

Product

Product name: Triple Maple Burger Delight

Slogan: Slide on in for Sliders

Product description:

A trio of bacon hamburger sliders marinated in Stockbridge Valley maple syrup grilled to perfection and topped with bacon that has been caramelized with maple syrup and sugar. The burger can be customized with your choice of cheese, sauce, and toppings. This juicy burger will make your mouth water just by looking at it, after you eat one you will be wanting more, you will want to tell your friends and family about this sweet-savory mouth-watering slider. Customize your slider with your own choice of cheese: Pepperjack, American, Provolone. You can also add lettuce, pickles, tomato, or onion and our signature sauces Maple THAI CHILI or Maple BBQ.

Customize your sliders with:

Maple Thai Chili Sauce

Chili sauce is sweet with a hint of spicy Thai flavoring.

Maple BBQ Sauce

BBQ sauce with a sweet and smoky flavor.

Storage & Handling

Food safety measures used:

- Raw meat is not stacked on top of other ingredients to eliminate cross-contamination.
- Separate cutting boards and knives for meat and vegetables to eliminate cross-contamination.
- Cook the beef to at least 140°F to kill all bacteria that can be present.
- Servers wear gloves so they do not transfer germs to the food or customers.
- People handling food wash their hands after touching anything other than what they're working with.
- Wash all utensils, cutting boards, and flat surfaces with hot soapy water.
- Make sure the area is clean with no excess materials in the workspace.

Nutrition Check for Learning

Describe the importance of ZIP (zinc, iron, and protein) found in beef.

Zinc: "100-gram (3.5-ounce) serving of raw **ground beef** contains 4.8 mg of **zinc**, which is 44% of the Daily Value" <https://www.healthline.com/nutrition/best-foods-high-in-zinc>

Iron: "For example, a 3.5-ounce (100-gram) serving of beef liver contains 6.5 mg of iron, or 36% of the RDI" <https://www.healthline.com/nutrition/11-healthy-iron-rich-foods#section3>



Iron is essential for the body. It helps support red blood cells in their job of carrying oxygen rich blood from the lungs to the rest of the body.

<https://www.webmd.com/vitamins-and-supplements/features/iron-supplements>

Protein: “When it comes to ground beef, opt for 95% lean. A 3.5-ounce (100-gram) cooked hamburger patty made with this lean ground beef has 171 calories, 6.5 grams of total fat (including 3 grams of saturated fat) and 26 grams of protein”

<https://www.healthline.com/nutrition/lean-protein-foods#section7>

How could you communicate the benefits of beef to your customers?

We could communicate the benefits of beef to our customers by providing signs on the outside of our truck. Also, will be providing facts in our commercials and on our social media for our potential customers to see.

Where can your customers learn more about beef nutrition?

Customers can learn more by going to the following websites

www.nybeef.gov

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

<https://www.iabeef.org/nutrition>



Market Analysis

Target Audience

The following local college students at Colgate University, SUNY Morrisville and Cazenovia College.

Who is your ideal customer?

Faculty, staff and students during the time between noon to 2 pm and 8 pm-midnight.

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

Some of the factors that would influence our buyers would be the price of the product along with how fast you can eat it or if you can eat it on the go. On top of this the time of day the product would be available and also the time it takes to receive your order.

The flavor of our sliders are also going to influence our customers. This would go into the customers coming back if they like our sliders or telling their friends to come to our truck because they liked our burgers so much.

What environment will customers have an opportunity to purchase your item?

Local college campuses during the afternoon and evening hours. They will mainly have an opportunity to buy our products during their lunch or when changing classes and/or after their last class has finished. These burgers would not be included in their meal plan.

Our ideal locations for our food truck would be near or around active areas like quads or dining halls. We would first need to get in touch with these colleges to see where we can park our food truck or where they recommended we park our food truck.

*Cost Analysis**

***For high school only**

Use the below grid to determine the cost of ingredients:

Ingredients List	Measurement of each ingredient per item (oz/tsp/tbsp/cups)	Cost per measurement	Cost of each ingredient per product
Grass fed ground beef	2 oz	4.75/lb	.60



Thick cut bacon	1 slice	4.98/lb	.31
Pure Maple syrup	1/8 cup	32/gal	.25
Salt	1/8 tsp	.84/26oz	.0025
Pepper	1/8 tsp	3.98/6oz	.05
sweet hawian roll	1 bun	5.24/24 rolls	.22
Thai sweet chili or Maple BBQ sauce	1 Tbsp	6.00/15oz	.21
granulated maple sugar	1 Tbs	10.00/lb	.33
Cheese	1/2 slice	3.33/24 slices	.07
onion	1/20	1.19	.03
lettuce	1/40	1.28	.03
pickles	2 chips	1.54/50 chips	.06
Total Cost:			1.53

Describe the container or packaging used (you may use photos to describe your container):
 Cost of the container/packaging:

Kraft paper clamshell box (\$.26) with checkered sandwich paper wrap (\$.11)



What is your selected profit margin (in percentage): 41%

Determine the final cost per unit (ingredients + container cost + profit): We will charge \$7.00
 for our trio of sliders : 4.59 (3 sliders @ 1.53 each) + $.37 = 4.96 + 2.04$

Marketing Plan

Marketing Campaign

Insert advertising campaign with *at least* three elements for the high school division and *at least* two elements for the middle school division (see submission guidelines if elements can't be inserted):

1. Commercial showing our product. This commercial will describe our product, where you can get it and what is included in our product.
2. Instagram page that our students can follow to see the process of our burger competition. This Instagram would include pictures of our burger being made and our finished product. Along with the pictures, we would also have a description of what the burgers are made out of and how you can get them.
3. Posters around the colleges we would be attending that could display our logo. These posters could include the name of our burgers, where to get the burgers, how much the burgers cost, and the best time to get our burgers. Our slogan could also be included on these posters.



**Slide on in for Sliders
and try our**



triple_maple_burger

TRIPLE MAPLE BURGER DELIGHT



100 % grass fed beef & pure maple syrup


CAZENOVIA COLLEGE

**Mon 12pm-2pm
Thurs 8pm-12am**


SUNY MORRISVILLE

**Tues 12pm-2pm
Fri 8pm-12am**


**COLGATE
UNIVERSITY**

**Wed 12pm-2pm
Sat 8pm-12am**