

RecipeMapping

A good recipe for home cooking doesn't always work out when you attempt to replicate it in the restaurant. Startup restaurateurs find out quickly that a recipe intended to yield four, six or even 10 servings might not be practical when feeding dozens or even hundreds of guests — every day.

We've said it once, we'll say it again: Success in the restaurant business is often measured in pennies. Toss in an inaccurate purchase order here, a dash of wasted product there, and mix in a bit of inefficient labor use, and you've got a recipe for slim margins. And while your friends and family never minded waiting an extra half-hour or so for your famous meatballs, your restaurant

guests will not be so forgiving to slow service and inconsistency.

For good recipes to become great menu items, you must learn to make them pleasing to both your guests and your accountant. You must break them down into stages that assist purchasing and inventory control, organize prep-ping, reduce production time, and maximize yield. Then you must build them up to serve dozens of covers.

We call it RecipeMapping — a three-step process that allows you to add new items to the menu consistently, methodically and profitably. We hope it helps “map out” your strategy for adding items to your menu, as well as help you put your startup “on the map.”

Step 1 – Add Ingredients to the Master Inventory List.

Every restaurant should maintain a Master Inventory List that includes all of the ingredients that a restaurant must use in the preparation of their menu items. This list can be maintained using a spreadsheet format that includes purchasing information such as the pack, size and price of the ingredients — information that is useful when creating other management forms such as inventory and order forms. But to accurately calculate the real cost to produce a menu item, the Master Inventory list should not only reflect the purchasing cost and unit of measure, but also the corresponding recipe cost and unit of measure. Any ingredient used in cooking can be expressed in one of three units of measure when using it in a recipe — weight measure (typically ounces or lbs.), volume measure (such as tsp., tbsp., cups, qts. or gal.), or by piece. Many products are purchased by weight units of measure but are measured for recipes in terms of volume (fluid) measure. To determine a true recipe unit cost, it can require measuring a pound of product to determine its recipe yield. We provide Recipe Conversion Notes to assist in this process.

Step 2 – Create the Prep Stages.

Here we identify parts of the menu item that can be prepared prior to final cooking and presentation, to reduce the time from order to service. Even a simple, single menu item often requires several subrecipes that are produced in batch and become part of the routine preparation tasks. Each subrecipe is then added to the Recipe Manual for reference by the kitchen staff. The cost of each subrecipe ingredient is calculated by multiplying the number of recipe units used by the recipe unit cost listed in the Master Inventory. The subrecipe batch is then assigned its own recipe unit and cost based on total cost to produce the batch and how much it yields.

Step 3 – Calculate Menu Item Cost.

Finally, the cost of the menu item is determined by calculating the cost of each individual recipe or ingredient needed to produce the menu item, then affixing a selling price that produces the desired profit. Restaurants should review their menu item cost every three to six months to ensure that cost expectations are accurate.

This Month's Features: Buffalo Lettuce Wraps and Seared Scallop Salad

This month's featured menu items were provided by Saskatoon, Steaks – Fish – Wild Game.

Tom Bruce, founding chef and owner of Sacramento Food & Beverage, worked with Saskatoon to help in franchise development and to document the preparation procedure for several of Saskatoon's menu items. These featured items are from the newly opened Saskatoon franchise in Atlanta, Georgia. Thanks to Chef Kevin Backus for his help with the article.



Menu items featured in our RecipeMapping department are available online at www.RestaurantOwner.com/recipe.htm.

Buffalo Lettuce Wraps

- | | | |
|---|---------|---------------------------|
| 1 | portion | Marinated flank steak |
| 3 | ea. | Butter lettuce leaf |
| 1 | portion | Green bean bundles |
| 2 | oz. | Lettuce wrap veggie blend |
| 2 | fl. oz. | Spicy peanut dressing |
| 2 | fl. oz. | Ponzu sauce |

Line Cook Instructions:

1. Place 1 green bean bundle in the deep fryer, cook 1-2 minutes or until just lightly browned, drain well.
2. Using a hot cast iron skillet or griddle top, sear the marinated flank steak taking care not to overcook.
3. Place the seared steak equally on 3 large butter leaves. Top with marinated raw veggies and serve with crispy green bean bundle, spicy peanut and Ponzu sauces.



