

# Skyros



Marcos Cordova

Breanne Nielsen

Brittany Stump

Chelsea Howard

Alt.: Ashley Williams

# Executive Summary

Skyros is a lavish fine dining restaurant with Mediterranean cuisine which is located in downtown ProStartville, USA between the local art gallery and the busy museum. Our restaurant concept was developed due to an overwhelming desire and need for unique and innovative food infused with old world style with modern culture. After surveying our surrounding communities within ProStartville, we determined that bringing the long overdue beautiful and stylistic culture of the Greek Isles and western European flare would add elegance to a traditional community and city.

Our restaurant concept will show how unique our restaurant is. With our late hours tourists find it easy to come to our restaurant after spending all day at the parks, Art galleries, and museums. Also with our being located between an Art galleries, and museums people find it incredibly easy to come to our restaurant without having to drive around. Our décor shows our traditional Mediterranean style by our white and blue colors you see the authenticity of Skyros.

Skyros marketing tactics set us apart from the rest of the surrounding businesses by capitalizing on innovative social media tactics while also using traditional techniques through the use of a flyer.

# Table of Contents

• Executive Summary	1
• Table of Contents	2
• Restaurant Concept Description	3
• Description of Interior and Décor	4
• Interior Diagram	5
• Organizational Chart	6
• Listing of 12 Menu Items	7
• 3 Recipes	8
• 3 Costing Worksheets	9
• 3 Menu Pricing Worksheets	10
• Photos of 3 Menu Items	11
• Sample of Menu	12
• 2 Marketing Tactics	13
• Conclusion	14

# Restaurant Concept Description

## Types of Establishment:

Skyros is a fine dining full-service restaurant, which focuses on the Mediterranean cuisine with an emphasis in the region of Greece. Our focus is centralized around satisfying our guests through a luxurious experience. The customers will be greeted with an authentic Mediterranean feel which will mentally and emotionally satisfy all of the patrons. Skyros is located right in the heart of ProStartville, USA between art galleries and museums, and within walking distance to local city parks and thriving businesses throughout downtown. Our restaurant will be a perfect dining option for business professionals during lunch or dinner, and yet inviting enough for our local tourist population who are looking for that special dining experience while out on the town.

At the end of their exquisite meal, guests will receive their bill which will average from \$25.00- and above per person.

## Type of Cuisine Served:

The cuisine of Skyros consists of Mediterranean inspired food which is infused with a Greek twist. This concept will bring a wider variety of menu choices to downtown ProStartville by steering away from the everyday, all American choices of a traditional burger and fries. This will also draw the locals and tourists into our restaurant to try this new type of cuisine.

## Meals Served:

Our cuisine is based around regions in the Mediterranean however, we use Greece as our main inspiration. Skyros uses bright and fresh ingredients to help complement each dish on the menu. Our cuisine will let you explore many different flavors that some guests may not have experienced before.

#### Hours of operation:

Monday closed

Tuesday- Thursday 11:00 am. To 11:00 pm.

Friday and Saturday 11:00 am. To Midnight.

Sundays 11:00 am. To 10:00 pm.

#### Location of Restaurant:

Our location is specifically designed to stand out among the crowd in the heart of downtown ProStartville, USA. With our unique octagon, Greek inspired exterior design, this central location will be easy to see. Couples, business patrons, and even families that are looking for a memorable and inviting restaurant to dine in will be drawn to our establishment due to its prime location. After having their delicious meal, our patrons can walk across the street to the city park or even visit the local museums and art galleries that conveniently surround our restaurant.

#### Target Market:

The main target market for Skyros is couples, adults, or even someone who wants to try a new experience hence meeting the vast majority of the population in ProStartville, USA.

# Interior Décor

## Main Hostess Area:



At the entrance to Skyros, customers will be greeted with the soothing Greek music of Natasa Theodoridou, which plays through our entire restaurant and main lobby area. Customers' eyes and ears will be immediately drawn to the cascading soft blue waterfall wall which is positioned behind a uniquely designed bench where guests can sit, relax and wait for their table in the main hostess area. This waterfall feature is made to accommodate the feel and sound of the ocean which captivates the true Mediterranean experience. Also located in the hostess area are our restrooms which make it convenient for guests to maneuver through our main dining area.

### Main Dining Area:



Coming into the main dining area, customers walk over a dark gray hardwood floor which softly contrasts the white stone walls. Throughout the restaurant there are reverent pictures of Greece that are so detailed it gives the customer the feeling of being transported overseas and into Greece itself, forgetting you are in ProStartville altogether.



