



Handy and tasty!

PractiBars

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Why PractiBars?

- ✓ **Can be consumed by all consumers**
- ✓ **Eco product**
- ✓ **Practical product**
- ✓ **Healty product**
- ✓ **Important source of proteins and fibers**
- ✓ **Low content of animal fat**
- ✓ **Special aroma**



COMPOSITION

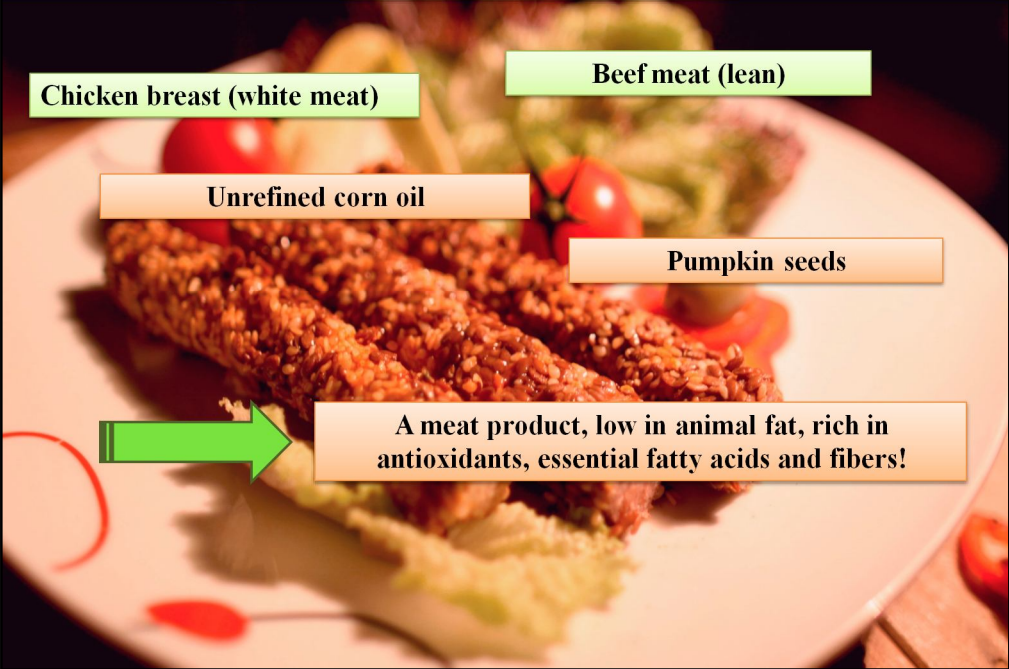
Chicken PractiBars:

- ❑ 410,63 Kcal/1715,43 KJ
- ❑ Proteins: 39,11 g
- ❑ Lipids: 23,11 g
- ❑ Carbohydrates: 12,13 g
- ❑ Fibers: 8,25 g
- ❑ Sodium: 257,26 mg

Beef PractiBars:

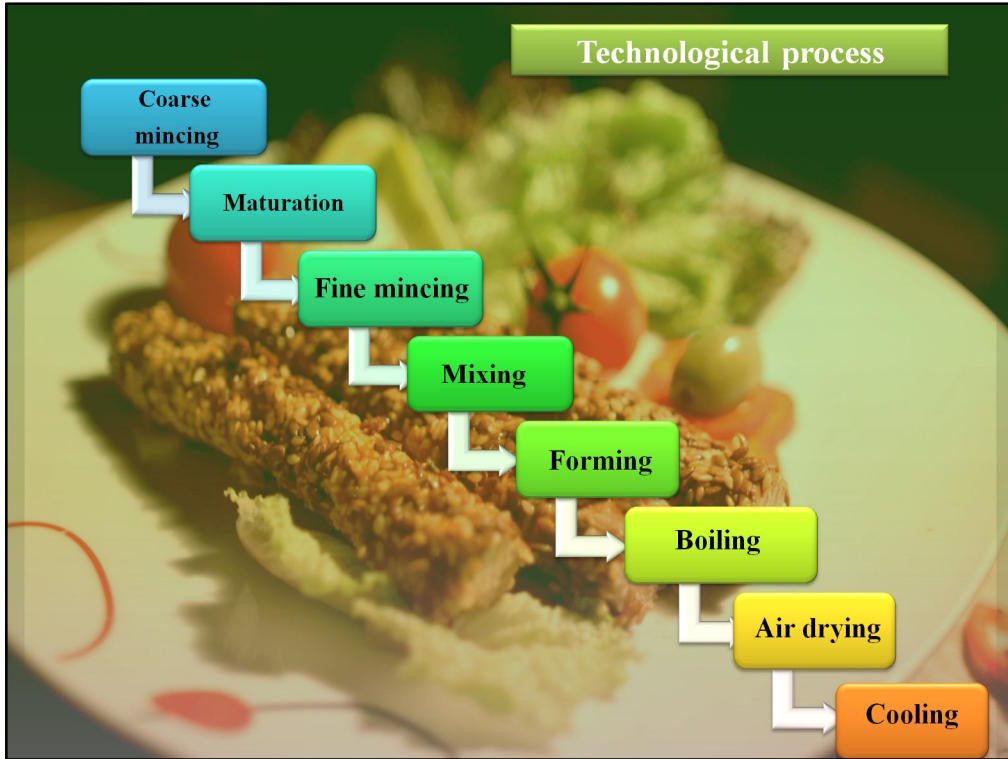
- ❑ 361,8 Kcal/ 1512,32 KJ
- ❑ Proteins: 28,27 g
- ❑ Lipids: 20,22 g
- ❑ Carbohydrates: 5,91 g
- ❑ Fibers: 7,94 g
- ❑ Sodium: 258,09 mg

