

## Beef and Our Kids Health

It is time for the foodservice industry to take a healthier approach to children's menu offerings, and beef can help you succeed. Lean beef, including lean ground beef, are nutrient-packed and deliver 14 essential nutrients, including iron and high quality protein, which are required for healthy growth and development. Offering nutrient-dense foods, such as beef, helps children enjoy tasty and nutritionally balanced meals.

## Beef Merchandising Ideas for Kids Menus

At BIC we want to help you communicate the value of beef on your kid's menu to your younger guests and their parents. We conducted a survey and asked families with children aged 6-13 years what beef dishes they liked and what they would order from a children's menu. The results are in and we have highlighted the 6 most popular dishes including photograph, recipe, costing and nutrition data. They are: Beef Taco Construction, Striploin Steak Jr., Personal Pan Meatloaf, Steak & Caesar Salad, Campfire Pasta and Mini Angus Burgers. The photographs are available on our website and ready to be uploaded to your children's menu and POS material. Visit our website for more kid-friendly promotional and merchandising ideas to suit your guests.

It is time for the restaurant industry to cater to kids! One size fits all no longer fit the restaurant bill when it comes to children's menus. Now is the time for menu overhauls to focus on the goodness of beef, with beef's natural flavour and homegrown goodness that so many busy families crave when dining out.

## Beef Fun Menu Merchandising Suggestions:

### Winning Kids (and Parents) Over with Your Menu

The formula to a successful kid's menu is making it visually appealing including photographs showing how the food will be served and what other perks you can offer for your younger guests. Keep the menu simple, dishes should be recognizable, include good quality, keep prices reasonable and portions manageable so that the perceived and actual value for parents is clear.

### Packaged and Presented to Play and Eat.

Aim at enticing the eyes and appetites of youngsters. Kids will think your food is "awesome" if you have some fun with presentation. Keep it fresh and interesting by serving menu items on colourful plates and bowls or even in a bento box. Kids like to help make their meal, so include menu items such as a construct your own taco platter, or build your own burger and offer hand-held menu choices like mini burgers and beef burritos.

Children may not finish their whole meal, so ensure it can be a meal-to-go by making the meal convenient and portable.

### Serve a Social Ingredient and Make it Quick!

Children love to interact with family and friends when dining out but usually when kids arrive at your restaurant they are hungry and can become restless if they have to wait too long for their meal to arrive. On your menu offer food samplers with mini versions of favourite foods – like mini burgers, meatballs and make it quick! This will keep the younger guests happy until their meal arrives and parents can begin to relax.

### Kid's Menus Priced Right

Consider the value these young guests bring to your establishment by filling seats at usually slower times and how often they will visit if they are satisfied. Find a price point that the parents paying the bill can live with week after week while offering better food quality and choices for their kids.

### Healthier Food Means Happy Families

It is important to provide choices that will appeal to youngsters, but it is essential to provide some healthier choices, like beef, so parents can feel good about ordering from your menu for the kids. Undoubtedly the most significant element driving changes in children's menus is health. Research has shown that food with a good source of nutrients including protein and iron affects food decisions made by parents as well as children. When surveyed parents agree healthier choices are considered an important factor when choosing a meal for their children in a restaurant.



## Adding is Easy with Beef!

We know that beef will consistently out perform competing menu items in terms of profitability. Building signature beef dishes for your kid's menu will add to your bottom line as well. A number of restaurants have been successful in attracting families back to their establishments because they gave careful consideration how they priced their kid's menu. Think of the kids' menu as not just a profit centre but primarily as a reason for adults with children to choose your establishment repeatedly. That's not to

say that kid's meals need to be lost leaders. In fact, in the example below, while the Beef Taco Construction costs more to produce and has a higher food cost, the contribution dollars generated are almost \$1.00 higher than the common "Mac and Cheese" found on so many menus. That's \$1.00 on every kid's meal straight to your pocket. Successful operators realized a long time ago that they bank dollars, not food cost percentage. Offering more beef on your menu is a win-win for all.

ITEM	COST OF GOODS	SELLING PRICE	FOOD COST (%)	CONTRIBUTION MARGIN (\$)
Beef Taco Construction	2.02	6.99	28.9	<b>4.97</b>
Striploin Steak Jr.	3.25	8.29	39.2	<b>5.04</b>
Hail Steak Caesar	2.56	6.99	36.6	<b>4.43</b>
Campfire Pasta	2.28	5.99	38.1	<b>3.71</b>
Mini Angus Burgers	2.12	5.99	35.4	<b>3.87</b>
Personal Pan Meatloaf	2.22	6.25	35.5	<b>4.03</b>

### Mini Angus Beef Burgers

Ingredients	Measurements
Lean ground beef	5oz / 142 g
Garlic, finely chopped	1/8 oz / 3 g
BBQ sauce	1/4 oz / 7 ml
Salt and pepper	pinch (of each)
Whole egg, beaten	1/4
Mini soft buns	2
Tomatoes, sliced	1
Boston lettuce	1

**Optional Sides:**  
Caesar / green salad / fries

#### Method

- Season beef with BBQ sauce, pepper, egg, garlic, salt to create 2 burger patties OR Utilize pre-formed angus patties.
- Cook burgers to an internal temperature of 160°F (71°C). Assemble burgers with lettuce and tomatoes on the side.
- Serve with salad. Offer a wide selection of relishes, pickles, mustard and ketchup type condiments.