## Table Décor:



Our plates are a vibrant blue with a stark white charger and our silverware will be gold for a fine dining feel. To enhance the beautiful décor on the tables, we have a single fresh red rose which is placed in a carafe in the middle of the table. Our booths are built into the outer wall to make our guests have the sense of privacy. Each booth seating arrangement will be aligned with blue piping to contrast the fabric of the seat. Skyros' tables are a dark cherry wood with white table cloths, made to match our napkins with our blue logo on the corner which will surely make it pop.



### Lighting:



Along with the tables are a single hanging blue light pendent to give our guests a soothing atmosphere through our mood lighting. The environment in Skyros is very calm, peaceful and relaxing in hopes of bringing guests back in some other time.

## Kitchen:



The kitchen in the establishment is located at the very back of the restaurant. The location was chosen in order to take away all the noise and clatter which will help customers enjoy their meals and carry on conversations. For entertainment purposes only, we will have a glass wall in front of the grill area where customers can view how their meal is being prepared

by the chefs themselves. Entering the kitchen doors from the main dining area, we have made it very accessible and easy for our employees to maneuver their way in and out making it faster and easier to get the customers meals out in a timely fashion.

The dishwashing station is located towards the back wall on the left hand side which takes away the fumes and chemicals that will keep the kitchen clean and sanitized. In addition, our dishwasher is regularly cleaned every 4 hours meeting the Serve Safe and OSHA requirements. The walls are very simple and refine making for an easy clean up from all the contributing oils and dirt in the kitchen. Skyros is very particular in having a very clean environment to help sustain the professional impression.

## Exterior Décor

### Main Entrance:



The octagon shape of Skyros is made to bring out the unique and bold features of the restaurant. The building itself is beautifully designed with white stone walls, accompanied by two white pillars that greet the guests at the main entrance of the restaurant. Our glass double doors feature our floor-to-ceiling Skyros logo which is sure to catch the eye of any passerby. The delectable scent of the greatest Mediterranean cuisine in ProStartville will be impossible to resist from the start.

### Lighting:



Due to our unique octagon structure, we are able to have multiple stain glass and double painted windows which allow for an abundant amount of natural sunlight throughout our dining room. However, when the sun goes down in ProStartville, softly lit light spots will elegantly light up our restaurant creating a romantic element to any evening.

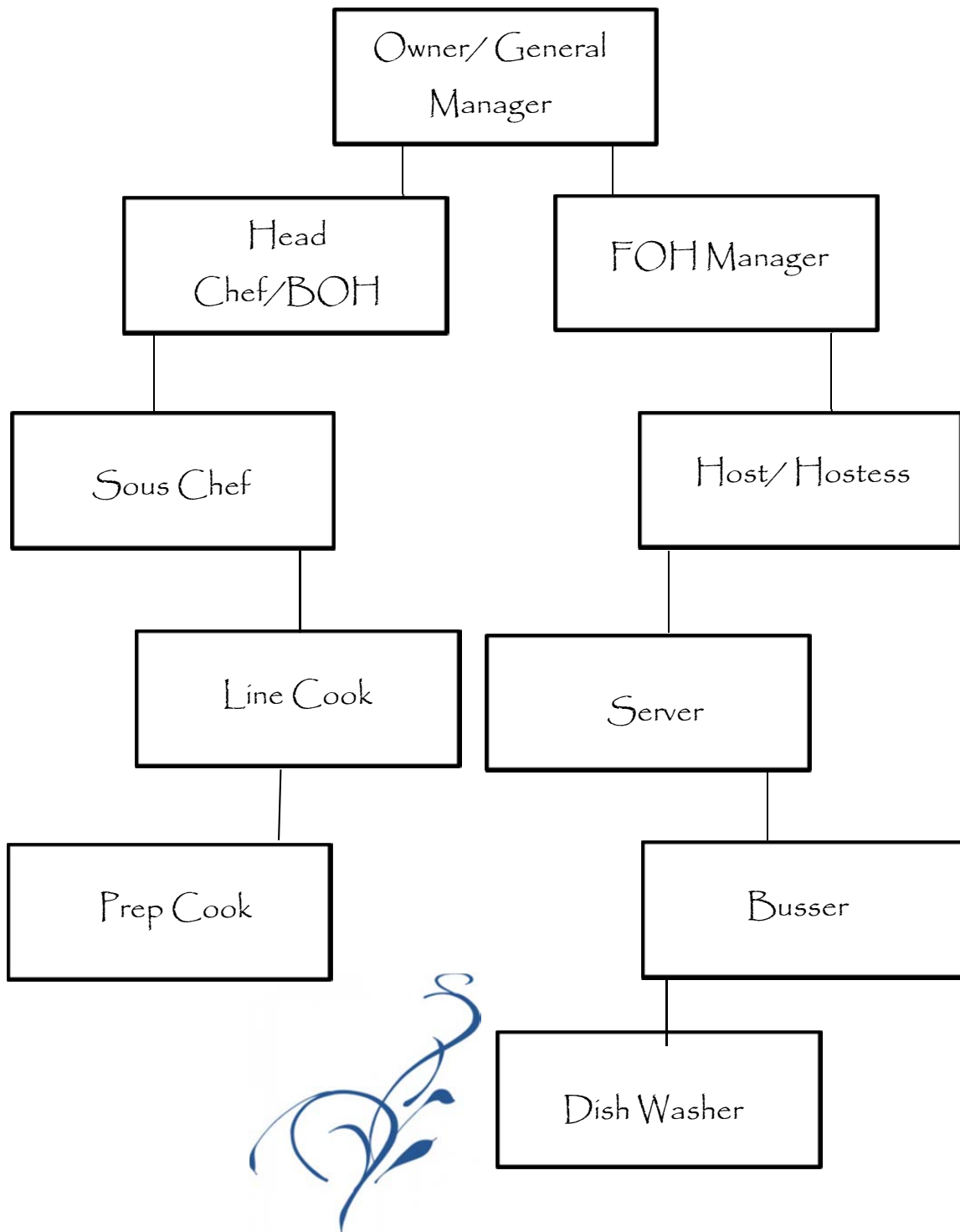
## Landscaping:



