

# Penn Yan Academy presents: Mini BBQ

## Beef Bite's

Teacher - Mrs. Carlie Bossard

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Penn Yan Academy Students:

Alex Voak - Senior

Janet Martens - Senior

Triana Burgos-Farnan - Junior

Genna Elliott - Junior

The Beef Producer is John E. Kriese Owner of Spring pond Farms

“It might be mini, but it’s mighty tasty!”



# Product

## Product Description:

The mini BBQ Beef Bite was ground beef mixed with onions, barbecue sauce and carrots inside of crescent rolls topped with melted cheddar cheese.

Slogan: "It might be mini, but it's mighty tasty!"

## Recipe Development:

We originally found this recipe online but then modified it to make it our own. We changed the ingredients but kept the baking procedure the same. For example, instead of biscuits underneath the beef mixture we used crescent rolls. Also we added finely chopped carrots to the beef mixture to give it more texture and flavor.

## Ingredients needed:

2lbs of ground beef  
1 cup of chopped onions  
2 chopped carrots  
1 tsp. of garlic powder  
2 cups BBQ sauce  
3 packages of crescent rolls  
2 cups of cheddar cheese.

## Recipe steps:

1. Before we began we preheated the oven to 400 degrees,
2. In a large pan we browned the ground beef
3. Added chopped onions chopped carrots and garlic powder
4. Next we added the BBQ sauce.
5. We rolled out the crescent rolls (3 packages) onto the mini muffin pans and formed them into tiny pie shapes
6. We filled each pie with the beef mixture
7. Topping it off with cheese
8. Put into the oven for 13-ish minutes
9. Ending in 48 beef pies

### Storage and Handling:

If the bbq beef bite is left out at room temperature, it should be left out for no more than two hours before put in the fridge, or else bacteria will begin to grow. If the food's sitting in an environment where the temperature is over 90°F the food should only be left out for one hour. You can store them in the refrigerator for 3 to 4 days and in the freezer for 2 to 6 months.

### Nutrition Check for Learning:

ZIP- Zinc, Iron, Protein.

**Zinc-** Zinc is an important part of the functioning of the immune system. The immune system helps heal wounds and assists in growth. Red meat is one of the best sources of meat with zinc. Also about 30% of our dietary intake comes from zinc.

**Iron-** Iron is the creator of the protein hemoglobin and without hemoglobin, red blood cells would not carry the oxygen from your lungs to the rest of the body. Almost all meats including beef contain high amounts of iron and eating beef and getting that intake of iron keeps oxygen flowing throughout your body.

**Protein-**Humans and Animals share the same components. This means that eating beef or any form of meat is good for humans. Protein is high in Iron, which your body needs in order to keep functioning correctly. Proteins are made up of amino acids which help rebuild and repair tissue in the body.

# Market Analysis

## Target Audience:

Our ideal customer is middle aged adults. The audiences most influential factors when when purchasing our beef product will include cost, nutritional value, how great it looks, and how amazing it smells. The environment our customers will have the opportunity to purchase our item in is the Penn Yan Academy cafeteria. This environment is fairly loud, there are a lot of people, and other food options.

## Cost Analysis:

Ingredients List	Measurement of each ingredient per item (oz/tsp/tbsp/cups)	Cost per measurement	Cost of each ingredient per product
Ground beef	2 lbs	4.59/lb	9.18
Onion	½ of an onion	0.72/half onion	0.72
Cheese	2 cups	1.32/cup	2.64
Crescent Rolls	3 rolls	2.99/roll	8.97
BBQ Sauce	2 cups	1.29/cup	2.58
Carrots	2 whole carrots	0.11/carrot	0.22
<u>Total (48 mini pies)</u>			24.31

\*This recipe made 48 mini pies, the cost to make one mini pie is \$0.51

Customer Surveys: We sent surveys to teachers and some ag students to see what they wanted to be in the top three. The top three picks were the Asian Beef Roll, Reuben Sandwich, and the BBQ Beef Bite.

Initial survey: Everybody choose 2 recipes that they wanted and then those were voted on to get the initial results.

Sloppy joe pockets: 20 votes

Meat and Potato Pie: 16 votes

Reuben Sandwich: 23 votes

Beefy Cheese Dip: 13 votes

The Perfect Steak: 23 votes

Classic Beef Pot Roast: 16 votes

Asian Beef Rolls: 32 votes

BBQ Beef Bite: 24 votes

Taste test Survey: The final surveys resulted in the BBQ Beef Bite winning because some people said the BBQ Beef Bite needed more texture so we added diced carrots to add texture.

