs. Windecker, who supplied us with the beef.

# **PRODUCT**

Name of Our Product Is: Heart Healthy Beef Chili

## **Recipe**

### ***Ingredients***

- 1 Pound of Ground Beef
- 1 Can of 15 oz. reduced sodium Black Beans
- 1 Can of 14 and a half oz. of Unsalted Beef Broth
- 1 Can of 14 and a half oz. of Unsalted Diced Tomatoes
- 1 Can of 4 oz. a Green Chilies or Jalapeno Peppers
- 2 Tablespoons of Chili Powder

### ***Directions***

1. Heat large non-stick skillet over medium to high heat until hot.
2. Add Ground Beef and cook for 8-10 during that time break the ground beef into  $\frac{3}{4}$  inch crumbles and stir occasionally
3. Pour off the drippings
4. Then add the rest of the ingredients and bring to a boil.
5. Reduce heat, cover and let simmer for 20 Min. to develop flavors and stirring occasionally
6. Garnish with toppings as desired

## **Local Product Acknowledgements**

We will use Windex Grassy Knoll Beef for this product so that we input some local charm in our amazing product. This beef comes from Windex Farm in Frankfort, NY. The Ground Beef that is needed for this product will be purchased here.

## **Storage and Handling**

Make sure to cook everything at the right temperature so that your food is not undercooked. If it is undercooked you are likely to get sick. Wash your hands before preparing. For any leftovers you may have make sure to refrigerate them properly in a tightly sealed container.

## **Nutrition**

Zinc is important for white cell formation and helps your immune functions. It also helps cell division. Iron is an important for red-blood cells and helps to fight headaches and dizziness and lowers the risk of heart disease. And finally protein, it helps to repair tissues, is used to make body chemicals and is a building block for bones. We can communicate the benefits of beef to our customers on our website. Our customers can learn more about beef nutrition at [www.beefitswhatsfordinner.com](http://www.beefitswhatsfordinner.com).

# MARKET ANALYSIS

Our ideal audience is the adults in the middle to lower income range with an educational background ranging from non-high school graduates to college graduates; however this dish would be a treat for any and all people. The size of the family could be any size ranging from an individual to a large group. They could have a delicious meal that is not just healthy but heart healthy. While it would be most beneficial to use grass fed organic and local foods, which we did for this recipe, it is also possible to use non-organic and commercial products for the recipe and gain a similar outcome. The adults would like this meal because it tends to be low cost, low calorie and very healthy.

If we were to conduct a taste test we would have samples where anybody can taste the chili before they order and then ask them their feedback. Some people they may not like that it is not gluten free. Although those people may like that it is low calorie and heart healthy, and was approved by the American Heart Association. They also may like that it has just six ingredients and almost all of them have reduced sodium/salt or no salt at all.

If someone were to take out, we would have just the thing We would use a styrofoam cup to put the chili in (like the kind they use in most restaurants). And for about 1 batch transporting costs would be (not including the cups) it will cost about \$12.22. And for the styrofoam cups it would cost \$24.73 for 1000. And if we were to sell the chili we would hope that we could make about \$6.75 for a large, \$4.00 for a medium, \$2.50 for a small.

# COST ANALYSIS

Category	Cost
1 lb ground beef	\$ 6.00 per pound (Local Product)
15 oz of reduced sodium black beans rinsed and drained	\$ 1.08 per 15 oz can \$0.08/oz (Walmart)
14 ½ oz of unsalted beef broth	\$1.97 per 32 oz carton \$0.06/oz (Walmart)
14 ½ oz can unsalted diced tomatoes	\$0.36 per 14.5oz can \$0.03/oz (Walmart)
4 oz of green chilies or jalapeno peppers	\$0.50 per 4 oz \$0.13/oz (Local Product)
2 Tbsp. of the chilli powder	\$2.68 per 2.5oz \$1.07/oz(Walmart)

The total cost is around \$12.22.

# MARKETING PLAN

Customers will have an opportunity to buy this product in a restaurant or buy the ingredients themselves to make it at home. We are looking to sell this product at chain restaurants like Texas RoadHouse and Chile's. We would like to sell this product between \$2.50-\$6.75.

Size: Large \$6.75, Medium \$4.00, Small \$2.50

Product Name: Heart Healthy Beef Chili

Slogan: Root'N Toot'N Chili

Label:



## INGREDIENTS-

1 lb Lean Ground Beef

15 oz of Reduced Sodium Black Bean

14.5 oz of Unsalted Beef Broth

14.5 oz of Unsalted Diced Tomatoes

4 oz of Green Chillies or Jalapeno Peppers

2 tbsp of Chili Powder

Serving Size:2-3 small bowls

Storage recommendation: Keep refrigerated

## PRINT ADVERTISEMENT:

Heart Healthy Beef Chili

Root'N Toot'N Chili

A chili that is healthy and amazing  
Buy this at your local Texas Roadhouse or  
Chili's restaurant or make it at home.

Follow us on twitter and visit our website for  
more information.

Website: <https://sites.google.com/mmcsd.org/heart-health-beef-chili/home>  
Twitter: @HeartHealthyChili

WEBSITE: <https://sites.google.com/mmcsd.org/heart-health-beef-chili/home>

## SOCIAL MEDIA:



Home Notifications Messages # Discover Search Twitter



 TWEETS 151 FOLLOWING 265 FOLLOWERS 118 FAVORITES 26 Edit profile

@HeartHealthyChili

This is a heart healthy, low sodium chili. It is healthy yet amazing.

Tweets Tweets & replies Photos & videos

 @HeartHealthyChili  
Half of the profit money will go to any local American Heart Association building for donations. So please buy this product, you will be helping someone.

 @HeartHealthyChili  
We will be selling this product for \$6.75 for a large, \$4.00 for a medium, \$2.50 for a small.

 @HeartHealthyChili  
This product will be served in any Texas RoadHouse and Chili's restaurant.