The Mediterranean flourishes will include beautiful flowers and plants. Our landscaping has been professionally designed with lush trees and a variety of plants made to bring out the Greek-inspired hillside. Around the entrance guests will be amazed by the beauty and hardiness of our Knock Out Rose bushes which thrive in many different types of soil and weather conditions. This helps to keep Skyros in full bloom through a majority of the year.



# Organizational Chart



## Listing of 12 Menu Items

### Appetizers:

Spinach and Feta Pita Bake

Saganaki with a side of sliced tomatoes and feta cheese

Spicy-Sweet Roasted Red Pepper & Feta Hummus with Garlic Baked Pita Chips

Grape Leaves Aleppo

### Entrees:

Pork Tenderloin drizzled with Fiery Peach Sauce and a side of Mashed Potatoes and Broccoli

Roasted Chicken stuffed with Spinach, Yogurt, Pine Nuts, and Cheese with a side of Grecian Green Beans and Spanakorizo

Gilled Leg of Lamb with Black Olive Puree, Baked Peas and Orzo

Souvlaki topped with a Yogurt-Tomato Sauce, Red Onion, and Arugula, with a side of Roasted Red Pepper Mashed Potatoes and Carrots

### Dessert:

Frozen Greek Yogurt topped with Peach and Plum Compote

Vasilopita

Finikia

Yogurt Berry Trifle



## Recipe Worksheet

Culinary and Management Teams must complete this form prior to the competition. It is unnecessary to send this in with your registration. However, culinary teams need to make FIVE copies to turn in at Product Check-in and management teams need to make ONE copy to turn in at Team Check-in.

<b>School Name</b>	Van Buren Technology Center		
<b>Educator Name</b>	Patti Kenworthy		

<b>Menu Item</b>	Spinach and Feta Pita Bake		
<b>Number of Portions</b>	6	<b>Portion Size</b>	1 Pita
<b>Cooking Method</b>	Baked		
<b>Recipe Source</b>	Allrecipes.com		

Ingredients	
Item	Amount
Whole Wheat Pita Bread	6 Pitass
Sun-Dried Tomato Pesto	1 (6 ounce) tub
Roma Tomatoes (Plum)	2
Spinach	1 Bunch
Mushrooms	4
Feta Cheese	½ Cup
Fresh Parmesan Cheese	2 Tbsp.
Olive Oil	3 Tbsp.
Black Pepper	To taste

Procedure
<ol style="list-style-type: none"><li>1. Preheat the oven to 350 Degrees F</li><li>2. Spread one ounce of tomato pesto onto one side of each pita bread, and place them pesto side up on a baking sheet.</li><li>3. Clean Roma Tomatoes, remove cores from tomatoes using tomato corer, using cutting board and French knife chop tomatoes and set aside</li><li>4. Rinse Spinach and pat dry, using cutting board and French knife chop spinach, set aside</li><li>5. Brush fresh mushrooms using a mushroom brush or clean towel, using cutting board and French knife slice mushrooms, set aside</li><li>6. Grate Parmesan Cheese, set aside</li><li>7. Top each pita with equal amounts of tomatoes, spinach, mushrooms, feta cheese, and parmesan cheese.</li><li>8. Drizzle with olive oil and season with black pepper.</li><li>9. Bake for 12 minutes in the preheated oven or until pitas are crisp.</li><li>10. Cut each pita into quarters and place one whole pita quartered on a clean plate</li><li>11. Wipe plates before presenting to customer.</li></ol>

## Recipe Worksheet

Culinary and Management Teams must complete this form prior to the competition. It is unnecessary to send this in with your registration. However, culinary teams need to make FIVE copies to turn in at Product Check-in and management teams need to make ONE copy to turn in at Team Check-in.

