

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 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: Pollo Arrosto and Tostada de Ceviche

This month's featured menu items were provided by MexItalian restaurant, a Latin/Mediterranean fusion concept located in Santa Cruz, California. This project was funded by the Central Coast Small Business Development Center based at Cabrillo College.

Tom Bruce, founding chef and owner of Central Coast Food & Beverage, worked with owner/operators Jean Pierre Juliano and Fernando Vasquez to create the recipe mapping for these dishes.



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

Pollo Arrostto

- | | | |
|---|---------|-------------------------|
| 1 | each | Roasted chicken quarter |
| 4 | oz. | Pinto beans |
| 4 | oz. | Mexican rice |
| 2 | oz. | Pico de gallo |
| 2 | fl. oz. | Salsa fresco |
| ¼ | oz. | Queso fresco |
| 4 | sprigs | Italian parsley |



Line Cook Instructions:

1. Place marinated chicken quarter skin side down on the grill to mark. Turn to form a diamond pattern.
2. Turn the chicken portions over and lightly grill on the other side.
3. Place the marked chicken on a flat metal pan, nap lightly with salsa fresca and finish in the oven, taking care not to overcook.
4. Plate as shown and garnish with pico de gallo, beans, rice and queso.
5. Garnish with Italian parsley for service.

Tostada de Ceviche

- | | | |
|---|--------|-----------------------------------|
| 1 | each | 8-inch stone-ground corn tortilla |
| 3 | oz. | Ceviche portion |
| 1 | each | Fanned avocado slices (¼ avocado) |
| 2 | each | Lemon slices |
| 3 | sprigs | Italian parsley |

Line Cook Instructions:

1. Place room temperature tortilla on service plate.
2. Spoon ceviche portion over tortilla, spreading evenly and taking care not to crack the shell.
3. Garnish with fanned ¼ avocado, lemon slices and parsley for service.



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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
* Beans, pinto	25#	Bag	23.70	OZ-wt	400	100%	0.059
* Chicken, free-range	14/3-lb. avg.	Case	86.29	EA	14	100%	6.164
Chile, dry, de arbol	1/10-lb.	Case	69.55	OZ-wt	160	100%	0.435
*** Garlic, peeled, fresh	1/5-lb.	Jar	11.08	OZ-wt	80	100%	0.139
*** Herb, cilantro	1/1-lb.	Each	3.72	OZ-wt	16	100%	0.233
*** Herb, parsley, Italian	1/6-ct.	Case	7.47	EA	546	100%	0.014
*** Lemon, 140-ct.	1/40-lb.	Case	29.75	EA	140	100%	0.213
*** Oil, extra-virgin olive	6/1-gal.	Case	56.61	OZ-fl	768	100%	0.074
** Onion, jumbo red	1/5-lb.	Case	9.45	OZ-wt	80	91%	0.130
** Onion, jumbo yellow	1/10-lb.	Case	9.05	OZ-wt	160	91%	0.062
*** Pepper, jalapeno, fresh	1/10-lb.	Case	14.10	EA	160	100%	0.088
* Queso fresco, block	1/5-lb.	Each	18.10	OZ-wt	80	100%	0.226
* Rice, basmati	1/25-lb.	Case	85.65	OZ-fl	500	100%	0.171
** Shallots, peeled, fresh	1/4-lb.	Case	12.67	OZ-wt	64	100%	0.198
*** Spice, black pepper	3/5-lb.	Case	55.94	OZ-wt	240	100%	0.233
*** Spice, salt, kosher	12/3-lb.	Case	18.39	OZ-wt	576	100%	0.032
** Tilapia, IQF, 6-oz. avg.	1/10-lb.	Case	28.50	OZ-wt	160	100%	0.178
* Tomatillo, fresh	1/10-lb.	Each	12.30	EA	100	100%	0.123
*** Tomato sauce	6/#10 can	Case	18.39	OZ-fl	575	100%	0.032
** Tomato, 2-layer	5X6	Case	25.75	EA	60	100%	0.429
** Tortilla, 8-inch, stone ground	12/12-ct.	Case	36.05	EA	144	100%	0.250
** Avocado	48 ct.	Box	49.30	EA	48	100%	1.027

*Pollo Arrosto **Tostada de Ceviche ***Both Items

The first step is to identify each ingredient for all the subrecipes 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 fluid measures such as teaspoons, tablespoons or cups. Precise conversion formulas are necessary to attain accurate costs. Here are some facts we noted when calculating the number of recipe units:

- Basmati rice weighs 6.4 oz. per cup.
- Tomato sauce weighs about 8.75 oz. per cup.
- Salt weighs 10 oz. per cup.
- Chopped onions weigh 3.75 oz. per cup.
- There are about 91 sprigs per bunch of Italian parsley.

****Please note that spices were used in recipes by weight rather than volume.***

Step 2 Create the Prep Stages - Tostada de Ceviche

Subrecipes are usually prepared ahead of time and can be components for one or several menu items.