BBQ Beef Bite: 13 votes

Asian Beef Roll: 8 votes

Reuben Sandwich: 1 vote

One person who didn't choose.

# Market Campaign

Marketing Campaign: Each student came up with a different marketing campaign targeting the audience we want to purchase/make this product.

## **Campaign #1: Radio Announcement**

Radio announcer: And with us today Chef Danny Marshall from Wegmans to talk to us about a new recipe that is hearty, stick to your ribs, and a good ol' fashion soon to be American classic, the Mini BBQ Beef Bite. Welcome Chef Marshall.

Danny Marshall: Thank you for having me. I am so excited to talk to you about this amazing recipe that I stumbled upon while travelling across the country. To start us off we have a flaky crust filled with a barbeque-y meaty goodness, and to top it all off ooey gooey cheesy love. So we start out with the crescent dough, ground beef sauteed with carrots and onions and drenched in some good ol' barbeque sauce, and cheddar cheese. Its as simple as that! Thirty minutes later you have some love for your tummy. They might be small but they'll have you full before you know it. It's the perfect appetizer for a party or make it the whole meal. Your nana is going to be asking for YOUR recipe at the family outing. It might be mini but its mighty tasty!

## Campaign #2: Magazine Recipe card

TRY IT!

Sweet winter treat to warm your home!

### MINI BBQ BEEF BITES!

- 2 lbs Ground Beef
- 1 cup Chopped onions
- 1 cup Chopped carrots
- 1 tsp garlic powder
- 2 cups bbq sauce
- 3pkg crescent rolls
- 2 cups cheddar cheese

Brown ground beef, onions, carrots in large saucepan  
Add bbq sauce. Preheat oven to 400 degrees. Spread out  
Crescent rolls on mini muffin pan. Fill mini muffin with  
Beef mixture, top with cheese, put in the oven for 13 min.  
It might be Mini but it's Mighty tasty!!!



## Campaign #3: Newspaper release

### The Penn Yan FFA Presents the Mini BBQ Beef Bite!

Four members of the Penn Yan FFA, Janet Martens, Alex Voak, Genna Elliott, and Triana Burgos-Farnan, entered the Top Cut Beef Contest sponsored by New York Agriculture in the Classroom. For this contest the members had to create a beef themed recipe. Beef has many nutritional values such as it is high in protein and rich in many minerals and vitamins such as salt, B12, zinc, B6, selenium, and iron. The recipe they chose was the mini bbq beef bite. It might be mini but it's mighty tasty! This recipe takes about 30 minutes total to make and costs 24.31 cents for 48 of these amazing mini bbq beef bites. The serving size is 4, so there are 12 servings in this recipe. We used 2lbs of ground beef, 1 cup of chopped onions, 2 chopped carrots, 1 tsp. of garlic powder, 2 cups BBQ sauce, 3 packages of crescent rolls, and 2 cups of cheddar cheese, this made 48 servings. Before you begin we preheat the oven to 400 degrees then cook the ground beef till its browned, next add the chopped onions, chopped carrots, and garlic powder into the mixture. Then add the bbq sauce to the mixture. Next you are going to roll out the crescent rolls into mini muffin pans and form them into pie shapes. You then fill the pies with the beef mixture, pour cheese over the top of them, and put them in the oven for about 13 minutes. Finally take them out and eat you're delicious creation!

**Campaign #4: Lunch menu January Lunch Menu**

Monday	Tuesday	Wednesday	Thursday	Friday
Assorted Pizza Chilled Fruit Cup Assorted Fresh Fruit	Tacos with Seasoned Beef or Chicken Chilled Fruit Cup Assorted Fresh Fruit	<b>New Addition</b> <b>BBQ Beef Bites</b> <b>Chilled Fruit Cup</b> <b>Seasoned Corn</b>	Shrimp Poppers Chilled Fruit Cup Assorted Fresh Fruit	Half Day Dismissal No Lunch Today

**Product Label:**

MADE IN  
PENN YAN NY

## Ingredients

- 1cup chopped onions
- 1 carrot
- 1tsp garlic powder
- 2cups BBQ sauce
- 3 pkg crescent rolls
- 2cups cheddar cheese
- 2lbs ground beef

**serving size:**  
**4 mini bites.**

storage: If the bbq beef bite is left out at room temperature, it should be left out for no more than two hours before put in the fridge



**MINI BBQ BEEF**  
**BITE**





Pictures of making the mini BBQ beef bites