**Tips**—These burger patties can be made ahead and stored chilled or frozen for fast service. Pre-formed Certified Angus mini burgers are now available from your distributor.  
Yield: 1 Portion

**Per Serving:** 411 Calories, 23 g protein, 15 g fat, 19 g carbohydrate, 3 g fibre, 274 mg sodium, good source of iron [19% DV] and an excellent source of zinc [40% DV].

### Personal Pan Meat Loaf

Ingredients	Measurements
Lean ground beef	5oz / 142 g
Diced onion	1/2 oz / 14 g
BBQ sauce	1 oz / 28 g
Vegetable oil	1/2 oz / 15 ml
Salt and pepper	pinch (of each)
Ketchup	1/2 oz / 15 ml
Crustless bread, small crumbs	1 oz / 28 g
Mini carrots	3 oz / 100 g

**Optional Sides:**  
Creamy mashed potatoes / mini carrots / garden peas

#### Method

- Heat oil, sauté onions for 2 minutes – allow to cool. Season ground beef with salt, pepper, ketchup, BBQ sauce, bread and onions – mix well. Form mixture into non-stick loaf mould or muffin pan. Bake at 350°F (180°C) for 30-45 minutes or until internal temperature of 160°F (71°C) is reached. Remove loaf from oven allow to set for 3 minutes. Keep hot.
- Heat mini carrots (or leave raw) and mashed potatoes.
- Turn out meat loaf onto warm plate, add carrots, mashed potatoes. Serve.

**Tips**—Meat loaves can be made ahead, stored chilled or frozen and used as needed. Meatloaf also can be used to make great kids sandwiches.  
Yield: 1 Portion

**Per Serving:** 562 Calories, 30 g protein, 26 g fat, 22 g carbohydrate, 2 g fibre, 639 mg sodium, excellent source of iron [34% DV] and zinc [88% DV].



# Children's Menus GROW-UP WITH BEEF

Thursday evening is family night out for dinner. Kids and parents can't decide where to go. What does everyone feel like eating? Who decides? Research has shown 3 out of 4 children eat out with their families on a regular basis and this is steadily growing. The average Canadian household visits a restaurant for a meal or snack 526 times per year. Meals sourced from restaurants account for 1 in 10 meal occasions according to a recent CREST/NPD report.

For more information, please visit [www.beefinfo.org/kids](http://www.beefinfo.org/kids)



Kids and their families on average spend 30% of their food dollar in food service.

Casual dining is quickly becoming the destination of choice for families. Children and families are more sophisticated when making decisions and are asking for more food choices, better nutrition and plenty of fun when dining out together – Beef can deliver! As a restaurant operator it is important to remember that kids, especially those in the 7 to 12 year age groups have a tremendous amount of influence with their parents when choosing dining out options. Becoming a “kid-friendly” establishment that includes more menu choices can add substantially to your bottom line. This doesn’t mean that you need to flood your restaurant with balloons and streamers. In fact, kids are more sophisticated than we might think. It is more of an adult experience they are after, not more of a child’s experience. Families with children generally eat earlier and can provide you an opportunity to gain the benefit of incremental revenues during this traditionally slower time.

## What’s Changing— Kids Menu Choices Are!

Savvy restaurateurs are beginning to understand that children are asking for more appealing menu choices, like steak and other proteins. They want bold flavours, more ethnic offerings, additional courses, wider choices and a growing eye for health – changes aimed at children and driven by grownup food trends. They want to eat like the adults, only smaller portions and not too spicy. Children are actively involved when choosing from a menu and restaurants that provide a menu that is visually appealing and communicates to kids and families will be a winner with Mom and Dad as well as the kids every time!



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## Beef – Zone in on Kids!

Families are busier than ever and often struggle to find time to eat a proper meal together. Operators know that catering to families is a good business decision. Restaurants that make an effort to offer food choices that are familiar but not necessarily designed just for kids will encourage parents to visit your establishment frequently.

Research has shown that beef dishes are at the top of the list for children aged 7-12 when eating at home. Knowing kids love eating beef, is a good thing for restaurants wanting to encourage repeat family visits and loyalty.

Beef is a key part of any menu, why not the children’s menu too? Try giving beef a role as the “king” on the kid’s menu. Simplify preparations by cross-utilization of beef items in your restaurant. For example if you have a successful theme that appeals to adults, whether Tex-Mex, Italian, or Asian offer young people similar choices, but smaller portions. If your establishment is known for its king-sized burgers, also become known for your “kid-sized” burgers designed to fit a child’s hand. Create simple kid-friendly dishes using lean ground beef, like Beef Taco Construction, Campfire Pasta or a Personal Pan Meatloaf in an interesting shape. Let’s not forget a Striploin Steak Jr., the king of beef. Children love steak, cooked medium-well to well-done and not too thick! Satisfied kids filling the seats in your restaurant means satisfied parents and loyal future customers!