<b>School Name</b>	Van Buren Technology Center
<b>Educator Name</b>	Patti Kenworthy

<b>Menu Item</b>	Grecian Pork Tenderloin		
<b>Number of Portions</b>	6	<b>Portion Size</b>	5 oz.
<b>Cooking Method</b>	Grilled		
<b>Recipe Source</b>	Food.com		

Ingredients	
Item	Amount
Lime Juice	1 ½ Cups
Olive Oil	¾ cups
Garlic	6 cloves
Salt	2 tsp.
Dried Oregano	6 tbsp.
Pork Tenderloins	2 (1 pound)

Procedure
<ol style="list-style-type: none"><li>1. Place lime juice, olive oil, garlic, salt, and oregano in a large reseal able plastic bag, Shake sealed bag until ingredients are well mixed.</li><li>2. Using tasting spoon taste the marinade for tartness. If too tart add a little more oil. Not enough zing, add more lime. The garlic and salt flavors should also be up front, yet not over powering.</li><li>3. Place tenderloin in bag, seal, and turn to coat. Marinate in the refrigerator for 2 to 5 hours.</li><li>4. Preheat grill for medium heat and lightly oil the grill grate.</li><li>5. Remove tenderloins from marinade and discard marinade.</li><li>6. Grill tenderloin for 20 to 30 minutes, turning once using meat thermometer check that tenderloins are 145 degrees,</li><li>7. Remove from grill and place on cutting board</li><li>8. Put on gloves for ready to eat item to slice.</li><li>9. Using knife slice tenderloin into 9 equal pieces per tenderloin</li><li>10. Place 3 pieces of tenderloin on each plate. Wipe plate with clean towel.</li></ol>



## Recipe Worksheet

Culinary and Management Teams must complete this form prior to the competition. It is unnecessary to send this in with your registration. However, culinary teams need to make FIVE copies to turn in at Product Check-in and management teams need to make ONE copy to turn in at Team Check-in.

<b>School Name</b>	Van Buren Technology Center
<b>Educator Name</b>	Patti Kenworthy

<b>Menu Item</b>	Fiery Peach Sauce		
<b>Number of Portions</b>	4	<b>Portion Size</b>	2 Tbsp.
<b>Cooking Method</b>	Simmering/Heating Throughout		
<b>Recipe Source</b>	Hellmann's/Best Foods		

[illegible]

Procedure
<ol style="list-style-type: none"><li>1. In a small bowl mix mayonnaise and sweet and spicy sauce. Put aside.</li><li>2. Meanwhile in a sauce pan combine peach preserves with mayonnaise mixture; heat through.</li><li>3. Stir in cilantro.</li><li>4. Spoon 2 Tbsp. of sauce over Pork Tenderloin.</li><li>5. Wipe plate clean with clean towel.</li><li>6. Refrigerate leftover sauce.</li></ol>

## Recipe Worksheet

Culinary and Management Teams must complete this form prior to the competition. It is unnecessary to send this in with your registration. However, culinary teams need to make FIVE copies to turn in at Product Check-in and management teams need to make ONE copy to turn in at Team Check-in.

<b>School Name</b>	Van Buren Technology Center
<b>Educator Name</b>	Patti Kenworthy

<b>Menu Item</b>	Mashed Potatoes Moroccan Style		
<b>Number of Portions</b>	6	<b>Portion Size</b>	4 oz.
<b>Cooking Method</b>	Boil		
<b>Recipe Source</b>	Alia Alkasimi/Internet/Internal Changes		

Ingredients	
Item	Amount
Gold Potatoes	1 ½ Pounds
Garlic Cloves	3
Bay Leaves	2
Greek Nonfat Plain Yogurt	2/3 cup
Cilantro	1 Tbsp.
Salt	To taste
Pepper	To taste
Cumin	1 tsp.

