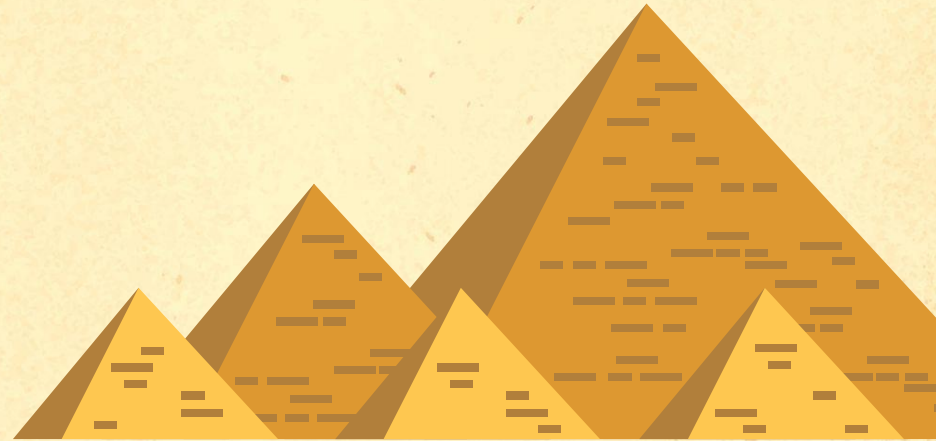




FSS 3283c I Final Project

Temple of Nautmumy

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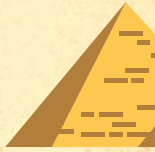


Concept Overview



Egypt is under a curse

Treasure Hunters have disrupted the temple of Nautmummy. They have decided to ignore all of the locals warnings and enter her tomb and find a sign that say “ Any man who dares to trespass these grounds shall have his heart read... should it be wicked and impure... may the gods instill fear deep within his heart...” They attempt to steal the golden lotus, thus starting the curse. The land, that used to be full of lush flora and beautiful scenery, is now dying.

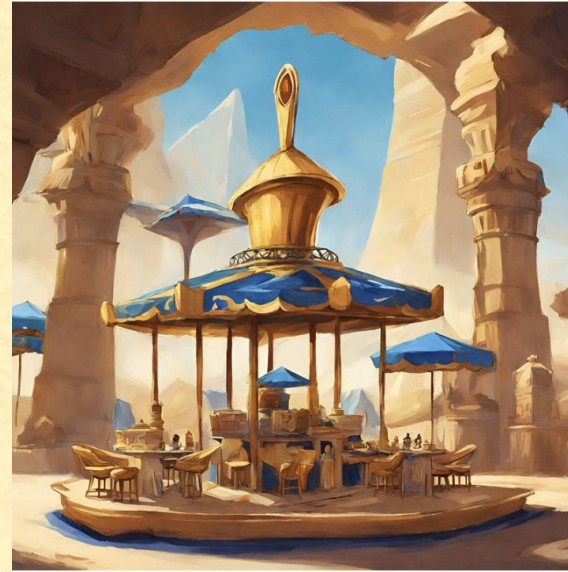


Foodservice Locations - Stands

“The Curse” Drink Stand



“Sphinx” Snack/Dessert Stand

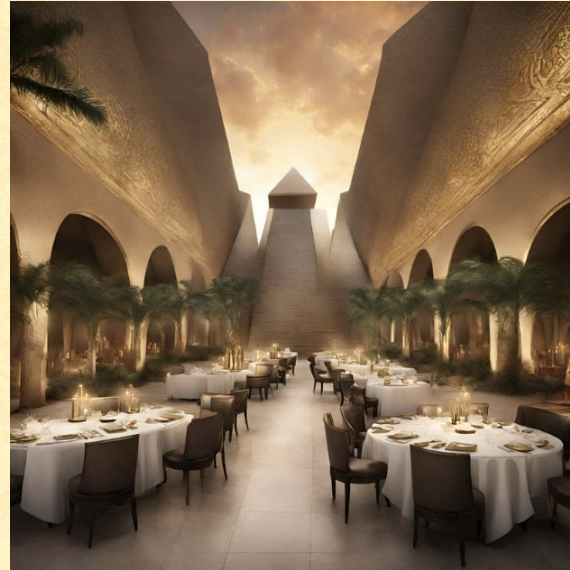


Foodservice Locations - Full/Quick Service

“Ma’at” QSR Location



“Pharaoh's Palace” Fine-Dining





Comparative Market Analysis



Mexico Pavilion (EPCOT)

