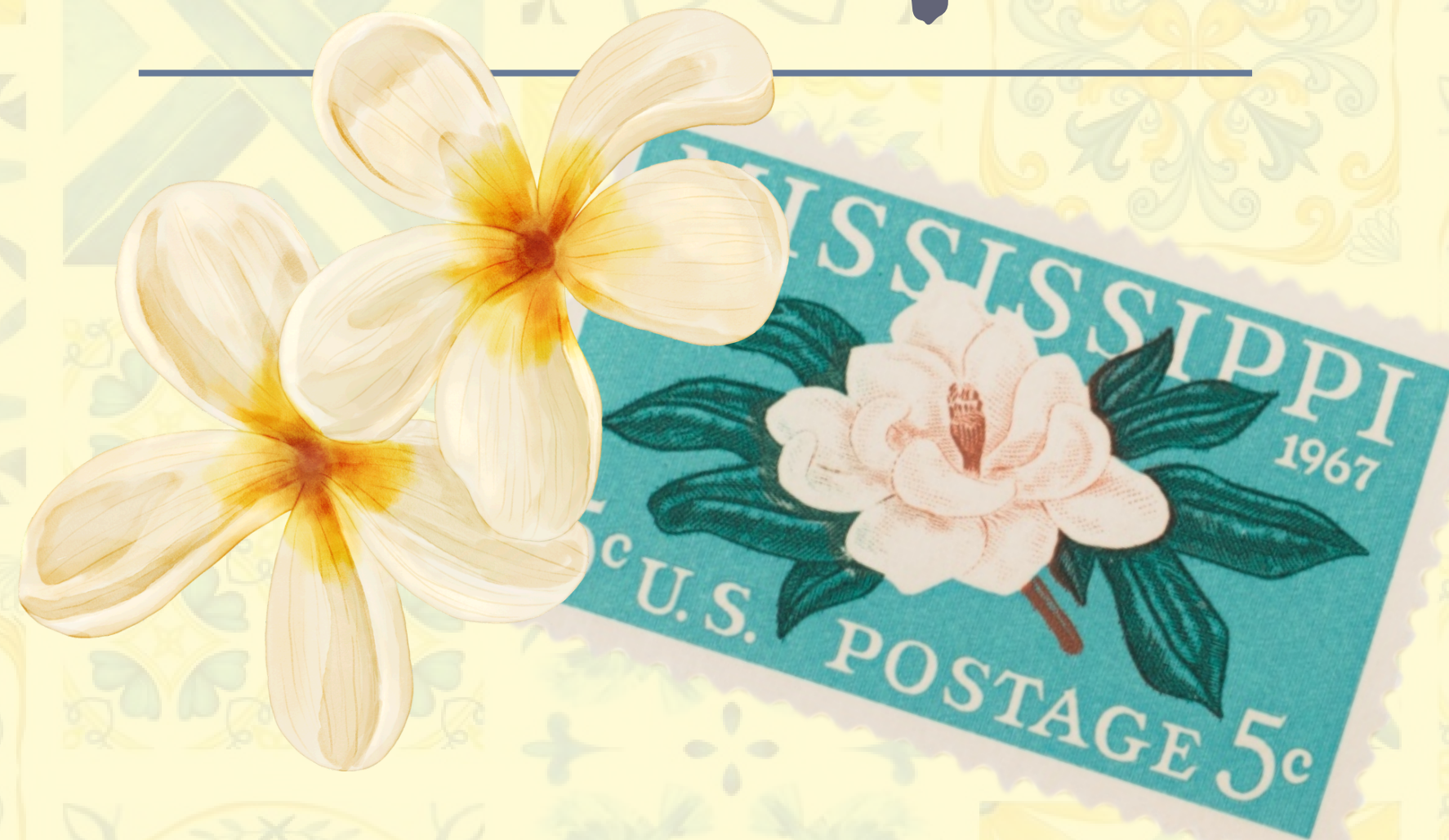


Staricco Solea



POSTAGE STAMP

concept



western-asian fusion

Concept

This concept blends Western-style dishes with Asian taste profiles to create a modern fusion menu. It focuses on using recognizable formats such as pasta, wraps, salads, and brunch plates, while adding Asian elements like miso, gochujang, honey-based sauces, and lighter, bolder seasoning for a fresh identity.

Concept

It was decided after receiving feedback on what menu the students were interested in making

x	menu idea	bev/main dish/toast/dessert	what is it?
1	Berrine	dessert	It has creamcheese cream in main, crumble and fruit souce. We can make it using various fruits. It is a frozen dessert so, it can replace the icecream.
2	Lemon posset	dessert	smooth lemon custard
3	chicken waffle	brunch	
4	tomato soup with meat ball and bread	main dish	
5	tomato, onion, cucumber salad with squid	main dish	

6	Perilla Glazed Eggplant Ring Steak	main dish	Savory eggplant rings stuffed with a mixture of minced meat and aromatic vegetables, served with a creamy perilla seed sauce.
7	like Triangle kimbap	brunch	The strategy is to increase sales by selling a cheaper and more unique version of the existing "triangle-shaped rice ball" as a convenient, easy-to-eat food item.
8	sunset Tteokbokki	main	this cousin describe carrot base source in butter, leak, onion, etc (important thing is dosen't use chilly source but paprika powder /and potato and flour + York mix Tteok
9	soybean paste with tofu pasta	main dish	
10	mushroom meat	main/brunch	Balsamic Glazed Oyster Mushrooms - Shawarma Style - Justine Doiron https://share.google/kCEtbfoPuuETyWVri
11	marong cube	dessert	cube crowasang and furit cheast base cream
12	Lemon cream pasta with cheese	main dish	Use lemon and butter Parmigiano Regiano for a fresh taste in the summer
13			

Members

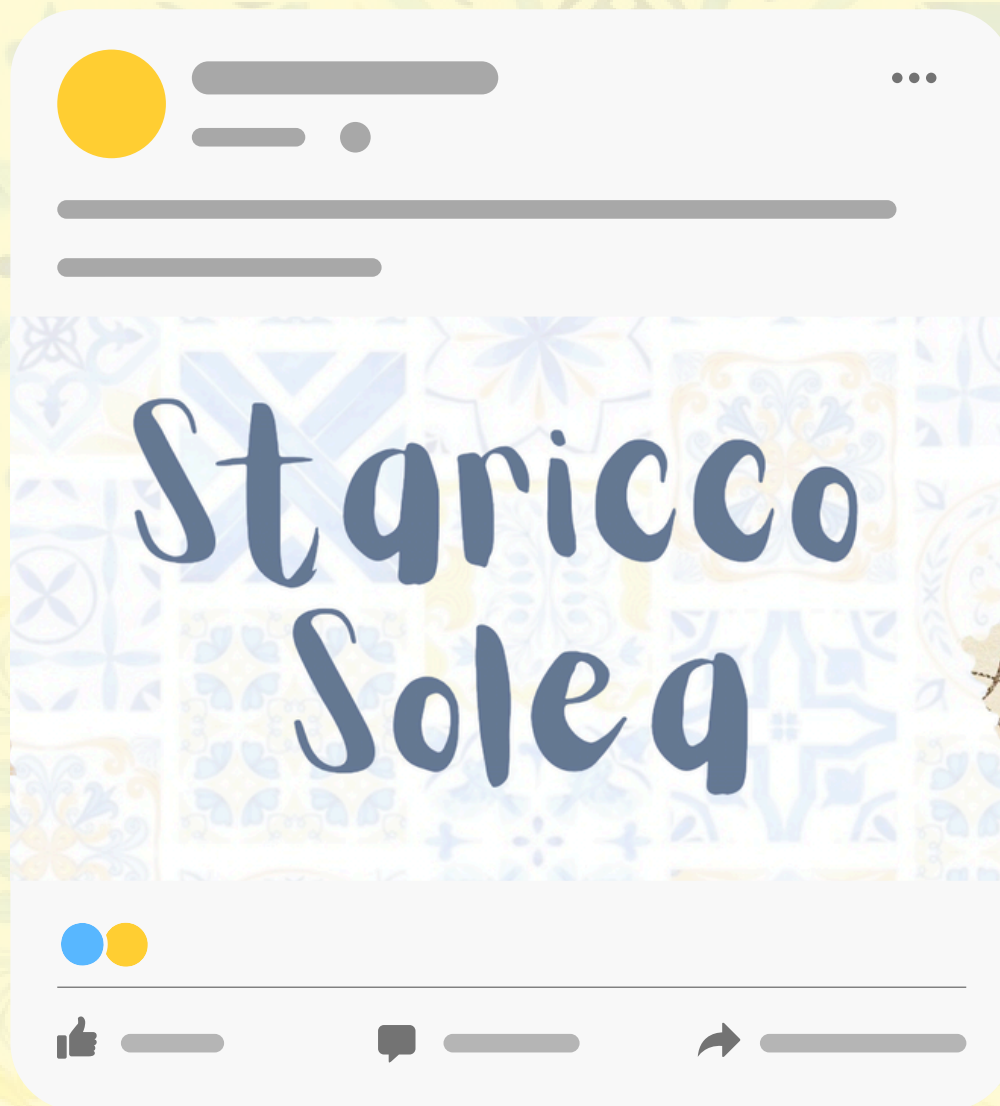
name	student ID
박소연	202510299
우태희	202510315
박세희	202510298
박시경	202310948
김형규	202310104
복동준	202211034
김영운	202210942
민시원	202511128
정준호	202510832
김지나	202511125

박규빈	202511130
박서현	202511132
이영경	202511154
박성훈	202511132
Shin Milana	202412464
Stack Rowan Phoebe	202212122
Gozal Tibet Benjamin	202412277
Chery Darnelle Vertulie	202412339
Lee Fayola Adeline	202412355

Logo (to be updated)



Marketing Method



posting on social media

Social media marketing involves sharing content — photos, promotions, and updates — on platforms to build brand awareness.

Advantages:

- Reaches a broad audience at no direct cost, making it highly accessible for a student-run business
- Content can be shared and re-posted by followers, allowing the brand to grow organically beyond the initial audience
- Provides a permanent, searchable online presence that potential customers can discover at any time

Limitations:

- Requires consistent, high-quality content to maintain audience engagement and algorithmic visibility
- Success is heavily dependent on the frequency of posting and the visual quality of each upload

Marketing Method

Setting Posters Around Campus

Physical posters placed in high-traffic areas on campus serve as a direct, localised form of advertising.

Advantages:

- Directly targets the intended local audience, since campus students constitute the primary customer base for a café of this scale
- A poster remains visible 24 hours a day without requiring additional effort after placement

Limitations:

- Incurs recurring printing and material costs each time new designs are produced
- Static content cannot be updated easily; any changes to the menu or promotions require new materials to be printed
- Posters may be removed, covered by other notices, or ignored in overcrowded bulletin areas



setting posters
around campus

Marketing Method

Stamp Card for Every Purchase Over 9,000 Won

A physical loyalty stamp card rewards repeat customers by offering a benefit after a set number of qualifying purchases.

Advantages:

- Incentivises repeat visits and encourages customers to increase their spending per transaction in order to qualify for stamps
- Creates a tangible sense of progress and reward, which strengthens customer attachment to the brand
- Low initial setup cost compared to digital loyalty systems

Limitations:

- Customers frequently misplace physical cards, which undermines the continuity of the programme and may cause frustration
- The reward is only applicable to existing customers, meaning it does not attract new clientele independently
- Difficult to track redemption data or measure the programme's overall effectiveness without a digital record



stamp card every
purchase over 9,000

8-week program



8-week program

Week 1 (8 weeks left): Finalize concept, menu, team roles. Research recipes/suppliers.

Week 2 (7 weeks left): Detailed plan, budget, shopping list. Assign tasks.

Week 3 (6 weeks left): Source samples. Design Instagram content/branding.

Week 4 (5 weeks left): Open Instagram. Post teasers, build followers.



8-week program

Week 5 (4 weeks left): Start prep: Order ingredients/equipment. Test techniques.!

Week 6 (3 weeks left): Practice: Full rehearsals, timing, plating.

Week 7 (2 weeks left): Refine recipes. Photos, final orders, dry run.

Week 8 (project week): Final setup, promotion, execution





Food Menu

KOREA
서울타워 40

Mains



REPUBLIQUE D'HAÏTI

Dessert



4000

바닐라 롤 케이크/Vanilla Roll Cake + Mango

바닐라 롤 케이크/Vanilla Roll Cake + Mango

재료/ ingredients	사용량/amount used	단위/unit	총 가격/ total price (₩)	총량/quantity (g)	그램당 가격/ price (g)	필요량 가격/ price (needed)		
Eggs/계란	175	g/그램	8,590	1560	286/1 count	₩963		
Powdered Sugar/가루 설탕	60	g/그램	3,190	600	53/10g	₩319		
Soft Flour/ 박력분	35	g/그램	4,850	2,500	194/100g	₩68		
Almond Powder/아몬드 가루	110	g/그램	19,990	1,000	1,999/100g	₩2,198		
Egg Whites/달걀 흰자	112.5	g/그램	8,990	1,000	90	₩1,012		
Mango/망고	1,150	g/그램	13,900	1,150	1,209/100g	₩13,900		
Heavy Whipping Cream/생크림	300	g/그램	12,620	1,000	126/10g	₩3,800		
Granulated Sugar/설탕	50	g/그램	4,120	2,000	206/100g	₩103		
						합계/ total	₩22,363	
제공 인분/ amount of servings						12	인분당 총 비용/total cost (per serving)	₩1,864
						판매 가격/selling price	₩4,000	
						이익/profit	₩2,136	
						이익률 (25~30%)/percentage	53.41041667	

Dessert



4000

초코 파운드 케이크/
chocolate pound cake

초코 파운드 케이크/ Chocolate pound cake

재료/ ingredients	사용량/amount used	단위/unit	총 가격/ total price (₩)	총량/quantity (g)	그램당 가격/ price (g)	필요량 가격/ price (needed)
무염버터 / unsalted Butter	120	그램/g	15760	908g	17.36	2083.2
설탕 / Sugar	108	그램/g	19550	15kg	1.3	140.4
계란 / Egg	110	그램/g	8350	1800g	4.64	510.4
다크 커버춰 초콜릿 / Dark couverture chocolate	130	그램/g	31200	1kg	31.2	4056
생크림 / Heavy cream	100	그램/g	5100	500	10.2	1020
물엿 / Starch syrup	40	그램/g	3390	1.2kg	2.825	113
중력분 / All-purpose flour	130	그램/g	7730	6kg	1.288	167.44
코코아파우더 / Cocoa powder	20	그램/g	16920	226g X 2	37.4	748
베이킹파우더 / Baking powder	3	그램/g	2,500	170g	14.71원	44.13
다크 코팅초콜릿 / Dark coating chocolate	60	그램/g	9800	1kg	9.8	588
카놀라유 / canola oil	6	그램/g	4960	900ml	6	36
					합계/ total	9506.57
		제공 인분/ amount of servings	8	인분당 총 비용/total cost (per serving)		1188W
					판매 가격/selling price	4,000
					이익/profit	2,812
					이익률 (25~30%)/percentage	29.70%

Dessert

레몬 커스터드 쫄득빵(Lemon custard chewy bread)

제로/ ingredients	사용량/amount used	총 가격/ total price (₩)	총량/quantity (g)	그램당 가격/ price (g)	필요량 가격/ price (needed)
강력분/Bread flour	420g	₩ 28,490	20kg	1.42원	596.4
인스턴트 드라이 이스트(골드)/Instant dry yeast (gold)	7g	₩ 8,290	500g	16.6원	116.2
설탕/ Sugar	40g	₩ 19,550	15kg	1.3원	52
물엿/Corn syrup (or glucose syrup)	25g	₩ 3,390	1.2kg	2.83원	70.75
소금/Salt	8g	₩ 17,330	5kg	3.47원	27.76
무염버터/Unsalted butter	50g	₩ 15,800	454g*2	17.4원	870
우유/Milk	180g	₩ 3,400	900ml*2	1.89원	340.2
생크림/Heavy cream	120g	₩ 9,960	1L	10원	1,200
(필링) filling					
달걀 전란/Whole egg	231g	₩ 9,290	계란 30구	310원(1구당)	1,550
달걀 노른자/Egg yolk	23g	₩ 9,290	계란 30구	310원(1구당)	620
설탕/ Sugar	231g	₩ 19,550	15kg	1.3원	300
레몬제스트/Lemon zest	12g	₩ 3,620	레몬 550g		2,770
소금/Salt	1.5g	₩ 17,330	5kg	3.47원	5
레몬즙/Lemon juice	162g	₩ 3,620	레몬 550g		205
버터/Butter (room temperature)	81g	₩ 15,800	454g*2	17.4	1,409
				합계/ total	10133.215
레몬 커스터드 쫄득빵 Lemon custard chewy bread		제공 인분/ amount of servings	10개 분량	인분당 총 비용/total cost (per serving)	\$1,013.00
				판매 가격/selling price	3,400
				이익/profit	2,387
				이익률 (25~30%)/percentage	70%



Dessert



블루베리 쫄득빵
Blueberry chewy bread

5000

블루베리 쫄득빵 (Blueberry chewy bread)

재료/ ingredients	사용량/amount used	총 가격/ total price (₩)	총량/quantity (g)	그램당 가격/ price (g)	필요량 가격/ price (needed)
강력분/Bread flour	420g	₩ 28,490	20kg	1.42원	596.4
인스턴트 드라이 이스트(골드) /Instand dry yeast(gold)	7g	₩ 8,290	500g	16.6원	116.2
설탕/sugar	40g	₩ 19,550	15kg	1.3원	52
물엿/Corn syrup	25g	₩ 3,390	1.2kg	2.83원	70.75
소금/salt	8g	₩ 17,330	5kg	3.47원	27.76
무염버터/Unsalted butter	50g	₩ 15,800	454g*2	17.4원	870
우유/milk	180g	₩ 3,400	900ml*2	1.89원	340.2
동물성 생크림/Heavy cream (필링)	120g	₩ 9,960	1L	10원	1,200
크림치즈/Cream cheese	500g	₩ 29,740	2kg	14.9원	7,450
블루베리 콤포트/Blueberry compote	40g	₩ 13,000	1kg	130원	5,200
				합계/ total	15,923.00
	제공 인분/ amount of servings	10개 분량		인분당 총 비용/total cost (per serving)	\$1,592.00
				판매 가격/selling price	5,300
				이익/profit	3,708
				이익률 (25~30%)/percentage	69%

Dessert



1500

소금빵
salt bread

소금빵 salt bread					
재료/ ingredients	사용량/amount used	총 가격/ total price (₩)	총량/quantity (g)	그램당 가격/ price (g)	필요량 가격/ price (needed)
강력분/bread flour	400g	₩ 28,490	20kg	1.42원	846.32
인스턴트 드라이 이스트(골드) instant dry yeast(gold)	6g	₩ 8,290	500g	16.6원	99.6
설탕/sugar	30g	₩ 19,550	15kg	1.3원	39
소금/salt	10g	₩ 17,330	5kg	3.47원	34.7
무염버터/unsalted butter	30g	₩ 15,800	454g*2	17.4원	522
박력분/cake flour	100g	₩ 22,500	20kg	1.13원	113
탈지분유/skim milk powder	30g	₩ 12,000	1kg	12원	360
(충전 버터) butter filling					
무염버터/unsalted butter	180g	₩ 15,800	454*2	17.4원	3,132
				합계/ total	₩5,147
	제공 인분/ amount of servings	15개 분량		인분당 총 비용/total cost (per serving)	₩343
				판매 가격/selling price	₩1,500
				이익/profit	₩1,157
				이익률 (25~30%)/percentage	77%

Dessert



호밀빵
rye bread

호밀빵 rye bread					
재료/ ingredients	사용량/amount used	총 가격/ total price (₩)	총량/quantity (g)	그램당 가격/ price (g)	필요량 가격/ price (needed)
강력분(T65)	100g	₩ 28,490	20kg	1.42원	142
소금	8g	₩ 17,330	5kg	3.47원	27.76
호밀가루(T130)	100g	₩ 50,000	20kg	2.5원	870
르방 levain					
호밀가루(T130)	20g	₩ 50,000	20kg	2.5원	50
강력분(T65)	40g	₩ 28,490	20kg	1.42원	57
				합계/ total	1146.56
		제공 인분/ amount of servings	1개 분량	인분당 총 비용/total cost (per serving)	\$1,146.56
				판매 가격/selling price	3,900
				이익/profit	2,753
				이익률 (25~30%)/percentage	70%

Dessert



오렌지 다크초코 마들렌/
Dark choco
Madeleine

1000

오렌지 다크초코 마들렌/ Dark choco Madeleine

재료/ ingredients	사용량/amount used	단위/unit	총 가격/ total price (₩)	총량/quantity (g)	그램당 가격/ price (g)	필요량 가격/ price (needed)	
달걀/egg	80	g	8,350	30구	1구당 278원	약 400원	
설탕/sugar	68	g	19,550	15kg	1.3원	88.4원	
올리고당/	15	g	6,850	1.2kg X 2개	2.85원	42.75원	
무염버터/butter	75	g	15,760	454g X 2개	17.36원	1,302원	
박력분/soft flour	105	g	28,000	20kg	1.4원	147원	
베이킹파우더/baking powder	4.5	g	2,500	170g	14.71원	66.195원	
오렌지 제스트/orange zest	2	g	8,330	500g	16.7원	33.4원	
다크코팅초콜릿/dark coating	144	g	9,800	1kg	9.8	1411.2원	
					합계/ total	3,490.945원	
제공 인분/ amount of servings					12개	인분당 총 비용/total cost (per serving)	약 291원
						판매 가격/selling price	1000원
						이익/profit	709원
						이익률 (25~30%/percentage)	29.10%

Dessert



츄러스 마들렌/
Churros Madeleine

2000

츄러스 마들렌/ Churros Madeleine

재료/ ingredients	사용량/amount used	단위/unit	총 가격/ total price (₩)	총량/quantity (g)	그램당 가격/ price (g)	필요량 가격/ price (needed)
달걀/egg	80	그램	8,350	30구	1구당 278원	약 400원
설탕/sugar	68	g	19,550	15kg	1.3원	88.4원
올리고당/Oligosacchari	15	g	6,850	1.2kg X 2개	2.85원	42.75원
무염버터/butter	75	g	15,760	454g X 2개	17.36원	1,302원
박력분/soft flour	105	g	28,000	20kg	1.4원	147원
베이킹파우더/baking po	4.5	g	2,500	170g	14.71원	66.195원
나문가루/cinnamon pow	4	g	6,680	400g	16.7원	66.8원
설탕/sugar	75	g	19,550	15kg	1.3원	97.5원
나문가루/cinnamon pow	3	g	6,680	400g	16.7원	50.1원
합계/ total						2260.745원
제공 인분/ amount of servings						12개
인분당 총 비용/total cost (per serving)						189
판매 가격/selling price						2,000
이익/profit						1811
이익률 (25~30%)/percentage						90.55%

Dessert



1500

크럼블바 애플시나몬
Crumble Bar (Apple Cinnamon)

크럼블바 (애플시나몬)-정사각형 4호팬/Crumble Bar (Apple Cinnamon)-Square No. 4 Pan

재료/ ingredients	사용량/amount used	단위/unit	총 가격/ total price (₩)	총량/quantity (g)	그램당 가격/ price (g)	필요량 가격/ price (needed)
박력분/soft flour	384		28,000	20kg	1.4원	537.6
베이킹파우더/baking flour	6		2,500	170g	14.71원	88.26
계란/egg	64		8,350	30구	1구당 278원	약 300원
소금/salt	약 1g		5,200	3kg	1.73원	1.73
설탕/sugar	141		19,550	15kg	1.3원	183.3
시나몬가루/cinnamon powder	약 1g		6,680	400g	16.7원	16.7
버터/butter	109		15,760	454g X 2개	17.36원	1892.24
사과/apple	460g~500g		24,900	5kg	4.98원	1,300~2500
설탕/sugar	102		19,550	15kg	1.3원	132.6
버터/butter	38g		15,760	454g X 2개	17.36원	659.68
시나몬가루/cinnamon powder	약 1g		6,680	400g	16.7원	16.7
레몬즙/lemon juice	약 12g		4,190	1L	4.19원	50.28
					합계/ total	5179.09~6,379
제공 인분/ amount of servings		16개			인분당 총 비용/total cost (per serving)	최대 400원
					판매 가격/selling price	1,500
					이익/profit	1,100
					이익률 (25~30%)/percentage	26.70%

Dessert



7000

레몬 포셋/Lemon Posset

레몬 포셋/Lemon Posset						
재료/ ingredients	사용량/amount used	단위/unit	총 가격/ total price (₩)	총량/quantity (g)	그램당 가격/ price (g)	필요량 가격/ price (needed)
heavy whipping cream/생크림	473.18	g/그램	12,620	1,000	13	5971.5316
granulated sugar/설탕	134	g/그램	6,400	3000	2	285.8666667
lemon juice/레몬 주스	25	g/그램	4,200	1,000	4	105
lemon/레몬	100	g/그램	4,280	700	6	611.4285714
					합계/ total	6973.826838
	제공 인분/ amount of servings	10			인분당 총 비용/total cost (per serving)	\$697.38
					판매 가격/selling price	7,000
					이익/profit	6,303
					이익률 (25~30%)/percentage	90.03739023

Dessert



2000

티그레(얼그레이/유자)/
Tigre cake (Earl
grey/Yuja)

티그레(얼그레이/유자)/ Tigre cake (Earl grey/Yuja)

재료/ ingredients	사용량/amount used	단위/unit	총 가격/ total price (₩)	총량/quantity (g)	그램당 가격/ price (g)	필요량 가격/ price (needed)
버터/butter	100	그램	15,760	454g X 2개	17.36	1,736
흰자/egg white	100		8,350	30구	1구당 278원	900
설탕/sugar	50		19,550	15kg	1.3	65
올리고당/Oligosaccharide	12		6,850	1.2kg X 2개	2.85	34.2
아몬드가루/amond powder	80		15,400	1kg	15.4	1,232
박력분/soft flour	30		28,000	20kg	1.4	42
베이킹파우더/baking powder	1		2,500	170g	14.71	14.71
소금/salt	1		5,200	3kg	1.73	1.73
얼그레이/earl gray	4		11,080	2g X 50개	110.8	443.2
유자제스트/yuza zest	4		20,510	500g	41	164
화이트 커버춰 /white couverture chocolate	70		26,800	1kg	26.8	1,876
생크림/heavy cream	20		11,390	1L	11.4	228
버터/butter	10		15,760	454g X 2개	17.36	173.6
얼그레이/earl gray	0.6		11,080	2g X 50개	110.8	66.48
유자제스트/yuza zest	3		20,510	500g	41	123
					합계/ total	6,813/6,591
					인분당 총 비용/total cost (per serving)	567.75/549.25
					판매 가격/selling price	2000원
					이익/profit	1,432.25/1,450.75
					이익률 (25~30%)/percentage	28.4%/27.5%
		제공 인분/ amount of servings	12개			

Dessert

레몬 머랭 타르트 (3호 타르트틀 1판) / Lemon Meringue Tart (1 tray of size 3 tarts)



3000

레몬 머랭 타르트
Lemon Meringue Tart

재료/ ingredients	사용량/amount used	단위/unit	총 가격/ total price (₩)	총량/quantity (g)	그램당 가격/ price (g)	필요량 가격/ price (needed)
<타르트지>/tart		그램				
박력분/soft flour	88		28,000	20kg	1.4원	123.2
설탕/sugar	42		19,550	15kg	1.3원	54.6
버터/butter	50		15,760	454g X 2개	17.36원	868
소금/salt	1		5,200	3kg	1.73원	1.73
계란/egg	17		8,350	30구	1구당 278원	약 100
<필링>/filling						
물/water	230					
레몬즙/lemon juice	180		4,190	1L	4.19원	754.2
레몬 제스트/lemon zest	4		8,983	500g	18원	72
설탕/sugar	150		19,550	15kg	1.3원	195
옥수수전분/corn starch	56		7,070	1kg	7.07원	395.92
버터/butter	50		15,760	454g X 2개	17.36원	868
계란 노른자/egg yolk	3개		8,350	30구	1구당 278원	약417
<장식>/decorate						
흰자/egg white	4개		8,350	30구	1구당 278원	약 556
레몬즙/lemon juice	1티스푼		8,983	500g	18원	90
설탕/sugar	100		19,550	15kg	1.3원	130
	제공 인분/ amount	6조각(pieces)				
					합계/ total	4,626.65
					인분당 총 비용/total cost (per serving)	771원
					판매 가격/selling price	3000원
					이익/profit	2,229원
					이익률 (25~30%)/percentage	25.50%

Thank You