Procedure
<ol style="list-style-type: none"><li>1. Wash Potatoes, peel and slice the potatoes. Place the potatoes in a large bowl of cold water once peeled so they do not turn brown.</li><li>2. Peel garlic cloves</li><li>3. Drain the potatoes from the water with colander, then place them in a large pot. Cover with cold water, add salt, the peeled garlic cloves, and bay leaves. Cook on medium-high heat, covered, for around 30 minutes or use a fork to test if the potatoes for soft.</li><li>4. Using cutting board and French knife to finely chop cilantro</li><li>5. Drain the potatoes from the water using a slotted spoon and place them in a large clean bowl.</li><li>6. Add the Greek Yogurt and cilantro to the potatoes. Mash with a manual potato- masher, fork, or food processor.</li><li>7. Season with salt, pepper, and ground cumin to taste. Using tasting spoons until desired flavor is reached.</li><li>8. Serve immediately on Entrée plate with Pork Tenderloin and Broccoli.</li><li>9. Wipe plate with clean towel before serving if needed.</li></ol>

## Recipe Worksheet

Culinary and Management Teams must complete this form prior to the competition. It is unnecessary to send this in with your registration. However, culinary teams need to make FIVE copies to turn in at Product Check-in and management teams need to make ONE copy to turn in at Team Check-in.

<b>School Name</b>	Van Buren Technology Center
<b>Educator Name</b>	Patti Kenworthy

<b>Menu Item</b>	Broccoli w/ Feta and Pine Nuts		
<b>Number of Portions</b>	2	<b>Portion Size</b>	4 oz.
<b>Cooking Method</b>	Steamed		
<b>Recipe Source</b>	Diane Kochilas/Internet		

Ingredients	
Item	Amount
Broccoli	½ lb.
Extra Virgin Greek Olive Oil	1/3 cup
Lemon Juice	3 Tbsp.
Salt	To taste
Hot Pepper Flakes	Pinch
Pine Nuts	2 Tbsp.
Greek Feta Cheese	½ Cup

Procedure
<ol style="list-style-type: none"><li>1. Wash broccoli.</li><li>2. Using cutting board and French knife trim broccoli.</li><li>3. Break broccoli into florets and place in pan.</li><li>4. Steam the broccoli florets for about 5-6 minutes, until bright green and tender but with a bit of crunch. Strain.</li><li>5. Whisk together the olive oil, lemon juice, salt, and hot pepper flakes (optional), in medium mixing bowl.</li><li>6. Pour over broccoli and toss.</li><li>7. Place on entrée plate and wipe edges if needed with clean towel.</li><li>8. Sprinkle with feta and pine nuts.</li></ol>





Procedure
<ol style="list-style-type: none"><li>1. Stir together the yogurt and lemon juice until smooth in a freezer-safe metal bowl. Combine the honey and mint in a small bowl.</li><li>2. Pour the honey on top of the yogurt, then give the yogurt a few “ribbons” in the yogurt but is not blended completely.</li><li>3. Cover bowl and freeze for 1 to 2 hours.</li></ol>

## Recipe Worksheet

Culinary and Management Teams must complete this form prior to the competition. It is unnecessary to send this in with your registration. However, culinary teams need to make FIVE copies to turn in at Product Check-in and management teams need to make ONE copy to turn in at Team Check-in.

<b>School Name</b>	Van Buren Technology Center
<b>Educator Name</b>	Patti Kenworthy

Menu Item	Fruit Compote		
Number of Portions	12	Portion Size	2 oz.
Cooking Method	Microwave		
Recipe Source	Foodnetwork.com		

[illegible]

Procedure
<ol style="list-style-type: none"><li>1. Take the pit out of the plums. Slice</li><li>2. Place all ingredients in a zip-top bag and toss to combine.</li><li>3. Microwave for 2-5 minutes, until softened and juicy.</li><li>4. Serve warm over the frozen yogurt.</li></ol>

## Food Cost Worksheet

Culinary and Management Teams must complete this form for each recipe prior to the competition. It is unnecessary to send this in with your registration. However, culinary teams need to make FIVE copies to turn in at Product Check-in and management teams need to make ONE copy to turn in at Team Check-in.

<b>School Name</b>	Van Buren Technology Center
<b>Educator Name</b>	Patti Kenworthy
<b>Menu Item</b>	Spinach and Feta Pita Bake
<b>Number of Portions</b>	6

Ingredients		Ingredient Cost	
Item	Amount	Unit Cost	Total Cost
Whole Wheat Pita Bread	6 Pitas	\$ 0.275/each	\$1.650
Sun-Dried Tomato Pesto	1 (6 ounce) tub	\$ 0.331/oz.	\$1.986
Roma Tomatoes (Plum)	6 oz.	\$ 0.087/oz.	\$0.522
Spinach	4 oz.	\$ 0.244/oz.	\$0.976
Mushrooms	2.75 oz.	\$ 0.128/oz.	\$0.352
Feta Cheese	2 oz.	\$ 0.214/oz.	\$0.428
Parmesan Cheese	.50 oz.	\$ 0.228/oz.	\$0.114
Olive Oil	1.5 oz.	\$ 0.069/oz.	\$0.104
Black Pepper	To taste	1%	\$0061

<b>Total Recipe Cost</b>	\$6.193
<b>Portion Cost</b>	\$1.032

## Food Cost Worksheet

Culinary and Management Teams must complete this form for each recipe prior to the competition. It is unnecessary to send this in with your registration. However, culinary teams need to make FIVE copies to turn in at Product Check-in and management teams need to make ONE copy to turn in at Team Check-in.

