



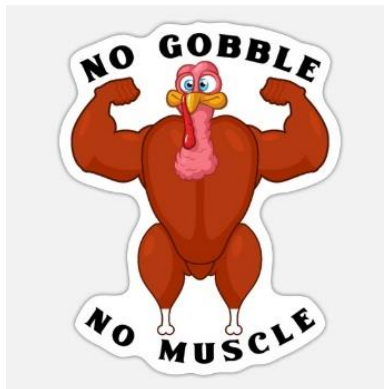
Turkey Turkey Nuggets

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“Gobble, gobble, gobble them up”

Students on the project: Nate, Tony, Jake, Nic, Landen, Kebrone, Zach, and Marcus

Overview:

Our product *Turkey Turkey Nuggets* are turkey nuggets in the shape of turkeys. The target audience is younger people or people who just want a quick healthy snack. They will be sold in all grocery stores all over the United States. We will use many techniques of advertising to get our product out there.

Recipe

The ground turkey meat then gets shaped by a machine into classic turkey shapes. The Turkey Turkey nuggets are then covered by a layer of breading (light batter), followed by another layer of thicker tempura batter. The nuggets are par fried (which means partially cooked to be cooked fully later) and then flash frozen.

Ingredients

- 2 Pounds turkey breast
- 2 cups flower
- 3 eggs beaten
- 1 cup low fat milk
- 2 ½ sleeves saltine crackers

Nutrition Facts	
10 servings per container	
Serving size	5 (80g)
Amount Per Serving	
Calories	240
% Daily Value*	
Total Fat 16g	21%
Saturated Fat 2.8g	14%
<i>Trans</i> Fat 0.1g	
Cholesterol 45mg	15%
Sodium 480mg	21%
Total Carbohydrate 12g	4%
Dietary Fiber < 1g	2%
Total Sugars 1g	
Includes 0g Added Sugars	0%
Protein 15g	30%
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.	

BOX IN STORE

Cooking Directions

- Microwave
 - Arrange 12 nuggets on a microwave safe plate
 - Microwave on high for 4 ½ minutes
 - Let sit for 2 minutes to cool
 - Enjoy with favorite dipping sauce!
- Air Fryer
 - Preheat air fryer to 350 degrees
 - Arrange 6 nuggets in air fryer pan
 - Let cook for 6 minutes
 - Pull out and let sit for 2 minutes to cool

Market Analysis:

Target Audience

The audience that Turkey Turkey Nuggets are targeted for is children, teens, and parents! Children love the turkey shapes and parents buy them because they contain a decent amount of protein which is good for their children.

Cost analysis

Item	cost
turkey breasts	\$2.50
Flour	\$0.30
Eggs	\$1
Milk	\$0.18
Saltines	\$1.00
Box	10 cents
Shipping	\$0.50

Total cost: \$5.58

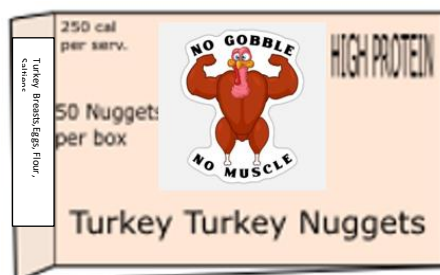
Price of product will be \$12.00 with a profit margin of \$6.42.

Marketing Plan

Environment- The turkey turkey nuggets will be for sale in grocery stores across the country. They will also be available for schools (k-12) to give out to their students for lunch.

Marketing Campaign

- Name- Turkey Turkey Nuggets
- Slogan- "Gobble, gobble, gobble them up"
- Box for the nuggets



- Logo for the nuggets



3 Marketing Elements/Advertisements

1. Printed advertisements- would be seen in the newspaper,
<https://www.smores.com/76ey8k>
2. Online advertisement below- Would be seen as an ad on the side of various websites



3. Billboard

