



*The  
Poppin'  
Turkey Burger*

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PRESENTATION PLEASE ACCESS  
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Presentation Link:

<https://tinyurl.com/EVgobbleupentry>



*The  
Poppin'  
Turkey Burger*

2021 TURKEY MARKETING COMPETITION

**ENGLISH VALLEYS  
AG BUSINESS CLASS**

High School Division

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# INTRODUCTION



# MEET THE CLASS



**KRISTIN FISCH**  
TEACHER



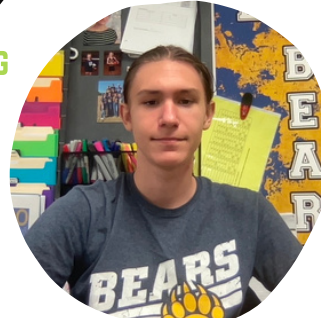
**LUKE DILLON**  
JUNIOR



**KEEGAN WALKER**  
SOPHOMORE



**LIBBY ARMSTRONG**  
SOPHOMORE



**JON DOWNING**  
SOPHOMORE



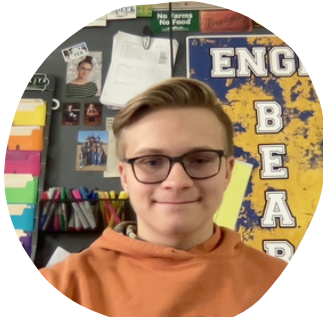
**BRYCE RIEGEL**  
SENIOR



**GABBY KUSTES**  
SOPHOMORE



**EMMA PIERCE**  
SOPHOMORE



**CAEL MIHAL**  
JUNIOR



**OWEN AXMEAR**  
JUNIOR



**KENNEDY AXMEAR**  
SOPHOMORE



**MACHAYLA BEARBOWER**  
JUNIOR

# PRODUCT IDEA

## Recipe Inspiration Link

We wanted to come up with a delicious meal that has great flavor. With so many turkey products we didn't know where to start. We had thought about sliders, pizza, and so many more. We finally decided on the turkey burger because it could be so transversal in flavor and toppings.

We came up with the idea of a jalapeno popper theme did some research and found our base for the Poppin' Turkey Burger. We added jalapeno jelly, strips of bacon, and a toasted sweet bun for more favor. The cheese was all incorporated in the filling and burger so we also thought we should top it with something other than bacon so we chose the french fried onions to take the flavor up a notch. The recipe we loosely followed was on a dieting website so they really tried to make things as low cal as possible, but our market was more geared towards the flavor so we changed it up a bit.

We love how our ingredients are locally bought and made. Each patty is made by hand. We are the only restaurant that offers the Poppin' Turkey Burger because we created the recipe. It is definitely worth the drive to come and visit us!

# PLAN PREVIEW

01

**Product information** - In this section we will give a detailed explanation of our product

02

**Market Analysis** - In this section we will define our target audience and explain how we will market to them

03

**Marketing Plan** - In this section we will describe how our our product will be marketed and distributed to our target audience

04

**Nutrition** - In this section we will talk about the nutrition value of our product and turkey in general

# PRODUCT



# RECIPE



## THE BURGER

2 LBS 94/7 GROUND TURKEY  
½ CUP PANKO BREAD CRUMBS  
4-6 T MILK  
2 T ONION POWDER  
2 T GRANULATED GARLIC  
1 T SALT  
1 T PEPPER  
2 T BLACK GARLIC WORCESTERSHIRE SAUCE  
2 JALAPENO PEPPERS (ROASTED, PEELED, DESEEDED, CHOPPED)  
½ CUP SHARP CHEDDAR CHEESE (SHREDDED)  
4 SLICES OF BACON (CUT IN SMALL PIECES)

## THE FILLING

8 OZ OF CREAM CHEESE  
½ CUP GRATED PARMESAN CHEESE  
¼ CUP SOUR CREAM  
1 T ONION POWDER  
1 T GRANULATED GARLIC  
½ CUP SHARP CHEDDAR CHEESE (SHREDDED)  
2 JALAPENO PEPPERS (ROASTED, PEELED, DESEEDED, CHOPPED)  
4 SLICES OF BACON (COOKED AND CRUMBLIED)