- ❖ Opened on October 1st, 1982 as part of EPCOT World Showcase at Disney World
- ❖ Ride and Attraction Mix
 - 1 boat dark ride
 - 1 interactive quest attraction
 - Live entertainment and character meets
- ❖ Food and Beverage Mix
 - 2 bars
 - 1 margarita bar, 1 tequila bar
 - 2 Full-Service Dining Locations
 - 1 Counter-Service Dining Location
 - Various pop-up locations during EPCOT's festivals



Disney Photo Snapper

SWOT Analysis: Mexico Pavilion



Strengths

- Very general to apply to broad audiences
- Unique as only Mexican food offering in the park
- Immersive indoor dining under the Mexican sky

Weaknesses

- No strong tie to an existing IP
- Food matches the cultural identity, but does not have strong theming

Opportunities

- Disney is investing billions in existing parks
- Could have seasonal dishes from different regions of Mexico
- Constant attendance spikes from Festivals

Threats

- Competition from other theme parks incorporating festivals
- Competition from the other pavilions
- Declining attendance in EPCOT



Wizarding World of Harry Potter (IOA)

- ❖ First Harry Potter Park opened in IOA at Universal Orlando Resort; Opened on June 18th, 2010
- ❖ Ride and Attraction Mix
 - 2 rollercoasters
 - 1 family coaster, 1 kid coaster
 - 1 dark ride
 - Various shows and live entertainment
- ❖ Food and Beverage Mix
 - 3 Drink Stands
 - 1 general, 2 Butterbeer
 - 2 Dining Locations
 - 1 sit-down
 - 1 quick-service



SWOT Analysis: Wizarding World



Strengths

- Has chances for greater creative liberties due to source material
- Food strongly tied to IP
- Strong brand awareness

Weaknesses

- Food is highly themed, but there are only a few dining locations
- Lack of culinary content from the source material

Opportunities

- New Harry Potter World in Universal EPIC Universe
- Expansion of Universal Orlando drawing in larger audiences

Threats

- Growing popularity of other, newer IPs
- Increased use of food and beverage theming at smaller parks worldwide





HACCP Plan: Walk-in Fridge



HACCP Plan: Walk-In Fridge (Storage)



1. Hazard Analysis

- Walkways clear
- Determine proper storage order
- Cross-contamination
- Poor temperature control
- Cleaning/Maintenance

2. Determine CCP

- Thorough Inspection of suppliers and products
- Regular temperature checks
- Proper storage order
- Regular cleaning

3. Critical Limits

- Walk-in must be below 41°F at all times and checked every 4 hours
- Deep cleaning and disposal must happen at least once a week

HACCP Plan: Walk-In Fridge (Storage)



4. Monitoring System

- Install digital thermometer
- Designate a person in charge of checking for cleanliness and temperature control, as well as proper storage order



5. Corrective Actions

- Quickly cool down the refrigerator if temperatures rise
- Use alternative cooling methods to ensure hot food is not placed in the fridge



6. Verification

- Have a manager or director audit the restaurant for compliance
- Calibrate thermometers at least weekly



7. Recordkeeping

- Create a checklist for the closing manager/person in charge that must be signed, including hourly temperature log
- Keep records of the source of all food



Menu Design and Cost Analysis





PHARAOH'S PALACE



APPETIZERS

Baba Ganoush

grilled eggplant dip served with pita chips and fresh vegetables

Hummus

blended chickpea dip served with pita chips and fresh vegetables

ENTREES

Fatta

stewed beef on a bed of rice and pita chips, with a vinegar and a tomato sauce on the side

Mahshi

grilled red tomatoes stuffed with basmati rice

Macarona Bechamel

a penne pasta bake with layers of minced meat tomato sauce and bechamel

DESSERTS

Basbousa

lemon syrup soaked semolina cake with gold covered blanched almonds

Baklava

layers of filo dough and copped nuts, sweetened with syrup

Fruit Snow

crushed ice topped with all-natural seasonal syrups and fresh fruit

BEVERAGES

Hibiscus Sangria

hibiscus tea garnished with mixed berries

Mint Jasmine tea

mint and jasmine tea (served hot or cold)





Ma'at

Mummy Shawarma

grilled chicken wrapped in pita bread with lettuce, tomato, onion accompanied with pita chips and a yogurt sauce

Chicken Kebabs

grilled chicken and sauteed vegetable skewers with a side of pita chips or fries

Veggie Kebabs

sauteed red pepper, mushroom, onion, and zucchini skewers with a side of pita chips or fries