<b>School Name</b>	Van Buren Technology Center
<b>Educator Name</b>	Patti Kenworthy
<b>Menu Item</b>	Grecian Pork tenderloin
<b>Number of Portions</b>	6

Ingredients		Ingredient Cost	
Item	Amount	Unit Cost	Total Cost
Lime Juice	12oz	\$ 0.238/oz.	\$2.856
Olive Oil	6 oz.	\$ 0.069/oz.	\$0.414
Garlic	.70 oz.	\$ 0.209/oz.	\$0.146
Salt	.40 oz.	\$ 0.001/oz.	\$0.001
Dried Oregano	.55 oz.	\$ 1.902/oz.	\$1.046
Pork Tenderloins	2-(1 Pound)	\$ 3.344/lb.	\$6.688

<b>Total Recipe Cost</b>	\$11.151
<b>Portion Cost</b>	\$1.859



## Food Cost Worksheet

Culinary and Management Teams must complete this form for each recipe prior to the competition. It is unnecessary to send this in with your registration. However, culinary teams need to make FIVE copies to turn in at Product Check-in and management teams need to make ONE copy to turn in at Team Check-in.

<b>School Name</b>	Van Buren Technology Center
<b>Educator Name</b>	Patti Kenworthy
<b>Menu Item</b>	Fiery Peach Sauce
<b>Number of Portions</b>	4

Ingredients		Ingredient Cost	
Item	Amount	Unit Cost	Total Cost
Mayonnaise	8 oz.	\$ 0.107/oz.	\$0.856
Sweet & Spicy Pepper Sauce	2 oz.	\$ 0.123/oz.	\$0.246
Peach Preserves	1.5 oz.	\$ 0.312/oz.	\$0.468
Fresh Cilantro	.32 oz.	\$ 0.341/oz.	\$0.109

<b>Total Recipe Cost</b>	\$1.679
<b>Portion Cost</b>	\$0.420

## Food Cost Worksheet

Culinary and Management Teams must complete this form for each recipe prior to the competition. It is unnecessary to send this in with your registration. However, culinary teams need to make FIVE copies to turn in at Product Check-in and management teams need to make ONE copy to turn in at Team Check-in.

<b>School Name</b>	Van Buren Technology Center
<b>Educator Name</b>	Patti Kenworthy
<b>Menu Item</b>	Mashed Potatoes Moroccan Style
<b>Number of Portions</b>	6

Ingredients		Ingredient Cost	
Item	Amount	Unit Cost	Total Cost
Gold Potatoes	1 ½ Pounds	\$ 0.736/ lb.	\$1.104
Garlic Cloves	.35 oz.	\$ 0.209/oz.	\$0.073
Bay Leaves	.02 oz.	\$ 0.838/oz.	\$0.017
Greek Plain Yogurt	5.60 oz.	\$ 0.155/oz.	\$0.868
Cilantro	.08 oz.	\$ 0.340/oz.	\$0.027
Salt & Pepper	To taste	1%	\$0.021
Cumin	.10 oz.	\$0.130/oz.	\$0.013

<b>Total Recipe Cost</b>	\$2.123
<b>Portion Cost</b>	\$0.354

## Food Cost Worksheet

Culinary and Management Teams must complete this form for each recipe prior to the competition. It is unnecessary to send this in with your registration. However, culinary teams need to make FIVE copies to turn in at Product Check-in and management teams need to make ONE copy to turn in at Team Check-in.

<b>School Name</b>	Van Buren Technology Center
<b>Educator Name</b>	Patti Kenworthy
<b>Menu Item</b>	Broccoli w/ Feta & Pine Nuts
<b>Number of Portions</b>	2

Ingredients		Ingredient Cost	
Item	Amount	Unit Cost	Total Cost
Broccoli	½ lb.	\$ 1.868 lb.	\$0.934
Extra Virgin Greek Olive Oil	2.67oz.	\$ 0.207/oz.	\$0.553
Lemon Juice	1.5 oz.	\$ 0.080/oz.	\$0.120
Salt	To taste	1%	\$0.043
Hot Pepper Flakes	.02 oz.	\$1.627 oz.	\$0.033
Pine Nuts	.60 oz.	\$ 0.966/oz.	\$0.580
Greek Feta Cheese	2 oz.	\$ 1.043/oz.	\$2.086

<b>Total Recipe Cost</b>	4.349
<b>Portion Cost</b>	2.175

## Food Cost Worksheet

Culinary and Management Teams must complete this form for each recipe prior to the competition. It is unnecessary to send this in with your registration. However, culinary teams need to make FIVE copies to turn in at Product Check-in and management teams need to make ONE copy to turn in at Team Check-in.

