

# The Turkey Table

## Our Famous Turkey Sandwich



FCS Turkey Marketing Project 8th Grade 2021  
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# Our Teacher's Contact Information:

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# Product

Our Famous Turkey Sandwich served at our little restaurant called The Turkey Table!

It is a homemade, cold, fresh, deli sandwich, with all local and natural ingredients.

Here is our recipe:

- ★ Two pieces of homemade, whole-wheat, artisan bread made in our restaurant
- ★ Four thin slices of cherrywood smoked turkey breast from local Iowa farms
- ★ Two slices of pasteurized American cheese from our nearby partners
- ★ 2 thinly sliced, home-grown tomatoes from our own greenhouse
- ★ Shredded iceberg-lettuce from our garden
- ★ Shallow layer of our handmade Mayonnaise produced in our store

# Market Analysis - Target Audience

## Target Audience:

**Ideal Customer:** Average families or people in need of an affordable, healthy, but filling meal. From anyone who needs a quick meal to families of athletes on the way to a tournament, our target audience is the variety of people who would benefit from a nourishing grub.

**Our Aim:** Is to be low cost but provide a high-quality, nutritional meal in a clean, healthy environment. We want our customers to quickly feel well-fed and satisfied without dealing with grease and fat or having to write a big check.

# Market Analysis - Cost Analysis

Here is a screenshot of our spreadsheet that we use to determine the cost of the ingredients and shipping of the product.

Item	Cost	Cost of Shipping and Handling
2 Slices Bread	\$0.24	\$0.00
4 Slices Turkey	\$0.44	\$0.15
2 Slices Cheese	\$0.24	\$0.10
2 Slices Tomatoes	\$0.32	\$0.00
Shredded Lettuce	\$0.20	\$0.00
Shallow layer Mayonaise	\$0.15	\$0.00
Paper Bag	\$0.05	\$0.05
Item Price Total	\$1.64	\$0.40
Pre-Subtotal	\$2.04	
Profit	\$2.95	
Tax (only on packaging)	\$0.01	
Total Price per Sandwhich	\$5.00	

# Market Analysis - Cost Analysis

## Cost Analysis Q&A:

**What type of container will you use? What is the cost of the container?**

Our sandwiches will come in paper bags which cost only \$0.10 per bag.

**What are the shipping or transportation costs of this product?**

We get free shipping from all of our nearby, local partners on all of their products used on our restaurant.

**Determine your preferred profit margin. What is the final cost of the product?**

We make just under \$3.00 per sandwich and the final cost of this product is \$5.00.

# Marketing Plan - Environment

## Environment Q&A:

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

Customers will have an opportunity to purchase Our Famous Turkey Sandwich at our 5 Star quick-and-casual restaurant called the Turkey Table, located in downtown Waverly, Iowa.

**Set and describe the scene.**

We will have lots of fun, cozy, and organized seating and tables in our restaurant as well as an outdoor dining option. Our goal is to get our turkey, locally grown, based food to our customers quickly but in a safe, healthy way. Customers will come up to our front counter to order their food and get notified as soon as it is all ready.

# Marketing Plan - Marketing Campaign

## Advertising Campaign:

We have our 4 main ways of advertising. Our flyer (can be found on the next slide - slide 9, (it includes our product name and slogan)), our website can be found with this [link](#), our social media posts (can be found on slide 10), and our celebrity endorsement (can be found on slide 11).



Part of our Marketing Campaign involves this flyer, hung on bulletin boards in offices, stores, and schools advertising our restaurant, *The Turkey Table* where *Our Famous Turkey Sandwich* is served:

NATALIE, HAYDEN, EMMA, CHARLIE

# The Turkey Table!

Winner, Winner, Turkey Dinner!



## SEASONAL SPECIALS:

Our Famous Turkey Sandwich

Order now at The Turkey Table or online @  
<https://tinyurl.com/turkeytableorderform>