# RECIPE

## INSTRUCTIONS

### STEP 1

USING AN OVEN BROILER OR A GRILL PLACE THE WASHED JALAPENOS UNDER DIRECT HEAT UNTIL THE SKINS ARE CHARRED. ONCE ALL SIDES ARE CHARRED PLACE IN AN AIRTIGHT CONTAINER OR BROWN BAG AND LET THEM STEAM FOR 10-15 MINUTES. AFTER THEY HAVE STEAMED YOU CAN NOW PEEL THE SKINS OFF AND REMOVE THE SEEDS AND CHOP. (YOU MAY FIND IT USEFUL TO USE GLOVES WHEN HANDLING JALAPENOS)



# RECIPE



**STEP 2**  
**IN A LARGE BOWL COMBINE MILK AND PANKO UNTIL A PASTE FORMS. YOU MAY NEED TO ADD MORE MILK IF NECESSARY.**





# RECIPE



## STEP 3

COMBINE THE GROUND TURKEY, ONION POWDER, GRANULATED GARLIC, SALT, PEPPER, WORCESTERSHIRE SAUCE, JALAPENOS, BACON AND SHREDDED CHEESE. MIX TOGETHER UNTIL ALL THE INGREDIENTS ARE COMBINED. SET ASIDE.





# RECIPE



## STEP 4

IN A MEDIUM BOWL COMBINE THE CREAM CHEESE, SOUR CREAM, GRATED PARMESAN CHEESE, GRANULATED GARLIC, ONION POWDER, SHREDDED CHEESE, CHOPPED JALAPENO PEPPERS AND CRUMBLED BACON. MIX ALL INGREDIENTS TOGETHER UNTIL COMBINED.



# RECIPE



STEP 5  
DIVIDE THE GROUND  
TURKEY MIXTURE  
INTO 8 EQUAL  
PORTIONS, THEN  
FORM 2 EQUAL  
PATTIES FROM EACH  
PORTION.





# RECIPE

STEP 6  
USE A MEDIUM COOKIE  
SCOOP TO PLACE A SCOOP  
OF CREAM CHEESE  
MIXTURE (ABOUT 2-3 T)  
ONTO ONE OF THE TURKEY  
PATTIES. PLACE ANOTHER  
PATTY ON TOP AND SEAL  
THE EDGES. REPEAT UNTIL  
YOU HAVE 8 COMPLETE  
PATTIES.



# RECIPE

## STEP 7

PLACE BURGERS ONTO A GRILL HEATED TO MEDIUM HIGH HEAT AND COOK FOR 7-8 MINUTES PER SIDE, UNTIL THE INTERNAL MEAT TEMPERATURE REACHES 165 DEGREES.

REMEMBER TO MAKE SURE YOUR MEAT THERMOMETER IS IN THE MEAT AND NOT THE CENTER WHERE THE CREAM CHEESE IS.





# RECIPE

## STEP 8

REMOVE BURGERS FROM THE GRILL AND LET IT SIT FOR A COUPLE MINUTES. THE FILLING WILL BE HOT SO BE CAREFUL BITING INTO IT FOR THE FIRST TIME!



# PRODUCT DESCRIPTION

There are multiple ways to describe the Poppin' Turkey Burger that we serve. We could say how the *all-natural* ground turkey mixed with cheddar cheese, bacon, and diced *roasted* jalapeño bits is already enough to make it a fantastic burger. Yet it only gets better with our *gooey* cream cheese filling that also includes more cheese and jalapeños. The burger itself is covered a great mix of *sweet and spicy*. I can guarantee that one word is enough to sum it up though. *Delicious*.

# MARKET ANALYSIS

# TARGET AUDIENCE

At our restaurant, we value supporting locals by buying fresh jalapeno jelly from local farmers and getting our ground turkey from a nearby meat locker. We have high goals at the Bear's Den by providing great flavor in all of our meals. We strive to provide a safe and fun place for **families**.