Seared Scallop Salad

- | | | |
|------|---------|------------------------|
| 5 | oz. | Field greens |
| 5 | ea. | Prepared scallops |
| 3 | e. | Grape tomatoes |
| 11/2 | oz. | Mandarin oranges |
| 12 | ea. | Blueberries |
| .3 | oz. | Pecan pieces |
| 2 | oz. | Cucumber |
| 2 | fl. oz. | Raspberry vinaigrette |
| 1 | fl. oz. | Extra-virgin olive oil |

Line Cook Instructions:

1. Heat a medium sauté pan to hot, add olive oil and carefully place the scallops in the pan. Allow scallops to cook until well browned on the bottom and turn to brown on the other side.
2. Remove from the heat and drain well.
3. Don't turn the scallops before they're browned and do not sauté them.
4. Arrange the lettuce on a chilled salad plate and garnish with the seared scallops and remaining ingredients as illustrated. Serve with 2 oz. of dressing in a ramekin.



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Step 1 Inventory Master

Item Description	Case Pack/Size	Purchase Unit (PU)		Recipe Cost Unit (RU)			
		U/M	Current Price	U/M	# RU per PU	Yield %	Cost
** Scallops, 10/20-ct.	6/5-lb. bags	Case	330.00	EA	510	100%	0.647
* Buffalo, flank steak	20#	Case	118.00	OZ-wt	320	90%	0.410
** Lettuce, spring mix	3#	Bag	6.55	OZ-wt	48	100%	0.136
** Lettuce, romaine hearts	48 ct.	Case	34.10	OZ-wt	648	85%	0.062
*** Lettuce, butter	24 ct.	Case	28.50	EA	24	100%	1.188
*** Tomato, grape	6/1-pt.	Case	7.26	EA	210	100%	0.035
*** Green beans, Blue Lake	10#	Bag	11.60	OZ-wt	160	95%	0.076
*** Onion, scallions	12/6-ct.	Bag	9.43	EA	72	100%	0.131
* Carrots, shredded	5/2-lb. bags	Box	8.70	OZ-wt	160	100%	0.054
* Cabbage, red	3 ea.	Bag	3.23	OZ-wt	96	100%	0.034
* Sprouts, mung	1#	Bag	0.78	OZ-wt	16	100%	0.049
** Mushrooms, button	10#	Box	22.50	OZ-wt	160	95%	0.148
** Cucumber	10#	Case	10.90	OZ-wt	160	85%	0.080
*** Shallots, whole peeled	5#	Jar	13.25	OZ-wt	80	100%	0.166
** Blueberries	12 pint	Box	33.40	EA	1200	100%	0.028
* Ginger, processed	11.5 oz.	Jar	4.85	OZ-wt	11.5	100%	0.422
** Nuts, pecan pieces	3/2-lb. bags	Case	46.50	OZ-wt	96	100%	0.484
*** Oil, sesame	1 gal.	Can	27.19	OZ-fl	128	100%	0.212
*** Oil, extra-virgin olive	3/1-gal.	Case	72.10	OZ-fl	384	100%	0.188
* Sauce, soy	4/1-gal.	Case	48.70	OZ-fl	512	100%	0.095
* Sauce, Ponzu	1 gal.	Bottle	12.35	OZ-fl	128	100%	0.096
* Sauce, sweet chili	12/32-oz.	Case	28.25	OZ-fl	384	100%	0.074
* Dressing, Italian	4/1-gal.	Case	41.45	OZ-fl	512	100%	0.081
* Dressing, spicy peanut	4/1-gal.	Case	62.53	OZ-fl	512	100%	0.122
** Dressing, raspberry vinaigrette	4/1-gal.	Case	52.10	OZ-fl	512	100%	0.102
** Oranges, mandarin	6/#10 cans	Case	57.58	OZ-wt	420	100%	0.137
* Flour, tempura	6/5-lb.	Case	31.99	OZ-wt	480	100%	0.067

*Buffalo Lettuce Wraps **Seared Scallop Salad ***Both Items

The first step is to identify each ingredient for all the sub-recipes and then to get the purchasing unit pack, size and cost information from your foodservice distributor. Raw ingredients for these menu items were chosen based on availability from local distributors. Once you have the purchasing information, you're ready to calculate the number of recipe units there are in each purchase unit.

