



Product Name: ***Le Boeuf y Champignon Crêpe (aka: Beef Tip Crepe)***

Student(s): **25**

Grade: **9-12**

Class Period or Team Name: ***BKW Beefers***

School Name: ***Berne Knox Westerlo Central School***

School Address: ***1738 Helderberg Trail, Berne, NY 12023***

Teachers: ***Michaela Kehrer & Jill Daviero***

Teacher Contact Information: Email- ***Michaela.kehrer@bkwschools.org*** Phone- ***(603) 520-1469***

Beef Producer Partner (if applicable): ***Neil McConnelee, Looking Up Farms***



Product

Product description

Product name: **Le Boeuf y Champignon Crêpe (aka: Beef Tip Crepe)**

Slogan: **Real BEEF. Real FLAVOR. Real GOOD.**

Product description:

Our savory grilled beef sirloin tips are served with sautéed mushroom and onions and placed inside a delightfully fluffy French crepe. Served with a side of blooming onion horseradish sauce. We suggest pairing our Beef Tip Crepe with our signature kettle cooked chips.

Recipe

Recipe:

Crepe: (Makes approx. 8 crepes)

Ingredients:

1 cup – All Purpose Flour

¼ Tsp – Salt

3 eggs

1 1/3 cup – Milk

2 Tbs. melted Butter

Steps:

- 1.) In a bowl combine flour & salt
- 2.) In a separate bowl whisk together melted butter and eggs, then slowly whisk in flour/salt mixture until mixture is smooth. Cover and refrigerate for at least 1 hour.
- 3.) Heat small non-stick pan, medium heat and lightly oil
- 4.) Pour in ¼ cup of batter and swirl pan to coat bottom, cook approximately 1 minute (until light golden brown and edges are lacy), flip and cook for approximately 30 seconds. Store prepared crepes in a warming dish or over on low to keep warm.

Beef Tip Mixture:

Ingredients:

1 Tbs Olive oil

1 ½ lbs Boneless sirloin steak, cut into thin 1"-2" strips

Salt & Pepper to taste

3 Tbs Butter

8 oz Mushrooms, sliced

½ cup Onion, chopped

1 Tsp Garlic, minced

1-2 Tbs All purpose flour

1 Tbs Water (if needed)

Steps:

- 1.) Heat olive oil in large pan over high heat, add season (lightly with salt & pepper) beef steak strips, cook in single layer for 3-4 minutes/side until browned.
- 2.) Remove beef from pan and cover to maintain warmth



- 3.) Melt butter in pan and add mushrooms and onion, season with salt & pepper to taste
- 4.) Cook mushroom & onions until tender/lightly browned, approximately 5-6 minutes, add garlic and cook for 30 seconds
- 5.) Add 1-2 Tbs flour, and cook for 1 minute, constantly stirring. If too thick add a Tbs of water to thin mixture
- 6.) Add cooked steak strips back into pan and toss to coat with mixture, cook for 1-2 minutes to warm beef
- 7.) Take 1 crepe and place 1/3 cup of beef mixture into center of crepe. Roll crepe up and wrap in foil. Serve with a side of blooming onion sauce.

Storage & Handling

Food safety measures used:

We proudly adhere to strict food safety guidelines and address the 4 C's of food safety: Clean, Cook, Chill & Combat cross-contamination. We keep our food truck and the prep kitchen cleaned, sanitized, wash our hands regularly and wear: gloves, masks, aprons and hairnet/bandanas. Our beef is cooked to an internal temperature of 145 degrees Fahrenheit and maintained at proper temperature. The food is stored in a freezer and/or refrigerator until being freshly prepared. Our staff works hard to uphold all USDA food safety standards including avoiding any chances for cross-contamination.

Nutrition Check for Learning

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

The importance of ZIP (Zinc, Iron & Protein) are as follows:

A 3 oz. serving of cooked beef provides: 39% of the daily value of zinc, 14% of the daily value of iron and 51% of the daily value of protein.