PractiBars: Raw materials



PractiBars: Spices





Storage

- Special dry areas;
- Temperatures of 10-12°C;
- Relative air humidity of 75-80%;
- Good ventilation;
- Low light.

The product is good for consumption in the following 14 days.

Packaging

The meat sticks are packed in a vacuumed plastic pack, having the following dimensions: 170x150x20mm.

THE ADVANTAGES OF VACUUM PACKAGING ARE:

- ✓ it detaches easily from the finished product
- ✓ it preserves the uniformity of the seed shell
- ✓ it keeps all the sensitive qualities
- ✓ it increases the shelf life
- ✓ it stops the microorganisms growth
- ✓ saves space

LABELING



ECO MEAT STICKS
Handy and tasty!

Chicken sticks Ingredients:
Chicken, corn oil, water, salt, oregano, curry, Cheyenne pepper, pumpkin seeds, sesame seeds, flax seeds, paprika, E452, E250.

Beef sticks Ingredients:
Beef Pulp, corn oil, water, salt, white pepper, coriander, allspice, pumpkin seeds, flax seeds, sesame seeds, paprika, E452, E250.

kcal/kl	Chicken Sticks		Beef Sticks	
	g	%	g	%
430.637	1706.43	20.53%	361.87	18.09%
39.11 g	15.24%	57.20%	28.37 g	41.39%
23.11 g	9.19%	36.40%	26.22 g	34.38%
12.13 g	4.84%	15.91 g	2.15%	
8.25 g	3.24%	27.5%	7.94 g	26.4%
227.26	90.3%	8.5%	228.09	8.6%

*Percent daily values are on a 2000 calories diet. Your daily values may be higher or lower depending on your calories needs.

Keep refrigerated at 4-6 degrees. **Validity:** 14 days from the date marked on the package.
Produced and packed in: Faculty of Food Science and Engineering, "Dunarea de Jos" University, 111 Domneasca Str., Galati, Romania.

180g

The label contains all the information about nutritional facts and storage.

The following is claimed for the "PractiBars"

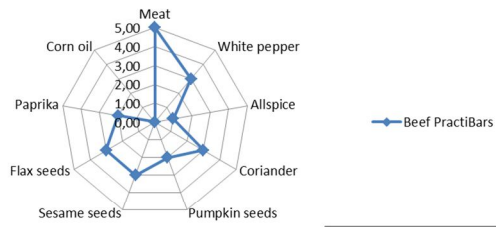
Reduced animal fat

Reduced cholesterol

High protein content

Sensory characteristics

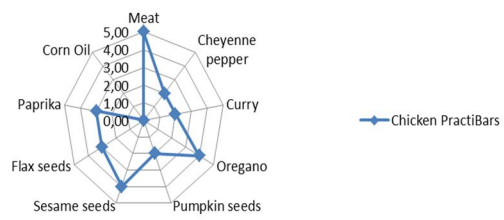
Beef PractiBars



Analysis conditions:

- ❖ Room air temperature: 24°C
- ❖ Relative air humidity: 52%
- ❖ Meat bar thickness: 10 mm.

