

# RecipeMapping

— HOW TO TURN GOOD RECIPES INTO GREAT MENU ITEMS —

**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 prepping, 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 Meatloaf and Pan Seared Steak Salad

This month's featured menu items were provided by Saskatoon, Steaks – Fish – Wild Game, a franchised store located in Atlanta, Georgia. 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. In this article they share their RecipeMapping secrets for two of Saskatoon's new lunch menu items.



Menu items featured in our RecipeMapping department are available online at [www.RestaurantOwner.com/recipe.htm](http://www.RestaurantOwner.com/recipe.htm).

### Buffalo Meatloaf

8	oz.	Buffalo meatloaf
1 1/2	fl. oz.	Portobello demi-glace
5	oz.	Mashed red potatoes
As needed		Chopped parsley

#### Line Cook Instructions

1. Slice an 8-oz. serving from the prepared meatloaf.
2. Heat meatloaf slice on grill or griddle.
3. Plate with 5 oz. of red mashed potatoes as shown.
4. Spoon 1 1/2 oz. of heated demi-glace over meatloaf slice.
5. Garnish with chopped parsley.



### Pan Seared Steak Salad

1	6-oz.	Marinated top sirloin steak
5	oz.	Mixed greens
1 1/2	fl. oz.	Vinaigrette
1	oz.	Pear tomato
2	oz.	Sliced cucumber
3/4	oz.	Blue cheese crumbles
1/2	oz.	Pecan halves and pieces

1. In a 10-inch skillet (or on griddle), cook steak to temperature ordered.
2. Place greens in a chilled medium-size mixing bowl, add dressing and toss. Arrange on a chilled salad plate as illustrated.
3. Garnish with cucumber slices, pear tomatoes, blue cheese crumbles and toasted pecans.
4. Slice the steak in several pieces and shingle along one side of the salad for service.

\*Buffalo Meatloaf \*\*Pan Seared Steak Salad \*\*\*Both Items

## 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
** Top sirloin, precut 6-oz.	24/6-oz.	Case	61.36	EA	24	100%	2.557
* Ground chuck, angus	10# chub	Each	21.50	OZ-wt	160	100%	0.134
* Ground buffalo	3# chub	Each	11.70	OZ-wt	48	100%	0.244
* Ground pork	5# chub	Each	7.25	OZ-wt	80	100%	0.091
* Sausage, boar	24/4-oz.	Case	29.70	EA	24	100%	1.238
* Eggs, fresh shell	15 dz.	Box	14.00	EA	180	100%	0.078
** Blue cheese crumbles	5#	Bag	19.18	OZ-wt	80	100%	0.240
** Lettuce, iceberg	24 ct.	Case	17.43	EA	24	100%	0.726
** Lettuce, spring mix	3#	Bag	8.99	OZ-wt	48	100%	0.187
** Lettuce, romaine hearts	48 ct.	Case	26.11	EA	48	100%	0.544
** Tomato, pear	10#	Box	17.99	OZ-wt	160	100%	0.112
** Tomato, roma	25#	Box	18.69	OZ-wt	400	95%	0.049
** Cucumber, medium	10#	Box	19.00	OZ-wt	160	92%	0.129
* Mushroom, Portobello	5#	Box	20.30	OZ-wt	80	92%	0.276
*** Garlic, whole peeled	5#	Jar	14.12	OZ-wt	80	100%	0.177
** Shallots, whole peeled	4#	Jar	13.83	OZ-wt	64	100%	0.216
*** Onion, yellow	50#	Bag	19.09	OZ-wt	800	85%	0.028
* Pepper, red bell	25#	Box	32.98	OZ-wt	400	80%	0.103
* Potatoes, red skin mashed (fresh)	6/4-lb. bags	Case	30.04	OZ-wt	384	100%	0.078
* Demi-glace	6/1-qt.	Case	71.39	OZ-fl	192	100%	0.372
** Pecans, halves and pieces	3#	Bag	20.70	OZ-wt	48	100%	0.431
* Oatmeal	2/4.5-lb.	Box	7.59	OZ-wt	144	100%	0.053
* Juice, veggie-tomato	3/0.5-gal.	Case	8.50	OZ-fl	192	100%	0.044
* Sauce, mild hot	4/1-gal.	Case	50.51	OZ-fl	512	100%	0.099
* Sauce, Worcestershire	1 gal.	Each	6.38	OZ-fl	128	100%	0.050
*** Oil, extra-virgin olive	3/1-gal.	Case	66.42	OZ-fl	384	100%	0.173
* Wine, merlot	12/750-ml.	Case	50.40	OZ-fl	304	100%	0.166
** Vinegar, balsamic	6/12-oz.	Case	18.90	OZ-fl	72	100%	0.263
** Honey	5#	Bottle	11.52	OZ-fl	53	100%	0.217
** Herb, basil fresh	1#	Bag	9.31	OZ-wt	16	90%	0.647
** Onion, red	25#	Box	20.63	OZ-wt	400	85%	0.061
** Spice, black pepper cracked	5#	Jar	48.66	OZ-wt	80	100%	0.608