Falafel and Chips

deep fried balls of chickpeas with hot sauce and pita chips on the side

Sphinx



Scarabs in the Sand

lemon syrup soaked semolina cake with gold covered blanched almonds

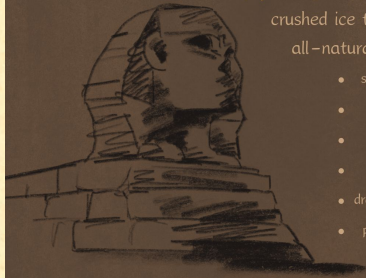
Gold on the Nile

cups of berry blue topped with lemon Jell-O and dusted with gold shimmer

Fruit Snow

crushed ice topped with all-natural syrups

- strawberry
- mango
- lemon
- hibiscus
- dragon fruit
- pineapple



The Curse

The Curse

hibiscus tea garnished with mixed berries and gold shimmer



Jasmine Paradise

mint and jasmine tea mixed with lemonade



Oasis Chill

lemon and ginger tea slushie with hibiscus puree



Egyptian Fatta

Cooking methods: (1) pan-fry and partially cook beef, (2) stew in beef broth, (3) strain and serve over rice and pita chips

Raw Food Costs: \$28.13

Main Components: Beef and stock, rice, garlic-vinegar sauce, tomato sauce, pita chips

Portions: 8 (\$3.52pp)

Selling Price: \$11.72 -> Markup to \$13



Ingredients	Quantity	Unit Cost	Extended Cost
Beef			
Chuck	2 ¼ pounds	\$4.47 / pound	\$10.06
Kosher salt	TT	TT	***
clarified butter/ghee	2 Tbsp	\$0.64 / oz	\$0.32
Bay Leaves	3 (132/oz)	7.10 / oz	\$0.16
green cardamom pods, lightly crushed	5 (~½ tsp)	\$4.99 / oz	\$0.42
whole black peppercorns	10	\$11.99 / pack (~454)	\$0.26
allspice berries	5 (~1 tsp)	\$1.96 / oz	\$0.33
3-inch cinnamon stick	1	\$6.99 / pack (~8)	\$0.87
yellow onion	1	\$1.07 / each	\$1.07
cloves garlic, unpeeled	5	\$0.66 / head (10 cloves)	\$0.33
Water	6	***	***
Parsley Stocks	15	\$0.98 / bunch (~12)	\$1.23
ground cumin	½ teaspoon	\$0.51 / oz	\$0.02
ground coriander	½ teaspoon	\$2.80 / oz	\$0.12
sweet paprika	½ teaspoon	\$0.99 / oz	\$0.04
cayenne	½ teaspoon	\$1.68 / oz	\$0.07
Vegetable bouillon cube	1	\$1.24 / 20	\$0.06

Rice			
clarified butter	2 tablespoons	\$0.64 / oz	\$0.32
bay leaves	2	\$7.10 / oz	\$0.11
green cardamom pods	2	\$6.99 / 1.4oz	\$0.17
uncooked basmati rice	2 cups	\$0.12 / oz	\$1.92
warm vegetable broth	3 cups	\$0.04 / oz	\$0.96
Kosher salt	TT	\$0.06 / oz	***
Black pepper	TT	\$0.99 / oz	***
Toasted Pita			
pita	4	\$0.62 / slice	\$2.48
extra-virgin olive oil	¼ cup	\$0.34 / fl oz	\$0.68
garlic powder	1 teaspoon	\$0.33 / oz	\$0.03
sweet paprika	½ teaspoon	\$0.99 / oz	\$0.04
ground cumin	½ teaspoon	\$0.51 / oz	\$0.02
sumac	½ teaspoon	\$1.70 / oz	
Kosher salt and fresh ground black pepper	TT	TT	***



Garlic-Vinegar Sauce			
clarified butter	2 tablespoon	\$0.64 / oz	\$0.32
medium garlic cloves	8	\$0.66 / head (10 cloves)	\$5.28
distilled white vinegar	3 tablespoons	\$0.20 / fl oz	\$0.30
vegetable broth	1 cup	\$0.40 / oz	\$0.07
Kosher salt	TT	\$0.06 / oz	***
Black pepper	TT	\$0.99 / oz	***
Tomato Sauce			
garlic-vinegar sauce	½ cup	***	***
tomato paste	2 tablespoon	\$0.14 / oz	\$0.07
Kosher salt	TT	\$0.06 / oz	***
Black pepper	TT	\$0.99 / oz	***
Total Ingredient Cost			\$28.13



Mummy (Chicken) Shawarma

Cooking methods: (1) marinate chicken, (2) pan-fry *finish in oven if required, (3) plate with prepared yoghurt sauce on warmed pita

Raw Food Costs: \$12.89

Main Components: Chicken and Marinade, Pita, Toppings, Greek Yoghurt Sauce

Portions: 5 (\$2.58pp)