<b>School Name</b>	Van Buren Technology Center
<b>Educator Name</b>	Patti Kenworthy
<b>Menu Item</b>	Frozen Greek Yogurt
<b>Number of Portions</b>	7

Ingredients		Ingredient Cost	
Item	Amount	Unit Cost	Total Cost
Greek Yogurt	24 oz.	\$ 0.155/oz.	\$3.720
Lemon Juice	.50 oz.	\$ 0.144/oz.	\$0.072
Honey	3.5 oz.	\$ 0.330/oz.	\$1.155
Fresh Mint Leaves	.12 oz.	\$ 1.250/oz.	\$0.150

<b>Total Recipe Cost</b>	\$5.097
<b>Portion Cost</b>	\$0.728

## Food Cost Worksheet

Culinary and Management Teams must complete this form for each recipe prior to the competition. It is unnecessary to send this in with your registration. However, culinary teams need to make FIVE copies to turn in at Product Check-in and management teams need to make ONE copy to turn in at Team Check-in.

<b>School Name</b>	Van Buren Technology Center
<b>Educator Name</b>	Patti Kenworthy
<b>Menu Item</b>	Fruit Compote
<b>Number of Portions</b>	12

Ingredients		Ingredient Cost	
Item	Amount	Unit Cost	Total Cost
Frozen Sliced Peaches	16 oz.	\$ 0.142/oz.	\$2.272
Plums	2	\$ 0.512 each	\$1.024
Sugar	.33 oz.	\$ 0.047/oz.	\$0.016
Pure Vanilla	.10 oz.	\$1.072/oz.	\$0.107

<b>Total Recipe Cost</b>	\$3.419
<b>Portion Cost</b>	\$0.285

## Menu Price Worksheet

Culinary and Management Teams must complete this form for each menu item prior to the competition. It is unnecessary to send this in with your registration. However, culinary teams need to make FIVE copies to turn in at Product Check-in and management teams need to make ONE copy to turn in at Team Check-in.

<b>School Name</b>	Van Buren Technology Center
<b>Educator Name</b>	Patti Kenworthy
<b>Menu Item</b>	Spinach and Feta Pita Bake
<b>Number of Portions</b>	1

Item	Portion Cost
Spinach and Feta Pita Bake	\$ 1.124

<b>Total Item Portion Cost</b>	\$ 1.124
<b>Item Menu Price at 33% Food Cost</b>	\$ 3.128/ \$3.95

## Menu Price Worksheet

Culinary and Management Teams must complete this form for each menu item prior to the competition. It is unnecessary to send this in with your registration. However, culinary teams need to make FIVE copies to turn in at Product Check-in and management teams need to make ONE copy to turn in at Team Check-in.

<b>School Name</b>	Van Buren Technology Center
<b>Educator Name</b>	Patti Kenworthy
<b>Menu Item</b>	Grecian Pork Tenderloin
<b>Number of Portions</b>	1

Item	Portion Cost
Broccoli with Feta and Pine Nuts	\$2.157
Mashed Potatoes Moroccan Style	\$0.354
Fiery Peach Sauce	\$0.420
Pork Tenderloin	\$1.859

<b>Total Item Portion Cost</b>	\$4.790
<b>Item Menu Price at 33% Food Cost</b>	\$14.515/\$14.75

## Menu Price Worksheet

Culinary and Management Teams must complete this form for each menu item prior to the competition. It is unnecessary to send this in with your registration. However, culinary teams need to make FIVE copies to turn in at Product Check-in and management teams need to make ONE copy to turn in at Team Check-in.

<b>School Name</b>	Van Buren Technology Center
<b>Educator Name</b>	Patti Kenworthy
<b>Menu Item</b>	Frozen Greek Yogurt/w Compote
<b>Number of Portions</b>	1

Item	Portion Cost
Frozen Greek Yogurt	\$0.728
Fruit Compote	\$0.285

<b>Total Item Portion Cost</b>	\$1.013
<b>Item Menu Price at 33% Food Cost</b>	\$3.070/ \$3.50





# SKYROS



## Appetizers

### Spinach and Feta Pita Bake

Whole grain pita, topped with spinach, tomatoes, mushrooms, and feta cheese..... \$ 3.95

### Saganaki

Feta cheese fried in olive oil and arranged with sliced tomatoes, black pepper and garnished with lemon wedges...