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

Zinc helps strengthen your immune system, and improves metabolism. The iron is an important component of hemoglobin, which is the substance in red blood cells that carries oxygen from your lungs to transport it throughout your body. The protein is essential for building muscle in your body.

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

How could you communicate the benefits of beef to your customers? ***Our plan to communicate the benefits of beef to our customers includes: signage outside of our food truck that educates the public our products and the farms that we utilize for our ingredients; as well as having the farmer that raised the beef attend several of the farmers markets to educate consumers about beef, including how it's raised. *This also provides these farmers with the opportunity to develop new customer bases and sell some of their product; a win/win for our company and the farmer.***

Where can your customers learn more about beef nutrition?

We recommend that our customers access the following websites for more information:

<http://www.explorebeef.org/nutrition.html>

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



Additionally, we suggest that our customers check out the: “Beef. It’s What’s For Dinner” Facebook page & Instagram page. We have listed these sources on the flyers and other marketing materials.

Market Analysis

Target Audience

Who is your ideal customer? **Our target audience are the 25-55 year olds who regularly attend the weekly farmers markets to shop and eat out. Our customers value a good quality street food and enjoys eating grass-fed beef with a unique culinary twist.**

What is the audience’s most influential factors when purchasing your beef product? **The most influential factors that lead to customers purchasing our product are first of all the smell of the sirloin tips grilling the ease of consumption while out in public and the short wait for food item once order has been placed.**

What environment will customers have an opportunity to purchase your item? Describe: **Our customers will purchase our crepes from our food truck that we plan to have at the weekly Troy Farmers Markets as well as various events in the Capital District in Upstate NY. We plan on having several of the local farmers that we purchase our beef from visit our truck on a monthly basis to interact with our customers, educating them about their product.**

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
Beef sirloin (Boneless)	4 oz	\$5.99/pound	\$1.48
Mushrooms	1 oz	\$2.79/ 8 oz. container	\$0.35
Onions	1/8 cup	\$0.81/ea.	\$0.10
Garlic	1 Tsp.	\$0.79/head	\$0.10
Butter	1 Tbs.	\$0.63/¼ pound stick	\$0.08
Olive Oil	1 Tbs.	\$0.07/oz	\$0.035
All Purpose Flour	1/8 cup	\$2.09/5lb bag	\$0.03
Eggs	1 egg	\$1.39/doz.	\$0.12
Salt	1/8 Tsp	\$0.99/26 oz	\$0.02
Pepper	1/8 Tsp	\$2.13/oz	\$0.13
Milk	1/4 cup	\$3.19/gallon	\$0.05

Total Cost: \$2.50

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

Our crepe will be wrapped in foil wrapper as a burrito would be and placed in a paper boat. Forks & knives will be provided for the customers should they wish to take them.

Paper Boat:



Foil Wrapper:



Cost of the container/packaging:

Paper Boats: \$16.99/250 = \$0.07

Foil Wrappers: \$17.99/500 = \$0.04

Plastic Forks: \$19.99/1000 = \$0.02

Plastic Knives: \$23.19/1000 = \$0.02

Total Cost of Packing: \$0.15

What is your selected profit margin (in percentage): **80%**

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

We will charge: \$12.99 for our large crepe: (Ingredients: \$2.50 + Packing: \$0.15= \$2.65)

Profit per item: \$10.34

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.) **BKW Beefers Flyer** – to be hung at various locations in Troy, NY and distributed at the Troy Farmers Market:



Le Boeuf y Champignon Crêpe

Come try this top quality local beef crepe, with lots of protein! It is a homemade crepe filled with freshly sliced beef, mushrooms, onions, and a bloomin onion sauce on the side.

