



Spectacular Sirloin Steak Wrap

Introduction

Name and Grade of Students: Evan Sedgwick & Samuel Harnden — 8th Grade

Product Name: Spectacular Sirloin Steak Wraps

School Name: Carrie Palmer Weber Middle School

Teacher Name: CarrieAnn Lindstadt-iruka

Teacher Contact: clindstadt@portnet.org — (516) 767-5503

Product

Product Description: The finest cut of steak brought right to you in a universally loved type of meal; the wrap.

Slogan - It ain't crap, it's a wrap!

Recipe -

Meat -

3 oz of sirloin steak

Grain -

One Whole wheat tortilla

Fruit -

40 grams of chopped tomatoes

Half (25g) large hass avocado

Vegetables -

40 grams of chopped cucumbers

28 grams of red lettuce

Dairy -

2 oz of shredded cheddar cheese

Procedure - for this recipe we kept it simple as to follow with the easiest way and the best results!

I Preparing the steak -

1. Preheat your stove to 128-135°F
2. When stove is ready, place one side of the 4 oz cut of sirloin steak on the stove and leave it for 5 minutes
3. After 5 minutes, flip the steak onto the opposite side and leave for another 5 minutes
4. Use seasonings of your choice (or any available to you which you wish to use) and season the steak in accordance with any procedure for that seasoning.

II Preparing the fruits/vegetables -

5. While waiting for the stove to preheat, measure out 40 grams of chopped tomatoes and cucumbers, 25 grams of red lettuce
6. Once measured out, wash each article of food thoroughly and then mix together
7. On the side, cut open one avocado and cut each half into slivers, and then spoon out the avocado

III Assembly -

8. Take your tortilla out of the package and set it on the preparation counter.
9. Cut up the 4 oz steak and then place onto tortilla
10. Grab your freshly washed vegetables and place them on top and around the steak
11. Measure out 1 oz shredded cheddar cheese and sprinkle evenly around the tortilla
12. To wrap your tortilla, [see here](#)
13. After following these instructions, you are ready to serve!

Storage & Handling

Before preparing your meal, **wash hands thoroughly.**

All products apart from the tortilla and the avocado should be refrigerated at 40°F until the use of that product.

Utensils used in the preparation and making of this meal should be washed between each use

After cooking the steak, check the internal temperature using a thermometer to ensure that the meat is safely digestible.

Nutrition -

Our meal helps the middle school and high school kids make sure that they are eating all five desired food groups, and helps them reach that goal with just one meal!

Ingredient	Sodium	Carbohydrates	Cholesterol	Protein
3 oz Sirloin Steak	76mg	0.26g	59mg	17.935g
1 Whole Wheat Tortilla	260mg	21g	0mg	6g
40g Chopped Tomatoes	1.95mg	1.56g	0mg	0.59g
40g Chopped Cucumbers	0.8mg	1.52g	0mg	0.272g
2 oz Shredded Cheddar Cheese	500mg	< 2g	40mg	14g
28g red lettuce	7mg	0.63g	0mg	0.372g
25g Large Hass Avocado	3.5mg	4.3g	0mg	1g

via: wholefoodsmarket.com

Ingredient	Calories
3 oz Sirloin Steak	159
1 Whole Wheat Tortilla	130
40g Chopped Tomatoes	7.2
40g Chopped Cucumbers	16
2 oz Shredded	100

Cheddar Cheese	
28g red lettuce	4.5
25g Large Hass Avocado	80
Total Calories	496.7

via: wholefoodsmarket

Market Analysis

Target Audience -

The Sirloin Steak Wraps primary audience is students 6-12th grade in the cafeteria, ages ranging from 11-18. This wrap is beneficial to all points of your health, and is a quick, easy thing to grab and eat in the 45+ minute long lunch period.

Target Audience Values -

Our target audience values diversely available foods, and we use ingredients which have uncommon allergies associated with them; therefore making it accessible and enjoyable for people of all areas. Our meal helps you meet all the points of your health, and does not contain ingredients that could blemish your health. In addition, our meal contains about the same number of calories as an average lunch (500-700).

Consumer Environment -

The environment where our target audience will have the opportunity to purchase our product to eat is a middle or high school cafeteria. These cafeterias generally consist of a handful of lunch tables, a serving area, and a lunch line. We aim to place our product along said lunch line, so that any possible consumers would pass by it, and be attracted via our marketing (see next page).

Marketing / Brand

ORIGINAL POSTER 1



BEEF WRAPS

"IT AIN'T CRAP, IT'S A WRAP!"

WHY?	WHAT?
<ul style="list-style-type: none">▶ Nutrition▶ Taste▶ Customization	<ul style="list-style-type: none">▶ Fresh Foods<ul style="list-style-type: none">▶ Tomatoes▶ Lettuce▶ Avocado▶ Cucumbers▶ Whole Wheats<ul style="list-style-type: none">▶ Whole wheat tortilla▶ Other<ul style="list-style-type: none">▶ Sirloin steak▶ Cheddar cheese

So what are you waiting for? Try a wrap today!

ORIGINAL POSTER 2

FRESH. FARM. FOOD.



TRY THE SIRLOIN WRAP TODAY!

IT'S ALL ORGANIC!

Cost (All ingredients obtained from your local **Whole Foods)**

Ingredients	Amount Per Pkg.	Cost	Cost per serving
<u>Sirloin Steak</u>	1 lb	\$11.99	~\$2.25
<u>Whole Wheat Tortilla</u>	10.5 oz (6 tortillas)	\$2.99	~\$0.50
<u>Tomatoes</u>	1 lb	\$1.99	~\$0.11
<u>Organic Cucumber</u>	100 g	\$1.99	~\$0.80
<u>Shredded White Cheddar Cheese</u>	6 oz	\$5.49	\$1.83
<u>Red Lettuce</u>	3 oz	\$1.99	~\$1.00
<u>1 Large Hass Avocado</u>	50g	\$4.00	\$2.00

Total Cost = \$30.44

Total Cost per Serving = ~\$8.49