Recipe Conversion Notes

Many products are purchased by the weight units of measure but are measured for recipes in terms of fluid measures such as teaspoons, tablespoons or cups. Precise conversion formulas are necessary in order to attain accurate costs. Here are some facts we noted when calculating the number of recipe units:

- Butter lettuce heads yielded about 4.8 oz. after cutting and trimming.
- Romaine hearts yielded about 11.5 oz. after cutting and trimming.
- 1 cup of tempura flour weighs about 4.7 oz.
- Our scallops averaged about 17-count per lb.
- Cabbage yields about 32 oz. per head after cleaning.
- Drained weight of #10 can mandarin oranges is about 70 oz.



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Green Bean Bundles: Chef's note: Two bundles can be combined to create a la carte side dish portion.

Saskatoon - Recipe Card		Batch	
Green Bean Bundles		Recipe Cost	
INGREDIENTS	MEASURE	PROCEDURE	
Green beans, Blue Lake	3 lbs. cleaned	1. Blanch beans lightly in boiling salted water; shock with ice water to cool and drain thoroughly.	RU
Onion, scallions	6 each		# of RU
Flour, tempura	1 cup	2. Weigh beans into 3-oz. portions.	RU Cost
Water	2 cups		Cost
		3. Wrap each portion with a strip of scallion, green part only, and tie. Set aside for service.	RU
			# of RU
		4. Using a mixing bowl and wire whisk, blend the tempura flour and water until lump free.	RU Cost
			Cost
		5. Dip 2-3 portions of beans in the batter and allow to stand for 3-4 minutes before removing and draining well.	RU
			# of RU
		6. Beans should be flash-fried at 350° to order or in very small batches. Be sure to drain thoroughly before service.	RU Cost
			Cost
TOOLS/EQUIP.: Ounce scale, cup measure, large saucepot, colander and deep fryer.			
STATION: Prep cook			Total \$ 4.76
YIELD: About 16 portions			RU EA
SHELF LIFE: 2 days			# of RU 16
			RU Cost \$ 0.30

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Step 2 The Prep Stage - Buffalo Lettuce Wraps cont.

Saskatoon - Recipe Card			Recipe Cost			
Spicy Peanut Dressing			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Dressing, spicy peanut	½ gallon	1. Place peanut dressing in an industrial blender. With the blender on low, add the remaining ingredients. 2. Increase speed slightly and continue to blend for 2-3 minutes to thoroughly mix all ingredients. 3. Remove to refrigeration and store for service.	OZ-fl	64	0.122	\$ 7.82
Ginger, processed	1½ oz.		OZ-w	1.5	0.422	\$ 0.63
Sauce, sweet chili	¼ cup		OZ-fl	2	0.074	\$ 0.15
Oil, sesame	½ cup		OZ-fl	4	0.212	\$ 0.85
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Quart measure, cup measure, ounce scale and industrial blender.						
STATION: Prep cook			Total \$ 9.45			
YIELD: About 35 2-oz. portions			RU OZ-fl			
SHELF LIFE: 5 days			# of RU 70			
			RU Cost \$ 0.13			

Spicy Peanut Dressing: Chef's note: A single menu item may have several "subrecipes," and a recipe card should be created for each step.

