



# Beef Contest 2019





Product



Name: **Bacon Fry Dipper (The B.F.D.)**

Slogan: “ Do you like bacon and fries? Well why not give our B.F.D the try”

Product Description: The B.F.D will blow you away not only by its looks but it's astonishing taste. Made only in our very own Meat Master's food truck. The fries are perfect to the crisp added with the tremendous cheesy buffalo sauce and topped with spices and pickles to make this dish one of the best! Try one today because this B.F.D will be one you never forget!



# Recipe



- 1 onion, diced
- 1 pound ground beef
- 2 packages bacon
- 1 packages of cream cheese
- 2 cups shredded mexican blend cheese
- 2 bags of wedge steak fries



- 2 cups shredded Cheddar cheese
- 2 tablespoons hot sauce
- 2 tablespoons garlic powder
- 1 cup ranch
- Salt( optional)
- Pepper(optional)
- Dill pickles
- Chives



# Instructions



1. To a large skillet, add bacon slices and cook over MED-LOW heat until browned and crispy. Remove to paper towel lined plate, reserving grease in skillet.
2. Increase heat to MED-HIGH. Add onions and cook until soft and translucent, about 4-5 minutes. Add ground beef, crumble and cook until cooked through, about 4-5 minutes. Transfer beef to another paper towel lined plate to absorb excess grease.
3. When bacon is cool enough to handle, crumble. Add crumbled bacon, cooked hamburger and onion, cream cheese, 1 cup of the cheeses, hot sauce, ranch, garlic powder, salt and pepper to a large mixing bowl. Mix well.
4. Next, transfer to a 2 quart slow cooker, sprinkle with remaining cheeses, cover, and cook on LOW for 3-4 hours or HIGH for 1 1/2 - 2 hours, or until warmed through and bubbly.
5. Air fry or fry the fries until crunchy. Once they are cooked perfectly remove them to serving containers.
6. Top cooked dip with diced dill pickles, bacon, and a sprinkling of fresh parsley (if desired), and serve hot.



## Storage and Handling and food safety measurements used



- Beef and bacon will be located on the bottom shelf in our cooler when the meat is raw.
- The fries will be located in the freezer until they are ready for use.
- Dairy will be located on the top shelf to reduce the risk of contamination from the raw meat.
- Potatoes, chips, and other non-perishable items will be kept in dry storage.
- **ALL** employees will have gloves on at all times when inside the Meat Master's Food Truck.



# Nutritional Information



**Zinc-** This helps your immune system and helps kill most bacteria and viruses found within your body. If you are pregnant your baby needs zinc in order to grow. The human body does not store this product making it become a part of your regular diet. Red meat alone has a 44% of our daily value of zinc.

**Iron-** Iron is a mineral that our bodies need for many functions. For example, iron is part of hemoglobin, a protein which carries oxygen from our lungs throughout our bodies. It helps our muscles store and use oxygen. Iron is also part of many other proteins and enzymes. Your body needs the right amount of iron. A 3.5 ounce serving of red meat contains 2.7 mg of iron.

**Protein-** Protein is any class of nitrogenous organic compounds that consist of large molecules composed of one or more long chains of amino acids and are an essential part of all living organisms, especially as structural components of body tissues such as muscle, hair, collagen, etc., and as enzymes and antibodies. Red meat contains roughly 23-28g per 4 ounce serving.



## Nutritional Information Continued



**How could you communicate the benefits of beef to your customers?** In order to communicate the benefits of beef to our customers we will push for the beef and AG Industry. Not many people know much on beef and it's a lot of verbal communication influencing what you believe. The more I push beef hopefully more people will buy beef and understand the industry more.

**Where can your customers learn more about beef nutrition?** My customers can learn more about beef nutrition by asking the FARMERS their questions. Online isn't always an accurate source anymore causing many people to get inaccurate information.



# Market Analysis



**Target Audience-** Our different targeted audience is going to be college students, adults, and teens who need a quick and convenient meal that can also be filling.

**Who is your ideal customer?-** Our ideal customers will be average income people as well as above-median income people in order to support our business.