## Beef Taco Construction ←

Ingredients	Measurements
Lean ground beef	4 oz / 113 g
Chili powder	1/4 oz / 7 g
Onion, diced	1/8 oz / 3.5 g
Garlic, diced	1/8 oz / 3.5 g
Vegetable oil	1/2 oz / 15 ml
Canned diced tomatoes	2 oz / 60 ml
Grated mozzarella cheese	2 oz / 56 g
Sour cream	1 oz / 30 ml
Chunky salsa	1 oz / 30 ml
Hard/soft taco shells	3 (13 g each)
Salt and pepper	pinch (of each)
Chopped lettuce	1 oz / 28 g

- Method**
1. Cook onion and garlic in oil for 2 minutes, add ground beef cook for 15 minutes.
  2. Add chili spice and canned tomatoes, simmer for 15 minutes. Season with salt and pepper.
  3. Present this entrée as a build your own meal concept – all items: chili spiced meat, taco shells, lettuce, cheese, sour cream, and salsa are placed in separate compartments of a Bento box.

**Tips**—This chili spiced meat mixture can also be used for nachos or to create chili con carne. It can also be used to create a flavourful version of macaroni and beef. Fajita beef can be substituted for ground beef.

Yield: 1 Portion

Per Serving: 600 Calories, 35 g protein, 33 g fat, 50 g carbohydrate, 5 g fibre, 715 mg sodium; excellent source of iron (38% DV) and zinc (90% DV).

## Campfire Pasta →

Ingredients	Measurements
Small diced striploin of beef	4 oz / 113 g
Onion, diced	1/2 oz / 14 g
Garlic, diced	1/4 oz / 7 g
Premium quality tomato sauce	4 oz / 113 g
Carrots, small dice	1 oz / 28 g
Olive oil	1/2 oz / 15 ml
Penne pasta, cooked	6 oz / 170 g
Parmesan cheese, grated	1/2 oz / 14 g
Salt and Pepper	pinch (of each)
Italian parsley sprig	1

- Method**
1. Heat oil, add garlic, onions and cook for 2 minutes. Add beef, brown and cook for 5 minutes, add tomato sauce cook for 15 minutes or until beef is tender. Keep hot.
  2. Blanch pasta to a well done point. Cool and store for service.
  3. Reheat pasta to order, place in warm pasta bowl, add sauce on top of the pasta. Garnish with parsley.
  3. Offer guest cheese.

**Tips**—Additional vegetables such as bell peppers and onions may be added to the recipe.

Yield: 1 Portion

Per Serving: 710 Calories, 37 g protein, 32 g fat, 49 g carbohydrate, 6 g fibre, 640 mg sodium; excellent source of iron (29% DV) and zinc (66% DV).



**PROFITS = \$3.70**

For details, check back page.

## Striploin Steak Jr. with Honey-garlic Sauce →

Ingredients	Measurements
Striploin	5 oz / 142 g
Oil	1/4 oz / 7.5 ml
Salt and pepper	pinch (of each)
Honey-garlic sauce	2 oz/60 ml
Green salad	1 portion
Corn on cob (medium)	3 oz / 90 g
Butter or margarine	1/4 oz / 7.5 ml
Italian parsley sprig	1

### Method

1. Season the steak with salt and pepper
2. Prepare corn in boiling water
3. Grill the steak to order. Assemble steak on a warm plate, add corn and salad
4. Place sauce in a ramekin, add to plate, garnish meal with butter and parsley.

**Tips**—Most kids prefer their steaks cooked medium-well to well done. Substitute corn with baked potato or baked curly fries.

Yield: 1 Portion

Per Serving: 511 Calories, 33 g protein, 20 g fat, 49 g carbohydrate, 4 g fibre, 498 mg sodium; excellent source of iron (29% DV) and zinc (66% DV).



## Hail to Steak Caesar ↑

Ingredients	Measurements
Striploin steak	5 oz / 142 g
Oil	1/4 oz / 7.5 ml
Salt and pepper	pinch (of each)
BBO sauce	2 oz / 60 ml
Balsamic vinegar	1/2 oz / 15 ml
Romaine lettuce, washed & cut	3 oz / 85 g
Parmesan cheese, grated	1/2 oz / 14 g
Croutons	1 oz / 28 g
Light Caesar dressing	1 1/2 oz / 45 ml

### Method

1. Marinate the steak for 15 minutes in BBO sauce and balsamic vinegar, salt and pepper.
2. Heat BBO/Broiler. Brush with oil. Grill steak.
3. Prepare Caesar salad. Remove steak from the BBO, cut into 6 equal sized bias cut strips.
4. Place strips on the side of salad.

**Tips**—This recipe also works very well on either green or Greek salad. The beef aspects of this recipe can also be used to dress a crisp baked pizza.

Yield: 1 Portion

Per Serving: 598 Calories, 36 g protein, 30 g fat, 34 g carbohydrate, 4 g fibre, 1050 mg sodium; excellent source of iron (51% DV) and zinc (63% DV).