

Product

Product Description

Product Name: Rainbow Dog

Slogan: Come Get Your Gold

Product Description: The Rainbow Dog is structured similarly to a hot dog. However, instead of a sausage, one has ground beef in the middle. In addition to the meat, we have added toppings such as cheese, ketchup, and peppers. We only use whole wheat buns.

Logo:



Recipe

Ingredients (per one serving):

1/4 pound of ground beef (\$2.51)

2 slices of yellow american cheese (\$.17)

1 whole wheat hot dog bun (\$.37)

Ketchup (\$.09)

Small cubes of red, orange, and yellow bell peppers (1 pepper per color) (\$1.12)

Seasonings (½ tp of salt, pepper, and paprika) (\$.31)

Prepare: Wash and slice peppers, toast hot dog bun in the oven, brown the meat, making sure there is no pink.

Recipe:

1. Toast the bun in the oven until lightly browned
2. Wash and chop peppers
3. Brown the beef (layer bottom of pan with olive oil first)
4. Mix beef with salt, pepper, and paprika
5. Spoon the beef into the bun
6. Add cheese on top
7. Put bun in microwave until cheese is melted
8. Apply a drizzle of ketchup
9. Spoon peppers onto everything

Finished Product:



Storage & Handling

Food safety measures used:

Peppers are washed

Beef is cooked fully

Clean counter and utensils

Nutrition

Zinc and Iron- maintains immune system (beef)

Protein- maintains bones, muscles, blood (beef)

Calcium- maintains teeth and bones (cheese)

Vitamin A- maintains vision, immune system, heart, lungs, kidney (peppers)

Vitamin B-6- maintains red blood cells, prevents infections, improves energy levels and brain functions (peppers)

Vitamin C- helps wounds heal, absorbs iron, helps bones and teeth, forms collagen*, helps dietary fiber, improves bowel movements and cholesterol and blood sugar, prevents diabetes and heart disease and bowel cancer (peppers)

Dietary Fiber- improves bowel movements, cholesterol, and blood sugar, prevents diabetes, heart disease, and bowel cancer (whole wheat bun)

*Collagen- main protein found in skin and other connective tissues

In order to communicate the benefits of beef to our customers, we will include it on our flyers and website, as well as advertise it on our food truck.

Customers can learn more about beef nutrition at the websites linked below.

<https://www.beefitswhatsfordinner.com> > nutrition

<https://www.healthline.com> > nutrition > foods > beef

Market Analysis

Our target audience includes people from all walks of life, though our advertising is directed to attract children. The colors featured in our product is the factor that lure our customers in. The Rainbow Dog has numerous nutritional benefits, including high levels of vitamins A, B-6, and C. This makes it especially appealing to parents.

Customers will have the ability to purchase our product near Central Park on 5th Avenue and 60th Street, NYC. This will make accessible to families looking to get a bite to eat while at the playground or just taking a walk. Our truck will attend birthday parties and festivals as well. We will be open everyday from 11:30 am to 3:00 pm.

Cost Analysis

Container/ Packaging: paper plates

Cost of Container/ Packaging: \$.16/plate

Total cost to make: \$4.73 including packaging

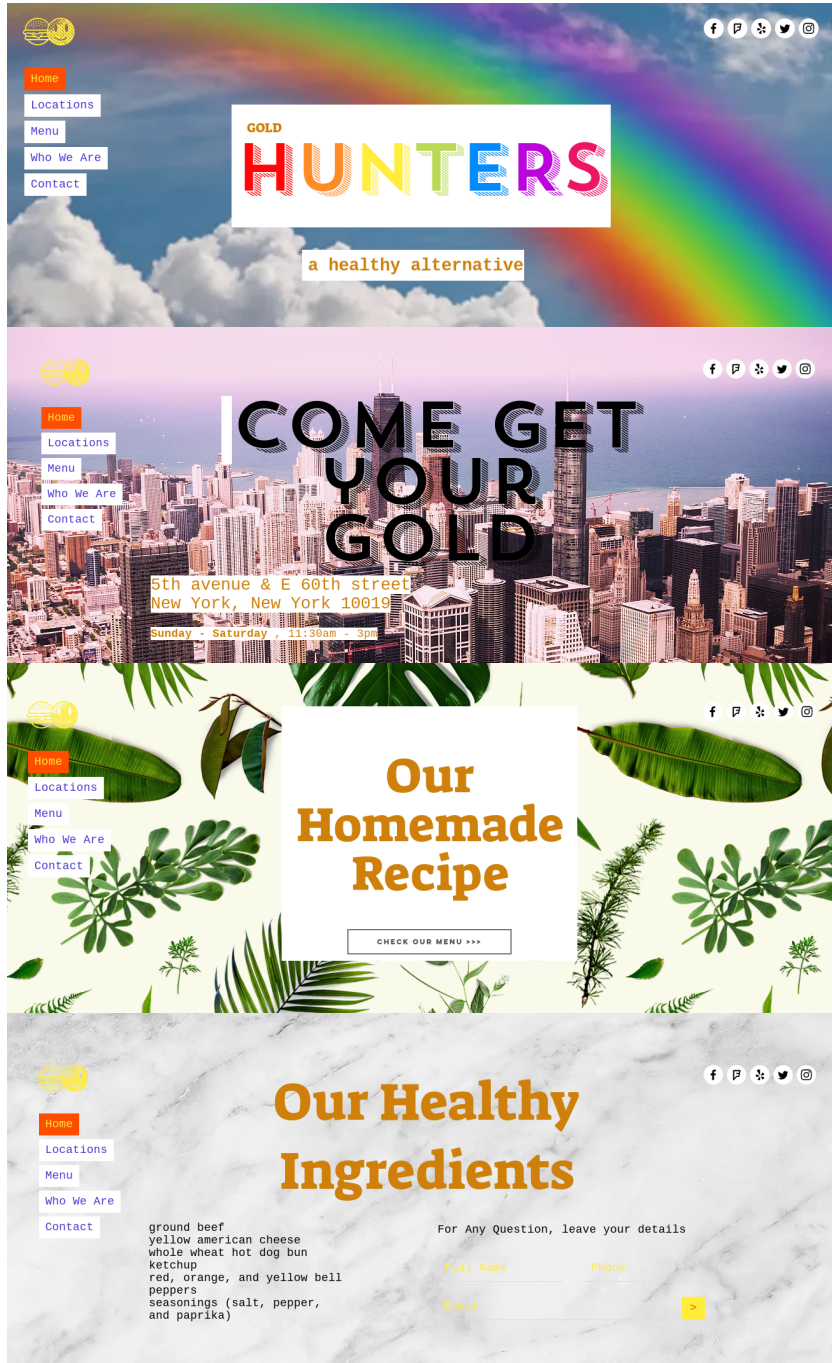
Selected Profit Margin: About \$5

Final cost: \$10

Marketing Campaign

The Gold Hunters will distribute printed flyers and have created a website to advertise the Rainbow Dog.

Website:



Flyer:

