



How to Operate a Brat Fry



By: FIRST Team 2506

Overview:

One of our successful fundraisers was a brat fry at a local Sam's Club. We raised a lot of money while promoting FIRST and our team (and eating the overcooked food at the same time). A lot of time and effort was needed for a brat fry to be successful. The following is a procedure for setting up your own event. Throughout we will share our personal experiences to help you along.

Procedure:

1. Contact the store/location at which you wish to host your brat fry. There is no point in preparing the rest of the steps if you do not have a place to sell your product. We decided that Sam's Club was the best option for our team based on the amount of traffic and the location to our city. The location may also require contact information and other requirements. One of our requirements from Sam's was they wanted us to buy all products from Sam's, which we would have done anyway.
2. After you have secured a location, you need to get a license to cook and sell food. It is actually called a public grant through your city. Be sure to plan ahead of time. We had to apply for the grant in November and our first sale was in May and this was because the process takes a lot of time. Your organization needs to provide the tax ID number and the plans for when it will be used. After this grant is secured, you will also need to fill out an application with the health department to ensure food safety. You also need to display this throughout the event for legality purposes.
3. Next you need to select a date. Always keep in mind, holidays and other dates when people may be out and about more or less. We chose ours during the weekend and when there was not a conflict of schedules.
4. Creating a menu is the next step and there are many factors to consider. Know what will be easy to cook and easy to serve. We ultimately decided against burgers based on the high cost and preparation. We also looked at different food items that could potentially be sold to figure out the most profitable items. On the next page are our lists of different items that we compiled back in May 2010 with different costs, net costs, and profits.

Item:	count	price	price w/tax	Price/item	cost	charge	net	avg	\$1.31
Sirloin Patties	18	\$14.48	\$15.29	\$0.85	Burger	\$0.71	\$2.00	\$1.29	
Beef Patties	40	\$19.98	\$21.10	\$0.53	Cheeseburger	\$0.81	\$2.25	\$1.44	x200
Bakers Beef Franks	80	\$18.58	\$19.62	\$0.25	Hot Dog (oscar)	\$0.26	\$1.50	\$1.24	
Ball Park Franks	28	\$6.97	\$7.36	\$0.26	Beef Frank	\$0.38	\$1.50	\$1.12	
Oscar Meyer Weiners	30	\$3.66	\$3.86	\$0.13	Ball Park	\$0.40	\$1.50	\$1.10	
Brats - Johnsonville	30	\$7.98	\$8.43	\$0.28	Brat	\$0.61	\$2.00	\$1.39	
Hot Dog Buns	16	\$2.02	\$2.13	\$0.13					
Brat Buns	12	\$3.72	\$3.93	\$0.33	chips	\$0.24	\$0.50	\$0.26	
Hamburger Buns	12	\$2.12	\$2.24	\$0.19	pretzels	\$0.39	\$0.50	\$0.11	
Chesse slices	72	\$6.55	\$6.92	\$0.10					
Jays Potato Chips	50	\$11.13	\$11.75	\$0.24	cookies-Amos	\$0.29	\$0.50	\$0.21	
Combos pretzels	18	\$6.72	\$7.10	\$0.39	mini-oreos	\$0.33	\$0.50	\$0.17	
cookies-Famous Amos	36	\$9.78	\$10.33	\$0.29					
cookies - mini-Oreos	30	\$9.38	\$9.91	\$0.33	soda	\$0.29	\$0.75	\$0.46	
soda cans	32	\$8.88	\$9.38	\$0.29					
condiments-									
Picnic Pack	1	\$7.98	\$8.43	\$0.04					
ketchup	2	\$3.39	\$3.58	\$0.02					
mustard	2	\$6.44	\$6.80	\$0.03					
relish	200	\$4.82	\$5.09	\$0.03					
napkins	320	\$9.98	\$10.54	\$0.03					
plates	600	\$16.28	\$17.19	\$0.03					
foil			\$0.00	\$0.03					
				\$0.17					

