

## Introduction

Name and Grade of Students:

Wyatt Douthit	10
Hayden Dye	10
Yasemin Ero	10
Madison Hartle	10
Carter Highers	10
Natalie McCabe	10
Marcus Moot	10
Madison Nolley	11
Kaden Wilson	10

Product Name: Beefy Thai Noodles (Pad-Kee-Moa)

School Name: Stockbridge Valley

Teacher Name: Erin Smith

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## Product

### Product Description

Our Beefy Thai Noodles provide a way to savor Thai dishes with added health benefits. We use a mixture of lean ground beef to reduce fat intake, use brown rice noodles, lowered the sodium by removing the sodium-filled fish sauce, and added a health benefit with ginger. *We are putting the WOW in your MOA.* As sides, we have stemmed broccoli and grilled pineapples, and a drink of nonfat milk. .

Slogan: Putting the Wow in your Moa

### Recipe:

#### **Beefy Thai Noodles**

##### **Ingredients**

- 8 oz brown rice noodles.
- 3 tbsp olive oil
- 3 tbsp chopped fresh ginger
- 5 garlic cloves minced
- ½ cup chopped shallots
- 2-4 jalapeños
- 12-16 oz 90% lean ground beef
- ½ cup and 1 tbsp coconut aminos sauce
- 2 tbsp honey
- 1 tbsp rice vinegar
- 1 cup matchstick carrots
- 1/2 cup fresh basil

## **Instructions**

1. Prepare your rice noodles according to the package directions. Set aside.
2. Cook your ground beef while the noodles are cooking and set aside as well.
3. Meanwhile, heat up a large wok or skillet to medium-high heat. Add oil, and toss in chopped ginger, minced garlic, chopped peppers, and chopped shallots. Cook for 2-3 minutes or until fragrant, add cooked beef. Turn down the heat to low.
4. Make your sauce by mixing together soy sauce, honey, vinegar, and fish sauce. Toss into skillet with beef. Mix in noodles and stir to coat. Finally, toss in carrots and fresh basil (torn into pieces). Serve hot!

## **Recipe Notes**

- Adjust the spice to your taste. 2 peppers are a more mild variation, 4 will make it spicier, and even add up to 6 peppers for really spicy.
- Thai basil can be found in some grocery stores, or in Asian grocery stores. Regular basil can be used as a substitute if you are unable to find it.

## **Sides**

- Steam broccoli until tender
- Grill fresh pineapple

## **Storage & Handling**

### **Handling and preparing raw ingredients:**

Always handle beef with clean, dry hands. After cutting meats wash your hands, cutting boards, knives, and countertops. When refrigerated, use meat within two days of buying. When freezing raw meat, use a freezer-safe wrap at below 0°F. Eat cooked meat within three or four days.

### **Storing, handling, and heating after preparation:**

The dish will last up to three days in the fridge and around three months in the freezer. You will need to wait for it to thaw or defrost before reheating if frozen. To reheat in a microwave, put in a microwave-safe bowl with a tablespoon of water, cover the bowl with a lid or plastic wrap, and poke a few holes in the top so steam can escape. Heat at 50% in 30-second intervals until hot, stir every 30 seconds. If not stored in the fridge or freezer within two hours of cooking, throw it away.

### **Nutrition**

5 Servings typically for each person, 671 kcal.

Iron (14% DV), Protein (51% DV), B6 (28% DV), B12 (101% DV), Selenium (48% DV), Niacin (31% \ DV), Riboflavin (19% DV), Phosphorus(16% DV), Zinc (53% DV), and Choline (13% DV).

### **Benefits of Protein**

Some of the benefits are meats help replenish and build muscle, as well as help support strong and lean bodies. The protein will also help reduce the risk of high blood pressure and chronic disease.

### **Benefits of Iron**

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.

### Benefits of Zinc

Zinc is vital for a healthy immune system, correctly synthesizing DNA, promoting healthy growth during childhood, and healing wounds.

## **Market Analysis**

### Target Audience

The targeted audience of our dish is high schoolers, teachers, and staff. The Beefy Thai Noodles are unique due to the fact that not many people eat Thai food and lots of people don't think of it, therefore it's a good opportunity to try Thai food. Our Thai dish is altered to be healthier by substituting ingredients like steak with 90% lean ground beef, soy, fish sauce with coconut aminos, and adding healthy sides of steamed broccoli and grilled pineapple. It will be served in the cafeteria at lunchtime. This is an alternative lunch if you don't want the regular lunch at a bit higher price for a specialty meal.

## **Marketing/Brand**

Promotional Poster

Instagram Post

Video

## **Cost Analysis**

<b>Ingredient Costs</b>					
<b>Beefy Thai Noodles Ingredients</b>	<b>Purchase Price</b>	<b>Purchase Quantity</b>	<b>Recipe Quantity</b>	<b>Cost/Batch</b>	<b>Cost/Serving</b>
Beef, ground, 90% lean meat / 10% fat, raw	\$4.99	1 lb	1 lb	\$4.99	\$0.62
Brown rice noodles	\$5.89	8 oz	8 oz	\$5.89	\$0.74
carrots, matchstick	\$1.99	10 oz	1 cup	\$1.59	\$0.20

Coconut Secret Coconut Aminos	\$6.89	8 oz	1/2 cup & 1 tbsp	\$3.65	\$0.46
Peppers, hot chili, red, raw	\$3.49	2 pepper	2 peppers	\$3.49	\$0.44
Shallots, raw	\$1.69	3 oz	1/2 cup	\$1.59	\$0.20
Olive Oil	\$6.29	25 oz	3 tbsp	\$0.39	\$0.05
Ginger Fresh	\$0.90	1/4 lb	3 tbsp	\$0.34	\$0.04
Honey	\$6.99	16 oz	2 tbsp	\$0.65	\$0.08
Garlic Minced	\$2.49	8 oz	5 cloves	\$0.27	\$0.03
Thai Basil	\$2.99	1oz	1/2cup	\$2.24	\$0.28
Rice Vinegar	\$2.09	10 oz	1 tbsp	\$0.11	\$0.01
<b>Sides</b>					
Broccoli	\$1.83	1 lb	1 lb	\$1.83	\$0.23
Pineapple	\$1.98	1 pineapple	1 pineapple	\$1.98	\$0.25
<b>Drink</b>					
Chocolate Milk	0.38	1/2 pt	1/2 pt	0.38	\$0.38
<b>Cost of meal</b>	\$4.01				
<b>Meal price</b>	\$6.00				
<b>Gross Profit</b>	\$2.99				
<b>Gross Profit Margin</b>	50%				