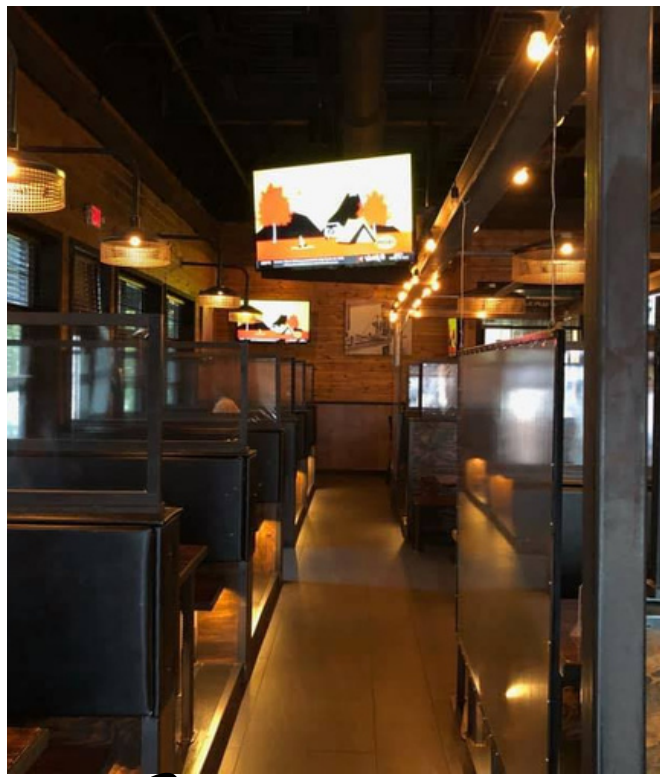
Our customers are **middle-aged**, and **values a high-quality, taste-worthy meal**. We offer a great environment for families of all sizes. Our meal is reasonably priced with our high grade of **locally** blended turkey meat. Our audience is looking to get a filling, delicious meal, some great family time, and want to **support local** businesses.



# COST ANALYSIS

	A	B	C	D	E	F	G
1	Ingredients	Bulk Quantity	Bulk Price	Price Per Recipe	Recipe Quantity	Price Per Burger	
2	94/7 ground turkey	25 Lbs	\$93.75	\$1.86	2 Pound	\$0.46	
3	panko bread crumbs	25 Lbs	\$36.49	\$0.21	1/2 Cup	\$0.05	
4	milk	1 Gal	\$3.65	\$0.07	5 Tablespoons	\$0.01	
5	onion powder	4 Lbs	\$13.50	\$0.07	2 teaspoons	\$0.01	
6	granulated garlic	5 Lb	\$19.89	\$0.01	4 Teaspoons	\$0.01	
7	salt	10 Lb	\$12.44	\$0.01	1 Teaspoon	\$0.01	
8	pepper	1 Lb	\$6.73	\$0.07	1 Teaspoon	\$0.01	
9	Black garlic worcestershire sauce	1 Gal	\$9.50	\$0.07	2 Tablespoon	\$0.01	
10	jalapeno peppers	1 Lb = 12 slices	\$4.00	\$1.00	8 slices	\$0.25	
11	sharp cheddar cheese (shredded)	5 Lb	\$64.45	\$3.22	1 cup= 1/2 Lbs	\$0.80	
12	bacon	15 lb	\$107.00	\$4.75	8 Slices-.66 lbs	\$1.19	
13	cream cheese	30 lb	\$65.62	\$1.10	1 cup	\$0.28	
14	parmesan cheese	5 Lb	\$26.50	\$0.58	1/2 cup	\$0.15	
15	sour cream	20 Lb	\$31.05	\$0.40	1/4 cup	\$0.10	
16	Sweet Buns	96 buns	\$49.28	\$1.94	4 buns	\$0.51	
17	Jalapeno Jelly	1 jar - 8 oz - 16 T	\$5.00	\$1.25	4 T	\$0.31	
18				<b>Final Cost</b>		<b>\$4.16</b>	
19				<b>Menu Price</b>		<b>\$13.00</b>	(includes 1 side)