	cost	charge	net
Beef Frank	\$0.25	\$1.50	\$1.13
Brat	\$0.28	\$2.00	\$1.43
Buns - brat	\$0.29		
Buns - hot dog	\$0.12		
chips-Frito Lay Flavor Pack	\$0.24	\$0.50	\$0.26
cookies-Amos	\$0.29	\$0.50	\$0.21
candy-Hershey variety & M&Ms	\$0.45	\$1.00	\$0.55
soda	\$0.29	\$1.00	\$0.71
Kraut & onions			
Condiments - Picnic Pack - 2 Ketchup, 1 must, 1 relish	\$7.98		
Napkins - 320	\$10.00		
Plates - 600	\$16.28		
Foil Sheets-500	\$6.88		
Hand Wipes	\$25.00		
Table Cover Roll - 14x300	\$14.88		
garbage bags			

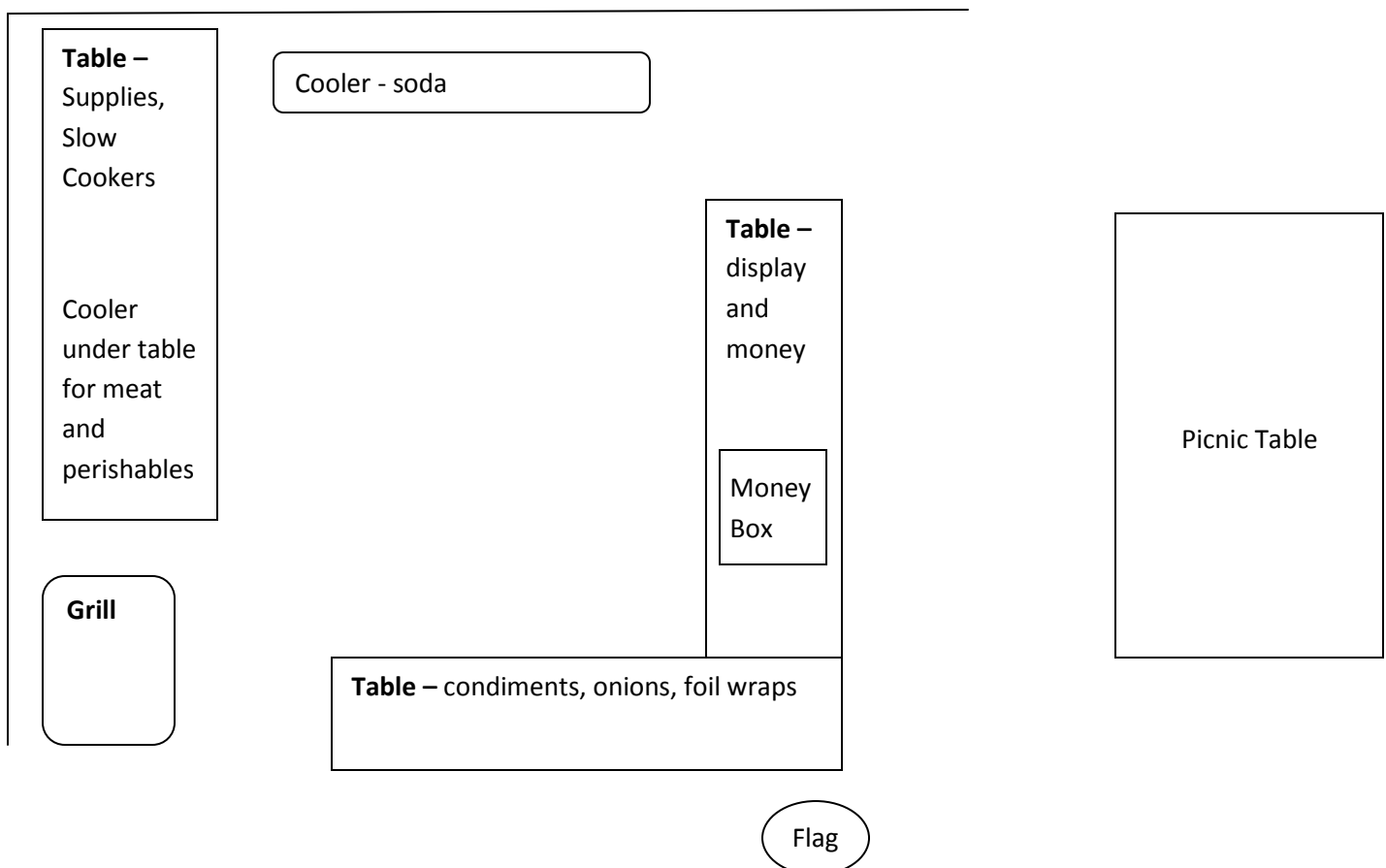
Item	Price per Package	Quantity in Package	Price per Item	Charge	Cost	Profit
Brats	\$7.49	14	\$0.54	\$2.00	\$0.65	\$1.35 (sandwich
Ball Park Franks	\$5.82	28	\$0.21	\$1.50	\$0.32	\$1.18 (sandwich
Beef Franks	\$19.78	80	\$0.25	\$1.50	\$0.36	\$1.14 (sandwich
Hot Dog Buns	\$1.79	16	\$0.11			
Soda (32 case)						
Coke	\$9.22	32	\$0.29	\$1.00	\$0.29	\$0.71
Diet Coke	\$9.22	32	\$0.29	\$1.00	\$0.29	\$0.71
Sprite	\$9.22	32	\$0.29	\$1.00	\$0.29	\$0.71
Water	\$3.98	32	\$0.12	\$1.00	\$0.12	\$0.88
Chips	\$11.22	50	\$0.22	\$0.50	\$0.22	\$0.28
Cookies	\$9.78	36	\$0.27	\$0.50	\$0.27	\$0.23
M&Ms	\$21.76	48	\$0.45	\$1.00	\$0.45	\$0.55