Saskatoon - Recipe Card			Recipe Cost			
Lettuce Wrap Veggie Blend			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Onion, scallions	3 ea. bias-cut, thin	1. Combine the oils and soy sauce in blender and mix on high for 1-2 minutes. 2. Combine all of the processed vegetables in a mixing bowl. 3. Add the oil mixture and toss thoroughly to mix well. Refrigerate and let stand for 2-3 hours before service to infuse the veggies.	EA	3	0.131	\$ 0.39
Carrots, shredded	10 oz.		OZ-w	10	0.054	\$ 0.54
Cabbage, red	8 oz. chiffonade		OZ-w	8	0.034	\$ 0.27
Green beans, Blue Lake	8 oz. bias-cut, thin		OZ-w	8	0.076	\$ 0.61
Sprouts, mung	8 oz.		OZ-w	8	0.049	\$ 0.39
Mushrooms, button	6 oz. thin-sliced		OZ-w	6	0.148	\$ 0.89
Oil, sesame	¼ cup		OZ-fl	2	0.212	\$ 0.42
Sauce, soy	½ cup		OZ-fl	4	0.095	\$ 0.38
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Ounce scale, measuring cups, mixing bowl and industrial blender.			Total \$ 4.09			
STATION: Pantry			RU OZ-wt			
YIELD: About 24 2-oz. portions			# of RU 48			
SHELF LIFE: 2 days			RU Cost \$ 0.09			

Lettuce Wrap Veggie Blend: Chef's note: Vegetable preparation such as shredded carrots or chiffonade-cut cabbage can be separated into its own recipe cards when product is part of other recipes.

Step 2 The Prep Stage - Pan Seared Steak cont.

Saskatoon - Recipe Card			Recipe Cost	
Prepared Scallops		Batch		
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU
Scallops, 10/20-ct.	5-lb. bag	1. Using a large mixing bowl, combine the oils and sliced shallots, blending thoroughly with a wire whisk. 2. Place the cleaned scallops in the bowl and blend gently. Allow scallops to marinate for 5-6 hours. 3. Drain any excess oil from the scallops and hold under refrigeration for service.	EA	85
Shallots, whole peeled	8 oz. sliced		OZ-wt	8
Oil, sesame	½ cup		OZ-fl	4
Oil, extra-virgin olive	1 cup		OZ-fl	8
				-
				-
				-
				-
				-
				-
				-
				-
TOOLS/EQUIP.: Ounce scale, measuring cups, large mixing bowl and French knife.			Total	
STATION: Prep cook			RU	
YIELD: About 85 scallops			# of RU	
SHELF LIFE: 2 days			RU Cost	
			\$ 58.68	
			EA	
			85	
			\$ 0.69	

Prepared Scallops: Chef's note: Other subrecipes used but not shown include field greens preparation.

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Step 3 Calculate Menu Item Cost

The final step for turning the recipe into a menu item is to add the cost of the ingredients needed to produce it. By calculating the cost of each individual recipe needed to produce the menu item, it makes it easy to cost out the finished menu item and affix a selling price that is profitable.

Menu Item: Buffalo Lettuce Wraps				
Item Description: Pan-seared marinated flank, seasonal veggies, spicy peanut and Ponzu sauces served with a crispy green bean bundle.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
EA	0.3	Lettuce, butter	1.19	0.36
EA	1	Marinated flank steak	1.67	1.67
EA	1	Green bean bundles	0.30	0.30
OZ-wt	2	Lettuce wrap veggie blend	0.09	0.17
OZ-fl	2	Spicy peanut dressing	0.13	0.27
OZ-fl	2	Sauce, Ponzu	0.10	0.19
			0.00	0.00
			0.00	0.00
			0.00	0.00
			0.00	0.00
			0.00	0.00
			0.00	0.00
	1	Plate Cost	0.35	0.35
			Total Cost	3.31
			Menu Price	12.00
			Gross Profit	8.69
			Food Cost %	27.60%

Menu Item: Seared Scallop salad				
Item Description: Large domestic scallops, mixed field greens, seasonal fruit and toasted pecans served with raspberry vinaigrette.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
OZ-wt	5	Field greens	0.14	0.71
EA	5	Prepared scallops	0.69	3.45
EA	3	Tomato, grape	0.03	0.10
OZ-wt	1.5	Oranges, mandarin	0.14	0.21
EA	12	Blueberries	0.03	0.33
OZ-wt	0.3	Nuts, pecan pieces	0.48	0.15
OZ-wt	2	Cucumber	0.08	0.16
OZ-fl	2	Dressing, raspberry vinaigrette	0.10	0.20
OZ-fl	1	Oil, extra-virgin olive	0.19	0.19
	1	Plate cost	0.35	0.35
			Total Cost	5.85
			Menu Price	16.00
			Gross Profit	10.15
			Food Cost %	36.56%