Chicken PractiBars





Microbiological characteristics

The product revealed the absence of the pathogenic genres:

- *Salmonella* - absent/25 g
- *Listeria* - absent/25 g
- *Escherichia* – absent/25g
- *Micrococcus* – absent/25g
- *Clostridium* – absent/25g

Innovative elements



Ecological dimension

In order to obtain the meat bars, there were followed two major directions: ecological ingredients and ecological heat treatment.

Using certified ecological ingredients.

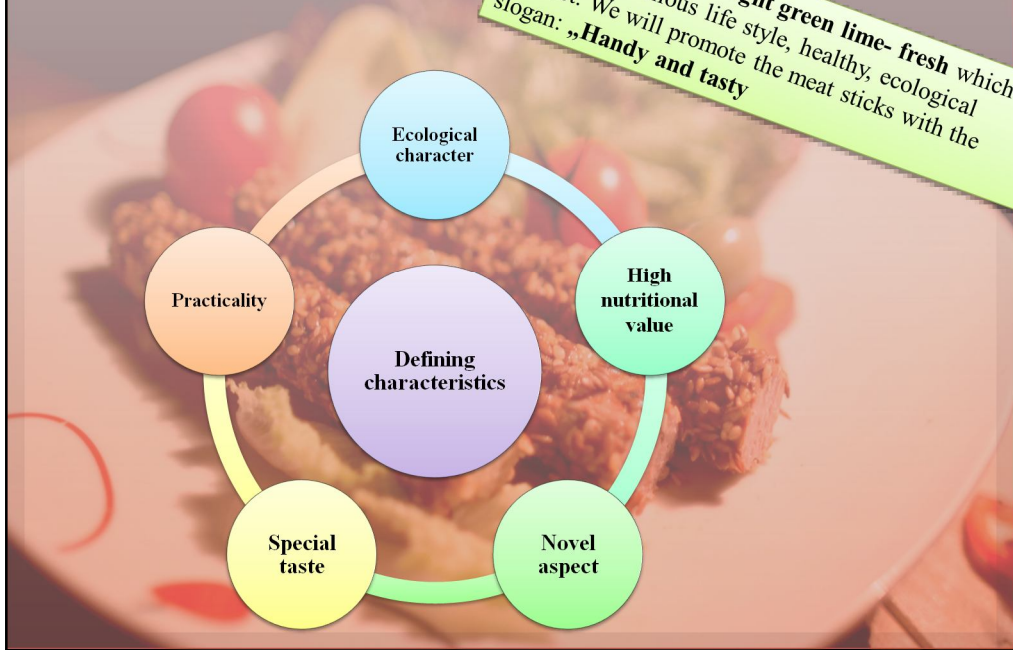
Replacing animal fat with unrefined corn oil.

Using friendly heat treatment.

Involving only recycled materials in promoting activities.

MARKETING PLAN

The brand colors are **light green lime- fresh** which means harmonious life style, healthy, ecological product. We will promote the meat sticks with the slogan: „**Handy and tasty**“