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

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:

- Iceberg heads yielded about 10 oz. after cutting and trimming.
- Cleaned romaine heads yielded about 5 oz. after cutting.
- 1 cup of honey weighs about 12 oz.

## Step 2 The Prep Stage - Buffalo Meatloaf

Saskatoon - Recipe Card			Recipe Cost			
Buffalo Meatloaf			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Ground buffalo	1 chub	1. Using a large mixing bowl, combine ground meats, chopped sausage and oatmeal; mix well by hand. 2. Add eggs and veggie juice in 2 batches, mixing well between additions. 3. Add remaining ingredients and continue to blend until all ingredients have been incorporated. 4. Divide mixture into 2 equal portions and place in 2 standard loaf pans. 5. Place in a 325° convection oven or a 350° still oven and roast until slightly browned on the top. Reduce heat to avoid overbrowning and continue to cook for approximately 1 hour or until the meat loaf reaches an internal temperature of 170°. 6. Allow the meat loaf to cool thoroughly in loaf pans before removing. Hold on the steam table for service or cool thoroughly and store under refrigeration.	OZ-wt	48	0.244	\$ 11.70
Ground chuck, angus	1 lb.		OZ-wt	16	0.134	\$ 2.15
Ground pork	1 lb.		OZ-wt	16	0.091	\$ 1.45
Sausage, boar	3 links cooked and chopped		EA	3	1.238	\$ 3.71
Oatmeal	6 oz.		OZ-wt	6	0.053	\$ 0.32
Eggs, fresh shell	8 each		EA	8	0.078	\$ 0.62
Pepper, red bell	4 oz. cleaned and chopped		OZ-wt	4	0.103	\$ 0.41
Onion, yellow	6 oz. finely diced		OZ-wt	6	0.028	\$ 0.17
Garlic, whole peeled	2 oz. finely chopped		OZ-wt	2	0.177	\$ 0.35
Juice, veggie-tomato	1 cup		OZ-fl	8	0.044	\$ 0.35
Sauce, Worcestershire	1 oz.		OZ-fl	1	0.050	\$ 0.05
Sauce, mild hot	¾ oz.		OZ-fl	0.75	0.099	\$ 0.07
					-	\$ -
					-	\$ -
				-	\$ -	
				-	\$ -	
<b>TOOLS/EQUIP.:</b> Pound scale, ounce scale, large mixing bowl, French knife, loaf pans and thermometer.			<b>Total</b>		\$ 21.36	
<b>STATION:</b> Prep cook			<b>RU</b>		OZ-wt	
<b>YIELD:</b> About 12 8-oz. portions or 16 6-oz. portions			<b># of RU</b>		96	
<b>SHELF LIFE:</b> 3 days			<b>RU Cost</b>		\$ 0.22	

### Buffalo Meatloaf:

Buffalo is very lean so you may need to add more eggs or veggie juice for desired results. A single menu item may have several "subrecipes"; and a recipe card should be created for each step.