# MARKETING PLAN



# ENVIRONMENT

# THE BEARS DEN

*Quality*  
TIME WITH FRIENDS & FOOD

*Home-Crafted*  
DRINKS, ENTREES, SIDES, DESSERTS  
*Upscale*  
FAMILY FRIENDLY

*Inviting*  
BAR, BOOTHS AND TABLES, PATIO

*Hours*  
11 AM - 10 PM - MON-THURS  
11 AM - 2 PM FRI-SAT

*Our People*  
8-10 FULL TIME  
12-16 PART TIME  
*Local*  
MEAT AND FRESH INGREDIENTS



# MARKETING CAMPAIGN

## i. Name

*The  
Poppin'  
Turkey  
Burger*

We wanted to make sure we had a name that was easy enough to roll off the tongue of our customers, but enticing enough to attract our customers attention.

The burger is jalapeno popper inspired so we wanted to be sure to incorporate that in the name. We thought about adding adjectives to bring in the bacon and the cheese but we thought that would be too long. We stuck with the primary elements of the popper theme and turkey.

# DON'T BE A CHICKEN

## MARKETING CAMPAIGN

i. Slogan

TRY OUR  
**POPPIN' TURKEY BURGER**  
**TODAY!!!**

# Poppin' Turkey Burger

\$13

A 1/4 lb blend of 93/7 turkey, mixed with bacon, sharp cheddar cheese and roasted jalapenos, stuffed with creamy blend of 3 cheeses, more bacon and roasted jalapenos, all topped with locally made jalapeno jam, crispy fried onions and even more bacon, served on a toasted sweet bun.

## MARKETING CAMPAIGN

ii. Menu listing

## Suggested Sides

- Coleslaw
- Sweet potato fries
- Fresh fruit



# Table Cards

## MARKETING CAMPAIGN

### iii. Advertising

The Bear's Den loves to support local agriculture and understands the important of "advocating." We have fun agricultural facts on each table that customers can look through during their dining experience. We have included some examples fun facts about turkey that we would use.

- In 1920, US turkey growers produced one turkey for every 29 people, today growers produce nearly 1 turkey for every person in the country
- It take 75-80 lbs of feed to raise a 30 lb tom turkey
- Ben Franklin, in a letter to his daughter, proposed the turkey as the official United States bird.
- The Turkey Industry employs nearly 20,000-25,000 people in the US
- Turkey production is very humane, Turkeys are provided with shelter, fresh water and nutritious feed.
- Like humans, turkeys get sick. When they are sick, farmers treat them with USDA and FDA approved antibiotics. Turkeys are not allowed to be harvested until these medicines no longer remain in the meat.
- The average American consumes approximately 16 lbs of turkey each year.
- It has been illegal to treat turkey or any poultry with hormones since the 1950's. You can rest assured that all turkey is hormone free, even if not labeled that way



# Radio Commercial

## MARKETING CAMPAIGN

iii. Advertising

Click below



# Flyer

## MARKETING CAMPAIGN

### iii. Advertising

**Poppin' Turkey**

**Burger**

ONLY AT  
**THE BEAR'S DEN**  
Bar & Grill

204 E Washington St.  
Iowa City

High in Protein  
Lower in fat compared  
to our beef burgers!!!

Just  
\$13  
(includes  
1 side)