SWOT Analysis

Strenghts

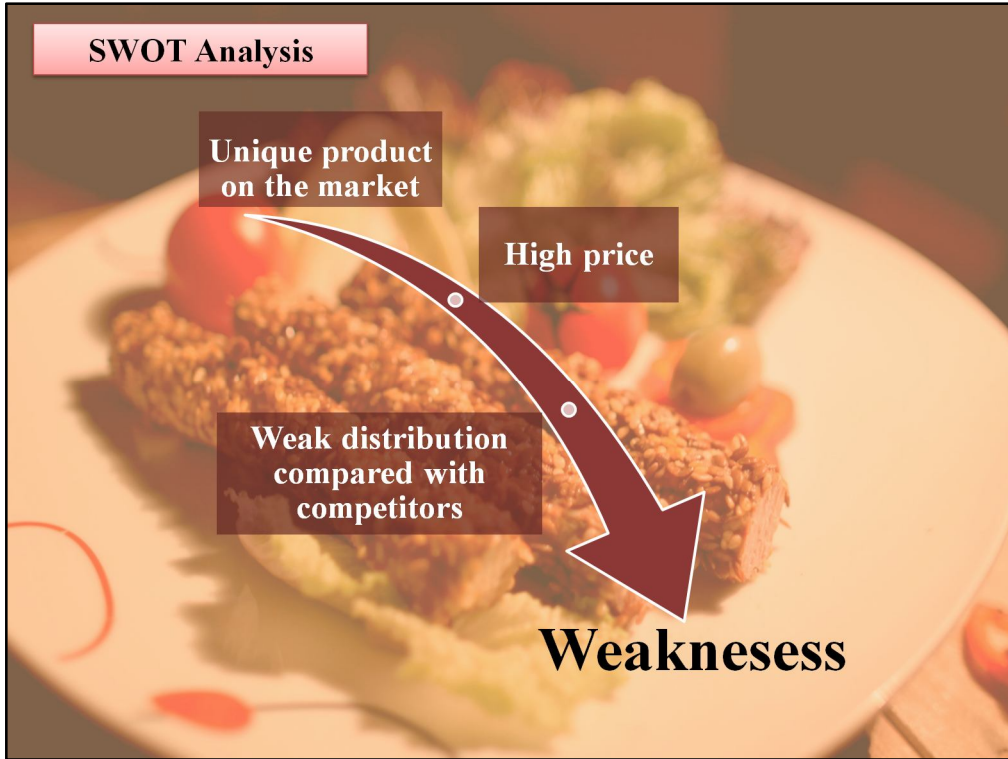
Very practical product

Nutritional claims

Special aspect, new flavour

Consumed by anyone, anywhere, anytime

Ecological product



SWOT Analysis

Opportunities

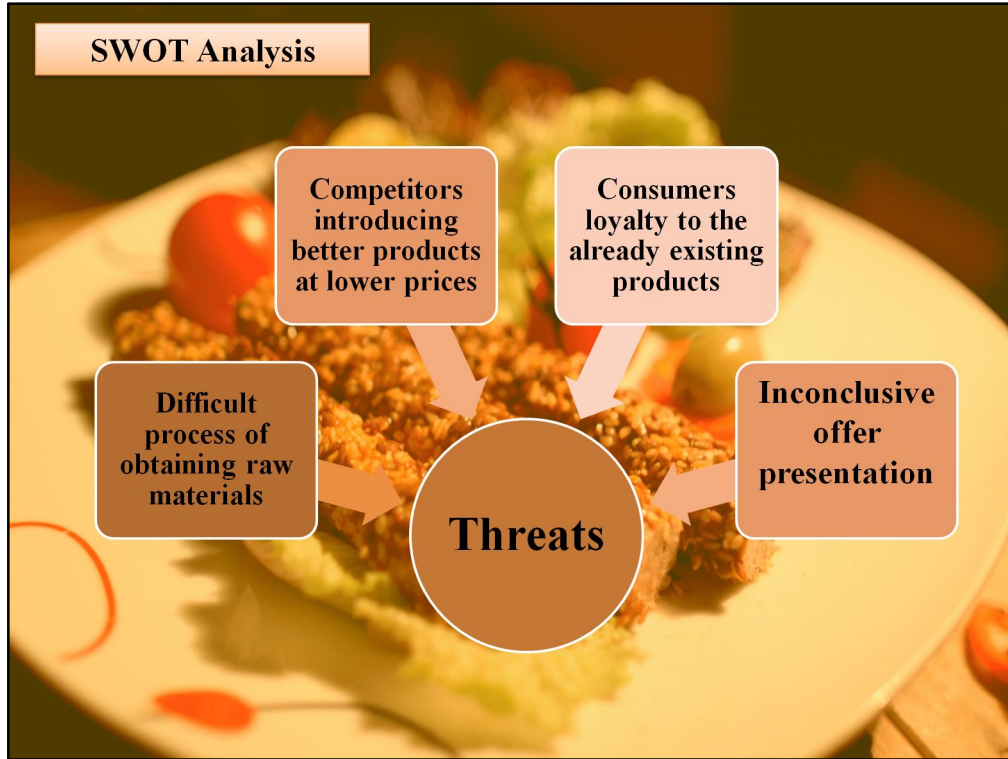
Entering new markets

Finding new supply sources with cheaper prices

Alignment with international requirements for environment protection

The use of technology to develop new products

SWOT Analysis



Marketing Tactics

Web (banners, direct mailing promotional pages)

Street posters

Promoting and selling door to door

Sampling in the supermarkets, eco shops, eco pensions

Social media

Prints: foldings made up by recycled paper

Business plan

Our target group is represented by 50% of Romanians who prefer to consume practical, high quality meat products. That is about 9 millions of potential consumers

600 kg of
PractiBars/day

21,77
euro/kg of
product

1960426,5
euro/year

Profit 10%
287427,3
euro/year

Acknowledgments

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**Thank you for your
attention!**