5. After we figured out the best products to achieve the highest profit, we put together a menu. This is the menu that we used at our brat fry's.

MENU

Beef Franks	\$1.50
Johnsonville Brats	\$2.00
Lays Chips	\$0.50
Famous Amos Cookies	\$0.50
Assorted Candy	\$1.00
Soda	\$1.00

6. Another step that is important to the event is making sure that there will be enough volunteers at a time. We were effective with around 5 people behind the area at one time. We had one person on grill, one on money box, one placing hot dogs or brats in their buns, one person getting soda, and another to help where needed. Of course space is an issue behind the table layout but more people can be used to talk about FIRST and your organization. We were also successful when our volunteers arrived in shifts instead whenever they showed up. Along the same lines, this is our layout that we used.



7. Promoting your event is another way to increase your amount of customers. Making flyers and telling everyone you know worked best for our team but you might have a more creative idea. On the following page is an example of a flyer that we used around our high school and that we attached it in e-mails.
8. Before the event, you should purchase your materials excluding ice. Again, buy the products that will give the most profit and then guesstimate a starting amount. Remember, if you have multiple events then you can use leftover materials the next day.
9. Now that your event has been promoted it is time to start. You will need to prepare the night before by boiling brats, chopping onions, and packing the car if you really wanted to. Get to your site early so that you are set up and food is cooked before big rush times around lunch and/or dinner. We arrived at Sam's Club at 8:30 a.m. to set up our area. We needed to get water for our slow cookers and for cleaning. We lit the grill at 10:00 and began to sell by 10:30. The lunch rush normally came from 12:30-2:30 and that is when you should have many volunteers to keep the event running smoothly. Another important thing you can do is to put out a donation box. Many people donated to us after we talked with them about our organization.
10. Clean up. Depending on when the next event is will dictate your cleanup efforts. Since our events were on back to back days, we were able to store some of our equipment at Sam's. Ask if this storage will be allowed.
11. The last step is the most rewarding, counting your money. It is important to figure out if you made a profit after each day to see what you should change from event to event.

Now you are ready for your own event. Hopefully this tutorial was helpful and if you have any additional questions, please e-mail us at saberrobotics@yahoo.com.

Saber Robotics

is selling yummy food

at



(INSERT ADDRESS HERE)

(INSERT DATE HERE)

Beef Franks

Johnsonville Brats

Lays Chips

Famous Amos Cookies

Soda

Assorted Candy