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## **FCS Gobble Up Turkey Marketing Project**

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# Introduction

BBQ Turkey Sliders

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# Product: Turkey Sliders

**Prep time:** 15 minutes, **Cook time:** 15 minutes, **Yield:** 16 sliders

## Recipe

2 lb. ground turkey

Water

Kosher salt and freshly ground pepper

3 tbs. olive oil, divided

1 large Vidalia onion, chopped

½ cup BBQ sauce

16 potato rolls split in 1/2

## Directions

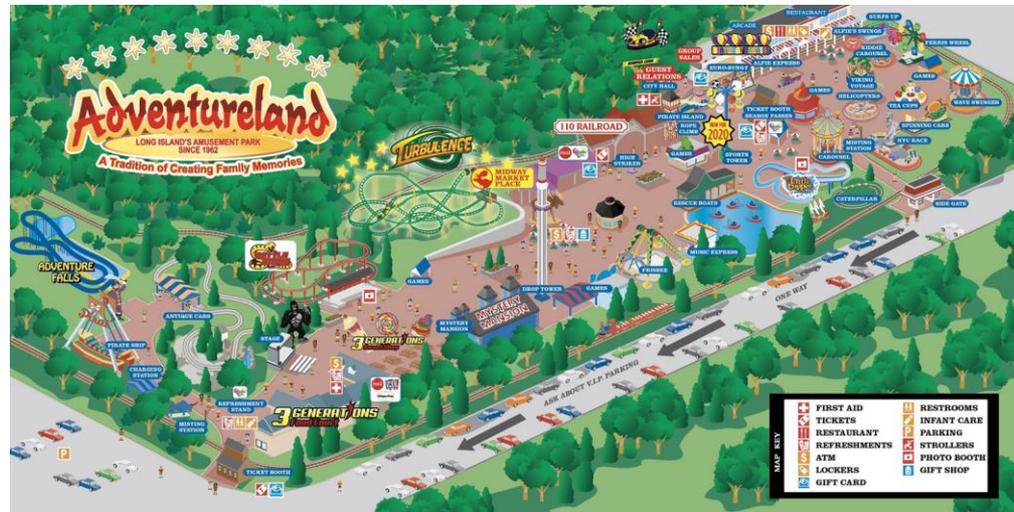
1. Add turkey to a bowl with ¼ cup water, season with salt and pepper, mix to combine, mold turkey into 16 evenly sized slider patties,
2. Heat 1 tablespoon of oil in large griddle pan over medium heat, add patties, cook for 4-5 minutes per side, be sure not to move them until they are brown on the first side and ready to flip
3. Heat remaining 2 tablespoons of oil over saute pan, add onions and caramelize over medium heat add water as needed to deglaze pan, add BBQ when onions are mostly caramelized then cook for 3-4 minutes
4. Top each potato roll with a turkey patty and top with the BBQ onions, cover with top roll

# Price

Ingredients	Price			
Ground Turkey	\$11.92		Serving:	2 sliders
Olive Oil	\$0.83		Cost to make:	\$2.54
Onion	\$0.91		Sell for:	\$5.00
BBQ Sauce	\$0.38		Profit per serving:	\$2.46
Potato Rolls	\$4.96			
Water	\$0.15			
Salt	\$0.01			
Pepper	\$0.01			
Paper Boat	\$1.12			
Total Cost for 16	\$20.29			
	\$1.27 per slider			

# Place

These amazing sliders are sadly only at one place, Adventureland in Altoona Iowa. They are sold from a food truck in which you can grab them and go or sit down at our picnic tables located around the truck. We will have a system where you will have to come up and order your food, we will not be outside of the food truck.



# Promotion

Many people would like this quick easy food, some examples are, people who just need something quick and delicious, anyone that wants a food that is really fresh, maybe you don't want to cook so you can stop and get some sliders. The best part is after a long day at Adventureland, you can stop by and get some cheap bbq to take on your drive home

## Billboards

There will be many of these billboards in Iowa, promoting our BBQ turkey slider food truck at Adventureland.



# Promotion

## Radio Ad

Are you tired after a long day at Adventureland? Well, we have the place for you! Come stop by our foodtruck and get some BBQ turkey sliders for your ride home!



## Social Media Post

Guy Fieri loves our turkey sliders so much that he posted on his Instagram that they are the best turkey sliders in the state of Iowa. He is there every single weekend, maybe you can meet him.



# Marketing

**Product:** BBQ Turkey Sliders  
**Slogan:** Gobble 'til you wobble  
**Stored:** Fridge

Nutrition Facts	
Serving Size 1 burger with bun	
Servings Per Container 4	
Amount Per Serving	
Calories 340	Calories from Fat 130
% Daily Value*	
Total Fat 14 g	22%
Saturated Fat 3 g	15%
Trans fat 0 g	
Cholesterol 65 mg	22%
Sodium 530 mg	22%
Total Carbohydrate 24 g	8%
Dietary Fiber 3 g	12%
Sugars 4 g	
Protein 29 g	
Vitamin A 4%	Vitamin C 0%
Calcium 4%	Iron 15%

\*Percent Daily Values are based on a diet of 2,000 calories a day.



# Turkey Nutrients

- For 3 ounces of ground turkey, there are 11 grams of fat and 200 calories
  - For every 3 ounces of beef, there are 13 grams of fat and 213 calories
- Turkey is high in protein and will get you big muscles
- The serving size is about 2 turkey sliders per person (roughly 4 ounces of ground turkey)
- Make sure not to cook the turkey too long or it will start drying out
- Should be served hot and stored in a refrigerator