\$ 4.25

### Hummus with Garlic Baked Pita Chips

The spicy red pepper hummus with Feta, Lemon juice..... \$ 3.50

### Grape Leaves Aleppo

Rice soaked in water and drained, mixed in with ground lamb, allspice, salt, pepper, wrapped in grape leaves..... \$ 4.50

## Entrees

### Pork Tenderloin

Fiery peach sauce, lime juice, and oregano, Moroccan style whipped Potatoes and Broccoli..... \$ 14.75

### Roasted Stuffed Chicken Breast

Spinach, Yogurt, Pine nuts, and Cheese, Grecian Green Beans..... \$ 13.50

### Grilled Leg of Lamb

Fresh Kalamata Tapenade, Baked Peas and Orzo..... \$ 17.50

### Pork Souvlaki

Yogurt-tomato sauce, red onion, and arugula lemon juice.....\$ 14.25

## Desserts

### Frozen Greek Yogurt

Greek yogurt, honey, peach and plum compote..... \$ 3.50

### Vasilopita

Baked chocolate cake with a special surprise..... \$ 4.75

### Finikia

Combination of citrus orange and cinnamon dough..... \$ 5.75

### Yogurt Berry Trifle

Sliced strawberries with vanilla Greek yogurt..... \$ 4.25

Consuming raw or undercooked (proteins) meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness.

## Marketing Tactics

### Facebook Page Description

One of Skyros marketing tactics is a Facebook page. Nearly 25% of Americans between the ages of 35-44 have a Facebook account. With the median age being 35 in ProStartville, Facebook is automatically hitting this target market.

We plan on encouraging customers and guests when they visit our restaurant to “like” Skyros’ Facebook page in order to receive notifications about our weekly deals or specials. Every Monday we will post a weekly deal onto our Facebook page called, “Cyber Mondays”. To ensure the success of our Facebook, we have hired a Social Media Consultant that will run our page and help promote Skyros to its full potential. Our plan is to have one of our managers shadow the consultant to have a full understanding of how to successfully run our page. Once this has been achieved we will no longer need the consultant. We estimated that this will take about one month to train a staff member.

## Goal

The goal of our Facebook page is to increase our cliental by at least 10% within Skyros and create an unforgettable experience for our customers with the Mediterranean cuisine we have to offer. By encouraging customer's participation of Facebook on a weekly basis through our Cyber Monday's deals, we will be able to establish customer loyalty, and ensure customer satisfaction.

## Budget

For our consultant to design and set up our Facebook page it would cost about \$500. We will have the consultant come in four out of the six days we are opened to train one of our staff members. The average price of an expert consultant is \$125 an hour. The price for the consultant for one month will be \$16,000. The total cost of the training and set up will be \$16,500.

## Recycled Flyers Description

Another marketing tactic we have chosen to use to advertise our restaurant is a flyer. We have made our flyer out of recycled paper, not only save the environment but to also keep the cost to a minimum. Our flyer will have white and blue colored paper that will have our restaurant name, address, contact information and two coupons to use on their next visit. The coupons for the first three months of business will be for “Buy One Appetizer, Get One 15% off” and “Buy One Entrée, Get One 10% off”. The coupons on the flyer will change every three months and they expire at the end of the cycle. With Skyros’ location being conveniently located around museums, art galleries and large businesses, we have decided to locate the flyers in an individual stand in the lobby of each establishment.

## Goal

The goal of this marketing tactic is to bring in the tourist population who are taking the time to visit the local businesses, art galleries, museums, parks, etc. By doing so we are able to spread the word of Skyros into the outer communities that we don’t always get to reach.

## Budget

The cost of our flyers is budgeted for every three months, since our flyers will have the same coupons for that amount of time. We used the website [www.greenerprinter.com](http://www.greenerprinter.com) to get a quote for our budget because this company makes flyers out of recycled paper. For three months of flyers, it will cost Skyros \$387.28, which adds up to \$1,549.12 for one year.

# Conclusion

Skyros is a very unique experience that many have not experienced. The main focal point is based around a delightful Mediterranean cuisine. The décor shows off not only a place to relax and enjoy a meal but to come and enjoy each other's company. Our goal is for you to come into this restaurant and feel the warmth and the uniqueness of our décor and our foods. Stay a while, relax and even listen to the delectable music from many Greek artists. If this is appealing to you, come on in and experience a new way of life at Skyros.