Selling Price: \$8.59 -> Markup to \$9



Ingredients	Quantity	Unit Cost	Extended Cost
Chicken			
Chicken Thighs	2 lbs	\$2.96 / lb	\$5.92
Garlic Clove	1	\$0.66 / head (10 cloves)	\$0.06
Ground Coriander	1 Tbsp	\$2.80 / oz	\$0.70
Ground Cumin	1 Tbsp	\$0.51 / oz	\$0.13
Ground Cardamon	1 Tbsp	\$3.00 / oz	\$0.75
Ground Cayenne Pepper	1 tsp	\$1.68 / oz	\$0.14
Smoked Paprika	2 tsp	\$0.99 / oz	\$0.15
Salt	2 tsp	\$0.06 / oz	\$0.01
Black Pepper	TT	\$0.99 / oz	***
Lemon Juice	2 Tbsp	\$0.119 / oz	\$0.03
Olive Oil	3 Tbsp	\$0.34 / oz	\$0.09

Toppings			
Flatbread (pita)	5	\$2.24 / 6	\$1.87
Sliced lettuce	½ cup	\$1.97 / head	\$0.16
Tomato Slices	½ tomato	\$1.09 / each	\$0.55
Red onion	¼ onion	\$1.34 / each	\$0.34
Cheese, shredded	½ cup	\$1.97 / 8oz	\$0.99
Yoghurt Sauce			
Greek Yoghurt	1 cup	\$0.11 / oz	\$0.89
Garlic, cruhsed	1 clove	\$3.18/bag (~43 cloves)	\$0.07
Ground Cumin	1 tsp	\$0.51 / oz	\$0.04
Lemon Juice	TT	\$0.21 / fl oz	***
Salt	TT	\$0.06 / oz	***
Pepper	TT	\$0.99 / oz	***
Total Ingredient Cost			\$12.89

“The Curse” (Hibiscus Sangria)

Cooking methods: (1) steep tea, (2) add in frozen fruit, (3) serve with edible glitter after letting sit for at least 4 hours

Raw Food Costs: \$15.71

Main Components: Hibiscus, Mint, Mixed Berries, Edible Glitter

Portions: 10 (1.57pp)

Selling Price: \$5.24 -> Markup to \$5.50





Ingredients	Quantity	Unit Cost	Extended Cost
Fresh Hibiscus	1 container	\$12.96 / pack	\$12.96
mint leaves	6	\$3.98 / oz (~24)	\$0.99
water	3 cups	***	***
fresh or frozen mixed berries	1 cup	\$0.22 / oz	\$1.76
Edible glitter	pinch	\$19.94 / oz	***
Total Ingredient Cost			\$15.71



“Scarabs in the Sand” (Basbousa)

Cooking methods: (1) baking, (2), pour syrup over and serve with blanched onions

Raw Food Costs: \$5.49

Main Components: Pastry (flour, sugar, butter, yoghurt), Syrup, and Almonds/Edible Glitter

Portions: 8 (\$0.69pp)

Selling Price: \$2.29 -> Markup to \$5





Ingredients	Quantity	Unit Cost	Extended Cost
Basbousa			
semolina	1 2/3 cup	\$0.15 / oz	\$2.00
sugar	1/2 cup	\$0.05 / oz	\$0.20
baking powder	1 1/2 tsp	\$0.32 / oz	\$0.04
clarified butter/ghee	1/2 cup	\$0.64 / oz	\$1.28
plain yogurt	1/2 cup	\$0.07 / oz	\$0.28
agave	1 tbsp	\$0.28 / oz	\$0.07
extra virgin olive oil	1/3 cup	\$0.34 / fl oz	\$0.91
Syrup			
sugar	1 cup	\$0.05 / oz	\$0.40
water	1 cup	***	***
lemon juice	1 tsp	\$0.21 / fl oz	\$0.02
agave	2 tbsp	\$0.28 / oz	\$0.14
Garnish			
almonds, blanched	16	\$7.98 / bag (~840)	\$0.15
gold edible shimmer	pinch	\$19.94 / oz	***
Total Ingredient Cost			\$5.49



Gold on the Nile (Jell-O Dessert)

Cooking methods: (1) dissolve Jell-O packets in water (2) refrigerate blue Jell-O in the portion cups (3) scoop solidified lemon Jell-O on top

Raw Food Costs: \$6.42

Main Components: Jell-o, Edible Gold

Portions: 12 (\$0.54pp)

Selling Price: \$1.78 -> Markup to \$3.50





Ingredients	Quantity	Unit Cost	Extended Cost
lemon Jell-O	2 pack (6oz)	\$0.49 / oz	\$2.94
berry blue Jell-O	2 pack (12oz)	\$ 0.29 / oz	\$3.48
edible gold	pinch	\$19.94 / oz	***
Total Ingredient Cost			\$6.42





**I would have enjoyed myself too if I had
GOTTEN MY CUP OF COFFEE!**





Thank you!!!!!!

