



# Top Cut Beef Contest

Marcus Whitman  
High School



2019

# Industry Partners



Middlesex, NY  
Yates County





# Our Product



**Product Name:** Cheeseburger Sub

**Slogan:** You want burgers? We have subs!

**Product Description:** This Sub is filled with ingredients such as; sauteed banana peppers, green peppers, mushrooms, and onions. All these toppings are placed on a ground beef burger that is covered with melted American cheese. The burger is then place into a bun that is covered with mayonnaise. The burger can then be topped with dill pickles, ketchup, and mustard.

Our product is balanced meal that has a good amount of vegetables and the greatest flavor and quality of beef ever tasted.

# Recipe

(Makes 2 subs)



- 1- Make 1/2 pound of burger into 2 patties, place burgers on grill. Grill to 160 degrees.
- 2- Place 2 tablespoons of butter into a frying pan and melt butter.
- 3- Dice  $\frac{1}{4}$  cup of onions,  $\frac{1}{4}$  cup of peppers and  $\frac{1}{4}$  cup of mushrooms and begin to saute in the frying pan
- 4- Add  $\frac{1}{4}$  cup of banana peppers into pan and 4 tablespoons of juice from pepper jar.
- 5- let the Banana Pepper juice sit in the pan for 3 to 5 minutes
- 6- While everything is cooking, butter 2 sub rolls and place on the grill to toast.
- 7- When burgers are cooked fully, place 2 slices of American cheese in a diamond pattern onto each burger, then cut the burgers in half
- 8- When rolls are toasted, place 2 of the burger halves onto 1 bottom roll
- 9- Assemble 1 sub with half sauteed ingredients with mustard and ketchup if wanted, enjoy!

# Product Development

We worked together as a class to:

- 1.) Sautee the peppers, onions, mushrooms, and banana peppers together in a frying pan with butter.
- 2.) While this was sauteing we grilled the burgers and toasted the rolls.
- 3.) We placed the burger on the bun, then added the toppings including mayo, ketchup and mustard.





# Storage and Handling

1. Beef can safely be stored in a refrigeration between 30-40 degrees fahrenheit for 3-4 days or in a freezer under 0 degrees fahrenheit for 6-12 months.
2. Steaks and roasts should be cooked at 145 degrees for medium and for well done it should be cooked at a minimum of 160 degrees.
3. Raw meat should be stored in a container or plastic bag to prevent juices from dripping onto other foods.
4. Use different cutting boards and different knives when dealing with beef and fresh foods (ie. vegetables, rolls etc.) to prevent cross contamination.
5. Don't use the beef after the sell-by date/ use-by date.

# Nutritional Information

**ZINC:** According to Healthline, Zinc is required for the functions of over 300 enzymes and involved in many important processes in your body. It metabolizes nutrients, maintains your immune system and grows and repairs body tissues.

**IRON:** If you don't have enough iron in your body you can't make enough healthy oxygen-carrying red blood cells. A shortage of iron in the blood can lead to a range of serious health problems, including iron deficiency and anemia. According to Healthline, Iron deficiency is one of the most common causes of anemia. Your body absorbs heme iron much more efficiently than non-heme iron — the type of iron in plant-derived foods.

**PROTEIN:** Protein builds and repairs tissues in the body and is used to make enzymes, hormones and other body chemicals.

*Websites for Nutrition of Beef:*

<https://www.healthline.com/nutrition/foods/beef#vitamins-and-minerals>

<https://www.beefitswhatsfordinner.com/nutrition/beef-nutrients>

# Cost Analysis

b.) Describe the container used:

The container that we will be using are compostable, environmentally friendly sandwich bags

c.) What is your selected profit margin (in percentage): 43%

d.) Determine the final cost per unit (ingredients + container cost + profit):

$$\$3.31 + \$0.10 + \$2.59 = \$6.00$$

If we sell the product for \$6.00 per item we will be making \$2.59 as a profit

**Final cost per unit = \$3.41**



# Ingredient List

## Cheeseburger Sub

Ground Beef

Italian Sub Rolls

Banana Peppers

Butter

Green Peppers

Mayonnaise

Mustard

Dill Pickles

Ketchup

Onions

American Cheese

Mushrooms



<b>Product</b>	<b>Wholesale Price</b>	<b>Retail Price</b>
Burger	\$4/ 11b	\$1.00
Cheese	\$5.49/ 18	\$0.31
Lettuce	\$1.50/ 12	\$0.13
Ketchup	\$1.99 /20	\$0.10
Mustard	\$0.69/ 20	\$0.03
Sub Rolls	\$4.50/ 6	\$0.75
Banana Peppers	\$1.99/ 15	\$0.13
Green Peppers	\$1.00/ 3	\$0.33
Mushrooms	\$3.99/ 15	\$0.26
Onions	\$2.99/ 15	\$0.20
Pickles	\$1.49/ 15	\$0.10
Mayonnaise	\$1.79/ 25	\$0.07
Container	\$4.99/ 50	\$0.10
<b>Total:</b>	x	\$3.51

# Market Analysis

## *Target Audience*

a.) Who is your ideal customer?

Our ideal customers are people who like beef and are around the age from teenagers to young adults.

b.) What is the audience's most influential factors when purchasing your beef product?

The customers will buy our product because it is fresh, local beef and very fast service, this product can be served to anybody but especially families, teenagers and young adults. Our subs are served with the environment in mind, from the Farmer being environmentally conscientious to the container that it comes in, all keeping in mind the environmental footprint we are leaving behind.

c.) What environment will customers have an opportunity to purchase your item? Set the scene, and be descriptive so that the judges understand your environment?

You can find this yellow food truck with a big cow on top and an American flag flying high on the back and smoke rolling out the back cooking fresh ground beef. You may find this truck at festivals or on main streets of many towns for example state fairs, small fairs, parades and parties.

# Marketing

## Marketing Campaign and Advertising campaign

### 1.) Advertisement on Instagram:



# Marketing Continued...

2.) Radio commercial:

<https://docs.google.com/document/d/lsdtGdMZsYWhKv-SXvvCYPZFfOZnFxi9MIjwtkXEp20/edit>

3.) Banner made for social media:



# Food Truck Information

This truck takes a cute country theme, with cows galore! If you see this coming down the road then be ready for some kickin' Cheeseburger Subs and the best service from any food truck.





Thank you Bedient Farms for  
your donation of meat to our  
Agricultural Students!