**What is the audience's most influential factors when purchasing your beef product?-** The uniqueness of the food truck will entice the customers by the colors that are on the food truck, along with the convenience and the cheapness of the products offered but also the quality of the products being produced. The uniqueness of our products are mind blowing and they will hopefully draw people in. We also like to support our beef and dairy farmers as much as possible. So we only sell milk and water for drinks and buy all our beef from local farmers.

**What environment will customers have an opportunity to purchase your item?** Bringing our food truck to common areas that people who work at big businesses and areas where college students frequently visit to grab a quick bite to eat.





# Container and Packaging



This is our wonderful to-go container! If you get a snack for a friend or family member and don't want to have a mess in your car this is the way to go!

- Pack of 500 (16 oz)= \$71.95
- Each container is about .15 cents



This is our original disposable BFD container. If you are hungry and want a perfect snack to eat now this is the container for you.

- Pack of 100(3 pound)=12.99
- Each container is about .13 cents



# Cost Analysis



Ingredients List	Amount Purchased	Purchased cost	Measurement of each ingredient per item	Cost of measurement	Cost for one serving
Onion	1 bag	\$1.95	1 whole onion	\$0.24	\$0.02
Ground beef	1 pound	\$7.00 a pound	1 pound ground beef	\$7.00	\$0.47
Bacon	2 Packages	2 @ \$3.99 each	2 packages bacon	\$7.98	\$0.54
Cream Cheese	1 package (8 ounces)	\$1.50	1 package(8 ounces)	\$1.50	\$0.10
Mexican blend cheese	1 bag(16 ounces)	\$4.99	2 cups	\$4.99	\$0.34
Cheddar Cheese	1 bag (16 ounces)	\$4.89	2 cups	\$4.89	\$0.33
Hot sauce	1 bottle( 6 ounces)	\$1.19	2 tablespoons	\$0.20	\$0.02
Ranch	1 container( 24 ounces)	\$5.29	1 cup	\$1.76	\$0.12
Dill Pickles	1 container( 8 ounces)	\$3.49	1/4 cup	\$0.87	\$0.06
Wedge steak fries	2 bag fries	\$2.99	2 bags	\$5.98	\$0.40
Additional Spices				\$0.54	\$0.04
				cost for 15 servings:	
				\$35.95	\$2.44



## Cost Analysis Continued



The sale price of our B.F.D=\$4.50

The Cost (ingredients+packaging)=\$2.44+\$0.15=\$2.59

Profit per each B.F.D= \$1.91

Profit Margin=  $\$4.50 - \$2.59 = \$1.91 / \$4.50 = .424 \times 100 = 42\%$  profit

Markup%=  $\$4.50 - \$2.59 = \$1.91 / \$2.59 = .737 \times 100 = 74\%$  product markup



# Marketing Planning



**Radio Commercial:** Are you looking for a unique snack to share with your friends and family? Maybe something cheap and delicious? Well stop on by to “The Meat Master’s Food Truck”. If you like bacon and fries then why not give our new B.F.D the try. This unique item is fries, covered with cheesy buffalo bacon dip, and topped with bacon and pickles. The best part is it’s only \$4.50!

**Social Media:** We will have many online options available to get new updates, prices, more information on products, and tell the public about our estrioning deals.

**Instagram: @NYMeatMasters**

**Website: NYMeatMastersFoodTruck.com**

**Facebook: @MeatMastersFoodTruck**



Advertising



## The Meat Master's Food Truck

Our poster will be located in every grocery store that is okay with us advertising. And Also promoted at every dairy and beef store.



Do you like Bacon and Fries? Well why not give our B.F.D the try?

Try one today for \$4.50

Visit our many Social media Account's to see where our food truck is located for the day!

Instagram: [@NYMeatMasters](https://www.instagram.com/NYMeatMasters)

Website: [NYMeatMastersFoodTruck.com](http://NYMeatMastersFoodTruck.com)

Facebook: [@MeatMastersFoodTruck](https://www.facebook.com/MeatMastersFoodTruck)



Thank you for the constant support and encouragement!  
-Your friends at Meat Masters!





# Food Truck Full Recipe