Saskatoon - Recipe Card			Recipe Cost			
Portobello Demi-glace			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Demi-glace	2 cups heated	1. Using a heavy saucepot, preheat olive oil and add the chopped shallots. Cook shallots quickly until slightly transparent. 2. Add the merlot and bring to a simmer; reduce by about half. 3. Add the heated demi-glace and bring to a simmer; continue to simmer for 1-2 minutes. 4. Add the sliced portobellos and simmer for 3-4 minutes; add the tomatoes and bring to a simmer. 5. Remove sauce from the range; add salt and pepper to taste if necessary. 6. Hold on hot line for service.	OZ-fl	16	0.372	\$ 5.95
Wine, merlot	1½ cups		OZ-fl	12	0.166	\$ 1.99
Mushroom, Portobello	6 oz. split and sliced		OZ-wt	6	0.276	\$ 1.65
Tomato, roma	8 oz. diced		OZ-wt	8	0.049	\$ 0.39
Shallots, whole peeled	1 oz. chopped		OZ-wt	1	0.216	\$ 0.22
Oil, extra-virgin olive	2 Tbsn.		OZ-fl	1	0.173	\$ 0.17
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
<b>TOOLS/EQUIP.:</b> Cup measure, measuring spoons, ounce scale and heavy-bottom saucepot.			<b>Total</b>		\$ 10.38	
<b>STATION:</b> Line cook			<b>RU</b>		OZ-fl	
<b>YIELD:</b> About 20 1.5-oz. portions			<b># of RU</b>		30	
<b>SHELF LIFE:</b> 1 shift			<b>RU Cost</b>		\$ 0.35	

### Portobello Demi-glace:

Chef's note: Other subrecipes used but not shown include the preparation and heating of the mashed red potatoes.



## Step 2 The Prep Stage - Pan Seared Steak cont.

Saskatoon - Recipe Card			Recipe Cost			
Mixed Greens			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Lettuce, iceberg	2 heads, salad-cut	1. Cut iceberg and romaine should be washed and spun prior to beginning procedure.	EA	2	0.726	\$ 1.45
Lettuce, romaine hearts	4 heads, salad-cut		EA	4	0.544	\$ 2.18
Lettuce, spring mix	1 bag		OZ-wt	48	0.187	\$ 8.99
		2. Using a large mixing bowl, combine all of the lettuces and blend well.  3. Hold under refrigeration for service.			-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: French knife, cutting board, salad spinner and large mixing bowl.			Total		\$ 12.62	
STATION: Pantry			RU		OZ-wt	
YIELD: Enough for 14-15 salads			# of RU		88	
SHELF LIFE: 1 day			RU Cost		\$ 0.14	

**Mixed Greens:** Chef's note: Other subrecipes used but not shown include slicing of cucumbers and roasting of pecan halves and pieces.

## 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 Meatloaf				
Item Description: Buffalo, angus beef, pork and boar sausage oven-roasted and finished with Portobello and roma tomato demi. Served with roasted garlic mashed red potatoes.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
OZ-wt	8	Buffalo meatloaf	0.22	1.78
OZ-fl	1.5	Portobello demi-glace	0.35	0.52
OZ-wt	5	Potatoes, red skin mashed (fresh)	0.08	0.39
			0.00	0.00
			0.00	0.00
			0.00	0.00
			0.00	0.00
			0.00	0.00
			0.00	0.00
			0.00	0.00
			0.00	0.00
Ea.	1	Plate cost	0.40	0.40
			<b>Total Cost</b>	3.09
			<b>Menu Price</b>	12.00
			<b>Gross Profit</b>	8.91
			<b>Food Cost %</b>	25.75%

Menu Item: Pan Seared Steak Salad				
Item Description: Center cut sirloin cooked to order and served on field greens with blue cheese, roasted pecans, pear tomatoes and balsamic vinaigrette.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
EA	1	Marinated top sirloin steak	1.44	1.44
OZ-wt	5	Mixed greens	0.14	0.72
OZ-fl	1.5	House vinaigrette	0.20	0.30
OZ-wt	1	Tomato, pear	0.11	0.11
OZ-wt	2	Cucumber, medium	0.13	0.26
OZ-wt	0.75	Blue cheese crumbles	0.24	0.18
OZ-wt	0.5	Pecans, halves and pieces	0.43	0.22
			0.00	0.00
			0.00	0.00
			0.00	0.00
			<b>Total Cost</b>	3.23
			<b>Menu Price</b>	14.00
			<b>Gross Profit</b>	10.77
			<b>Food Cost %</b>	23.05%