# NUTRITION

# GENERAL TURKEY NUTRITION

93/7 Turkey

8g

21g

170

2%

vs

Total Fat

Protein

Calories

Vitamin A

80/20 Beef

23g

19g

287

0%



# GENERAL TURKEY NUTRITION

93/7 Turkey

vs

Pork

8g

Total Fat

31g

21g

Protein

16g

170

Calories

350

2%

Vitamin A

0%

# GENERAL TURKEY NUTRITION

93/7 Turkey

8g

21g

170

2%

vs

Total Fat

Protein

Calories

Vitamin A

Chicken

9g

22g

170

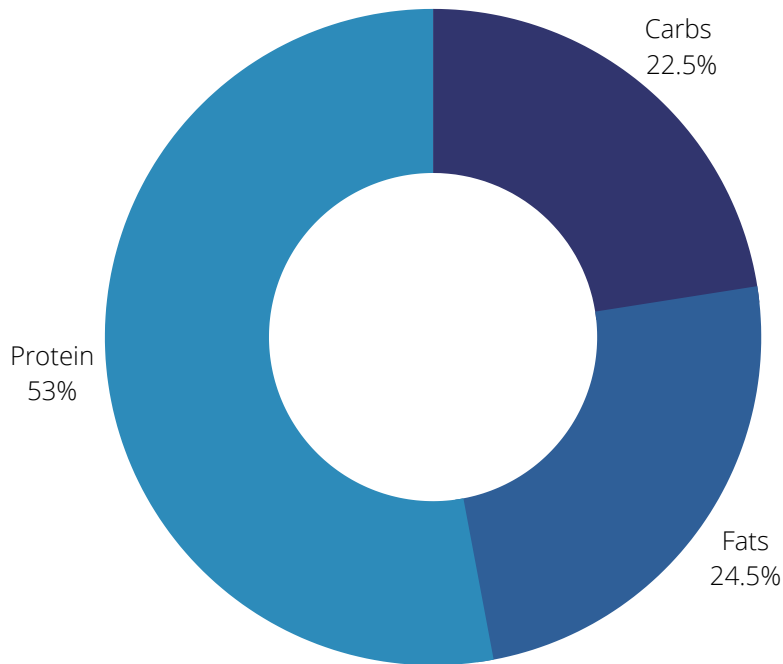
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# The Poppin! Turkey Burger

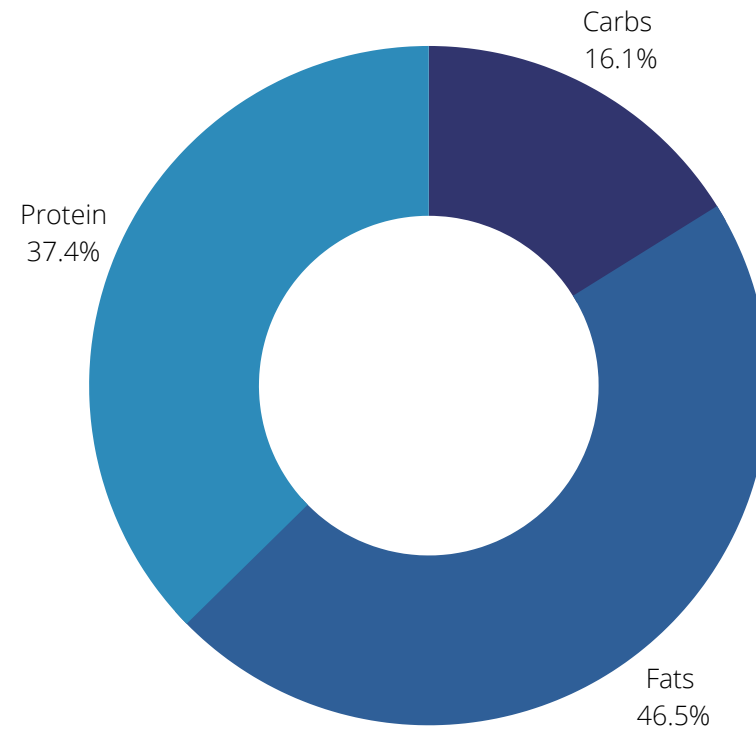
## NUTRITION

Serving Size:  
1/4 lb burger

### 94/7 Turkey burger



### 80/20 Beef burger



# STORAGE & HANDLING

## Cooking and Prep

- Always wash hands before handling.
- Do not use knives on other food that has been used on raw turkey
- Cook to an internal temp of 165 degree F. (Try to not overcook to avoid drying out)
- Raw turkey has a relatively short life span, about 2 days. Freeze if you will store longer than that.

## Handling leftovers

- Transport home in a clean take out container
- Refrigerate within 2 hours (1 hour if the temp is over 90 degrees F)
- Store cooked ground turkey in the refrigerator up to 4 days.