SCAN ME



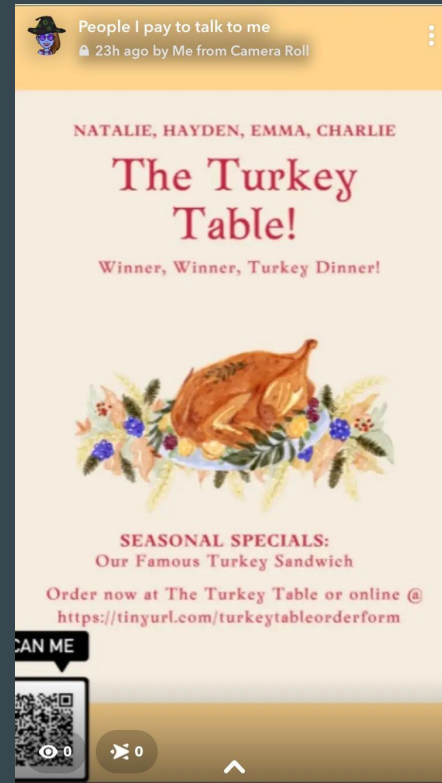
Here are our social media posts that advertise our restaurant and Our Famous Turkey Sandwich:

Youtube



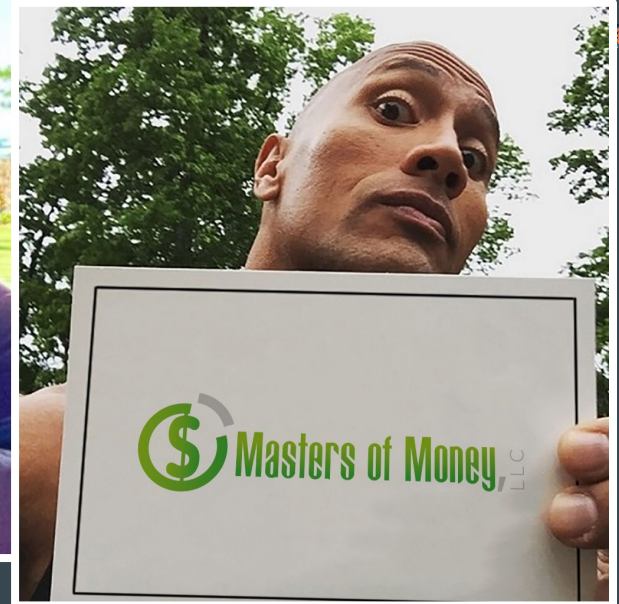
Instagram

Snapchat



# Advertising Campaign - Celebrity Endorsement

Our celebrity endorser is Dwayne “The Rock” Johnson. He advocates for our healthy and affordable turkey meals. His personal favorite is Our Famous Turkey Sandwich!



# Marketing Plan - Marketing Campaign

-**Label:** To the right is our food nutrition label we created for our product, Our Famous Turkey Sandwich.

-**Storage:** Our storage recommendation would be to keep refrigerated between 35° and 40° F in an airtight container for up to 2 days after purchase.

-**UPC:** Lastly, below is our UPC Barcode.



## Nutrition Facts

1 servings per container

**Serving size** 1 Sandwich (30g)

**Amount Per Serving**

**Calories** **840**

% Daily Value\*

**Total Fat** 200g **256%**

Saturated Fat 27g **135%**

*Trans* Fat 0g

**Cholesterol** 50mg **17%**

**Sodium** 670mg **29%**

**Total Carbohydrate** 30g **11%**

Dietary Fiber 3g **11%**

Total Sugars 9g

Includes 0g Added Sugars **0%**

**Protein** 32g **64%**

Not a significant source of vitamin D, calcium, iron, and potassium

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

# Turkey Nutrition

Humans get a rich source of B vitamins from turkey. On average, a serving of turkey has 2.1 grams of fat and 220 calories. Compared to other protein options, for example, an average serving of chicken breast has 9 grams of fat and 284 calories. Looking at this example, turkey is a very healthy source of protein. For our turkey product, a serving size of one sandwich - 4 thin slices of turkey, the fat and calories can be found on our nutrition label. In the entire sandwich there are 200 grams of fat and 840 calories. (Obviously, the other food products carry a lot of the weight there.) For storage and handling, we keep all of our meat, cheese, sauce, and fresh produce refrigerated. Our bread is kept cool and kept safe in airtight containers. All of our employees wear gloves and wash their hands often. For cooking temperatures, all of our products are pre-prepped by our local suppliers. Overall, Our Famous Turkey Sandwich is a very healthy option for your meal.

# Thank You

We appreciate you taking the time to review our Turkey Marketing Campaign. We learned lots and had tons of fun working on this project and creating our own campaign.

Most Sincerely,

Natalie Beck, Emma Anhalt, Charlie Hoodjer, & Hayden Wardlow