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2021 TURKEY MARKETING COMPETITION

ENGLISH VALLEYS
AG BUSINESS CLASS
High School Division

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

<table>
<thead>
<tr>
<th>A</th>
<th>Ingredients</th>
<th>B</th>
<th>Quantities</th>
<th>C</th>
<th>Price Per Recipe</th>
<th>D</th>
<th>Recipe Quantities</th>
<th>E</th>
<th>Price Per Burger</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>94/7 ground turkey</td>
<td>25 Lbs</td>
<td>$93.75</td>
<td>$1.88</td>
<td>2 Pound</td>
<td>$0.46</td>
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<td>3</td>
<td>panko bread crumbs</td>
<td>25 Lbs</td>
<td>$36.49</td>
<td>$0.21</td>
<td>1/2 Cup</td>
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<tr>
<td>4</td>
<td>milk</td>
<td>1 Gal</td>
<td>$3.65</td>
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<td>5 Tablespoons</td>
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<td>5</td>
<td>onion powder</td>
<td>4 Lbs</td>
<td>$13.50</td>
<td>$0.07</td>
<td>2 teaspoons</td>
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<td>6</td>
<td>granulated garlic</td>
<td>5 Lb</td>
<td>$19.89</td>
<td>$0.01</td>
<td>4 Teaspoons</td>
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<tr>
<td>7</td>
<td>salt</td>
<td>10 Lb</td>
<td>$12.44</td>
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<tr>
<td>8</td>
<td>pepper</td>
<td>1 Lb</td>
<td>$6.73</td>
<td>$0.07</td>
<td>1 Teaspoon</td>
<td>$0.01</td>
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<tr>
<td>9</td>
<td>Black garlic worcestershire sauce</td>
<td>1 Gal</td>
<td>$9.50</td>
<td>$0.07</td>
<td>2 Tablespoon</td>
<td>$0.01</td>
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<tr>
<td>10</td>
<td>jalapeno peppers</td>
<td>1 Lb = 12 slices</td>
<td>$4.00</td>
<td>$1.00</td>
<td>8 slices</td>
<td>$0.25</td>
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<tr>
<td>11</td>
<td>sharp cheddar cheese (shredded)</td>
<td>5 Lb</td>
<td>$64.45</td>
<td>$3.22</td>
<td>1 cup = 1/2 Lbs</td>
<td>$0.80</td>
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<tr>
<td>12</td>
<td>bacon</td>
<td>15 lb</td>
<td>$107.00</td>
<td>$4.75</td>
<td>8 Slices-.66 lbs</td>
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<tr>
<td>13</td>
<td>cream cheese</td>
<td>30 lb</td>
<td>$65.62</td>
<td>$1.10</td>
<td>1 cup</td>
<td>$0.28</td>
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<td>14</td>
<td>parmesan cheese</td>
<td>5 Lb</td>
<td>$26.50</td>
<td>$0.58</td>
<td>1/2 cup</td>
<td>$0.15</td>
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<tr>
<td>15</td>
<td>sour cream</td>
<td>20 Lb</td>
<td>$31.05</td>
<td>$0.40</td>
<td>1/4 cup</td>
<td>$0.10</td>
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<tr>
<td>16</td>
<td>Sweet Buns</td>
<td>96 buns</td>
<td>$49.28</td>
<td>$1.94</td>
<td>4 buns</td>
<td>$0.51</td>
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<tr>
<td>17</td>
<td>Jalapeno Jelly</td>
<td>1 jar - 8 oz - 16 T</td>
<td>$5.00</td>
<td>$1.25</td>
<td>4 T</td>
<td>$0.31</td>
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</table>

**Final Cost**: $4.16  
**Menu Price**: $13.00 (includes 1 side)
ENVIRONMENT

THE BEARS DEN

Quality

Home-Crafted

Upscale

Time with friends & food

Family friendly

Inviting

Hours

Bar, booths and tables, patio

11 AM - 10 PM - Mon-Thu
11 AM - 2 PM Fri-Sat

Our People

8-10 full time
12-16 part time

Local

Meat and fresh ingredients

PICTURES COURTESY OF HUDSON'S TAP IN IOWA CITY
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

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.

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 importance of "agvocating." We have fun agricultural facts on each table that customers can look through during their dining experience. We have included some examples of 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 takes 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
NUTRITION
GENERAL TURKEY NUTRITION

93/7 Turkey vs 80/20 Beef

- Total Fat: 8g vs 23g
- Protein: 21g vs 19g
- Calories: 170 vs 287
- Vitamin A: 2% vs 0%
GENERAL TURKEY NUTRITION

93/7 Turkey vs Pork

- **Total Fat**
  - 8g vs 31g

- **Protein**
  - 21g vs 16g

- **Calories**
  - 170 vs 350

- **Vitamin A**
  - 2% vs 0%
93/7 Turkey vs Chicken

- **Total Fat**
  - 8g vs 9g
- **Protein**
  - 21g vs 22g
- **Calories**
  - 170 vs 170
- **Vitamin A**
  - 2% vs 2%
94/7 Turkey burger

- Protein: 53%
- Carbs: 22.5%
- Fats: 24.5%

80/20 Beef burger

- Protein: 37.4%
- Carbs: 16.1%
- Fats: 46.5%

Serving Size: 1/4 lb burger

Source: myfitnesspal
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.