Price- \$12.99 per crepe

Date: May 15th, 2021
At the Troy Farmers Market

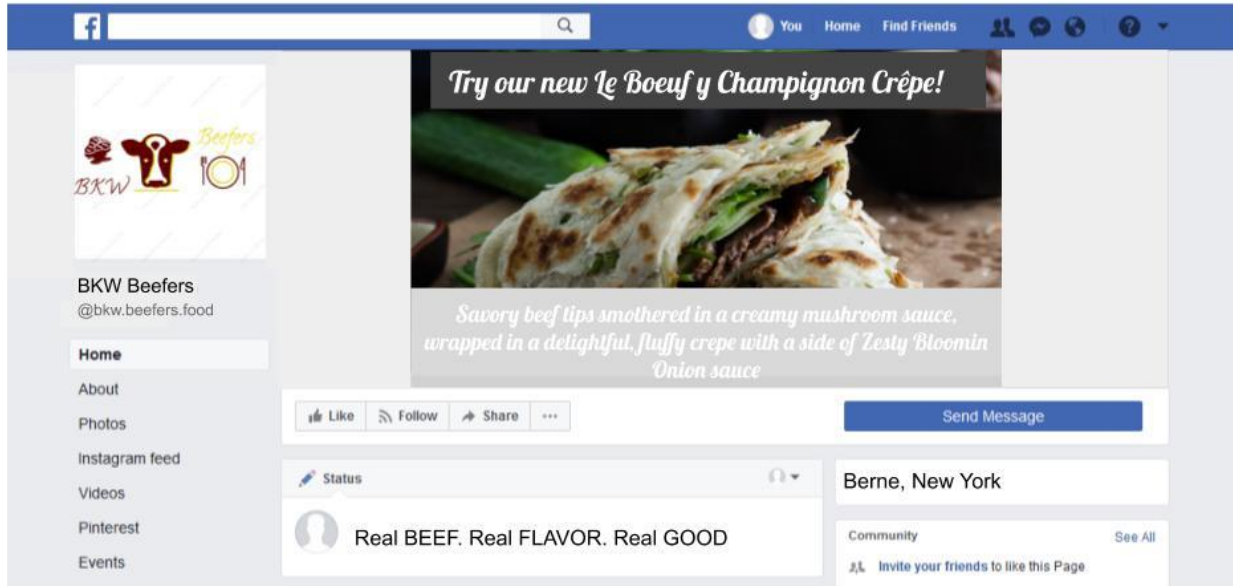
Hours
Sunday: 9am-2pm



- 2.) **BKW Beefers Instagram:** We will post regularly about: our specials, where & when our BKW Beefers truck will be located, the health benefits of consuming beef and also highlight the farms that we purchase our product from.
post example



- 3.) **BKW Beefers Facebook Page:** We will post regularly about: our specials, where & when our BKW Beefers truck will be located, the health benefits of consuming beef and also highlight the farms that we purchase our product from.
Post examples below:



4.) **Radio Advertisement:** We will advertise where our truck will be located on local radio stations.

The audio file is attached, this is the transcript:

(Trevor) Oh hey, didn't see you there. This is Trevor Stempel and Logan Evans on FM 98.5 and we have some questions for you. Are you tired of the same old takeout order for lunch on a Saturday afternoon? Are you looking for a way to spice up your lunch on the weekends? Well we have the solution for you on May 15th, 2021 at the Troy Farmers Market from 9am-2pm. The BKW Beefers will have their first food truck appearance and will be serving up the best crepes in town.

(Logan) These beef crepes are made of 100% farm fresh local grass fed beef and are served warm and plated or wrapped to take on the go. These are made from the heart and are carefully put together to make the best crepe possible every time.

5.) Food critic review for local Times Union newspaper & Capital Region food magazine:

BKW- Beefers – By: John Doe

Beefers have some of the best beef in New York State. One of the food options that I liked was the “Le Boeuf y Champignon Crêpe”. It was so delicious and had an amazing quality.



Come try this local grass fed beef crepe, with lots of protein! It is a homemade crepe filled with freshly sliced beef, mushrooms, onions, and a Bloomin' Onion sauce on the side. This dish is so fantastic that you will feel the beef melt in your mouth and the flavor is amazing.

If you are interested in finding this magnificent dish you will find it at Troy Farmers Market, 9am-2pm, May 15, 2021. The crepes are \$12.99 each so please go and see how amazing this dish is: “Real beef. Real flavor. Real good.”