Mexlitalian - Recipe Card			Recipe Cost			
Ceviche		Batch				
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Tilapia, IQF, 6-oz. avg.	1½ lbs.	1. Using a French knife, finely dice the tilapia portions and place in a stainless mixing bowl. 2. Add the lemon juice and gently blend using a rubber spatula. 3. Cover the mixture and store under refrigeration for 3-4 hours or until the fish looks like it was cooked. 4. Drain any excess lemon juice and add the pico de gallo, mixing gently. Cover and refrigerate for service.	OZ-wt	24	0.178	\$ 4.28
Pico de gallo	18 ozs.		OZ-wt	18	0.075	\$ 1.35
Lemon, 140-ct.	8 ea., juiced		EA	8	0.213	\$ 1.70
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Ounce scale, French knife, cutting board, s/s mixing bowl and rubber spatula.			Total \$ 7.32			
STATION: Pantry			RU OZ-wt			
YIELD: About 15 3-oz. portions			# of RU 46			
SHELF LIFE: 1 day			RU Cost \$ 0.16			

Ceviche: Chef's note: Mahi-Mahi can be substituted for the tilapia for a different texture and flavor profile.

Mexlitalian - Recipe Card		
Pico de Gallo		Batch
INGREDIENTS	MEASURE	PROCEDURE
Tomato, 2-layer	6 ea., chopped	1. Combine the chopped tomatoes, diced onions and minced jalapenos in a stainless mixing bowl. 2. Using a rubber spatula, blend in the chopped cilantro, lemon juice and salt. 3. Cover and hold under refrigeration for 1-2 hours. Taste and adjust seasonings as necessary.
Onion, jumbo red	8 ozs., finely diced	
Pepper, jalapeno, fresh	6 ea., minced	
Herb, cilantro	1 cup, chopped	
Lemon, 140-ct.	2 ea., juiced	
Spice, salt, kosher	½ oz.	
TOOLS/EQUIP.: Ounce scale, measuring cup, French knife, cutting board, s/s mixing bowl and rubber spatula.		
STATION: Prep cook		
YIELD: About 33 2-oz. portions		
SHELF LIFE: 2 days		

Recipe Cost			
RU	# of RU	RU Cost	Cost
EA	6	0.429	\$ 2.58
OZ-wt	8	0.130	\$ 1.04
EA	6	0.088	\$ 0.53
OZ-wt	1.5	0.233	\$ 0.35
EA	2	0.213	\$ 0.43
OZ-wt	0.5	0.032	\$ 0.02
		-	\$ -
		-	\$ -
		-	\$ -
		-	\$ -
		-	\$ -
		-	\$ -
		-	\$ -
Total		\$	4.93
RU		OZ-wt	
# of RU			66
RU Cost		\$	0.07

Pico de Gallo: Chef's note: Always allow cold blended salsas, dips and dressings to stand for a while to let the flavors come through before adjusting seasonings or ingredients.

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MexItalian - Recipe Card			Recipe Cost		
Roasted Chicken Quarters		Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	
Chicken, free-range	6 each	1. Using a boning knife, remove leg and thigh portions as a single piece; set aside. 2. Remove the breast sections from the carcass with wings attached. 3. Remove the leg and thigh bone from the dark quarter. Score the leg sinew to shorten, then remove heavy sinew if necessary. Cut the boneless dark quarter into 2 equal pieces. 4. Cut the boneless breast pieces into 2 equal pieces, leaving the wing section attached. 5. Season boneless sections with salt and pepper and place in a full-size #400 pan. 6. Combine olive oil, sliced shallots and sliced garlic in a small mixing bowl. 7. Pour oil mixture over chicken sections and turn once. 8. Refrigerate for 4 hours then turn the chicken one more time. Let stand for at least 4 hours more.	RU Cost	Cost	
Oil, extra-virgin olive	1 cup		EA	6	6.164 \$ 36.98
Shallots, peeled, fresh	2 ozs., diced		OZ-fl	8	0.074 \$ 0.59
Garlic, peeled, fresh	2 ozs., diced		OZ-wt	2	0.198 \$ 0.40
Spice, salt, kosher	½ oz.		OZ-wt	2	0.139 \$ 0.28
Spice, black pepper	¼ oz.		OZ-wt	0.5	0.032 \$ 0.02
			OZ-wt	0.25	0.233 \$ 0.06
				-	\$ -
				-	\$ -
				-	\$ -
			-	\$ -	
			-	\$ -	
			-	\$ -	
TOOLS/EQUIP.: Boning knife, ounce scale, cup measure, small mixing bowl and full-size #400 pan.			Total \$ 38.32		
STATION: Line cook			RU EA		
YIELD: 24 portions			# of RU 24		
SHELF LIFE: 3 days			RU Cost 1.60		

MexItalian - Recipe Card						
<u>Mexican Rice</u>		Batch	Recipe Cost			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Rice, basmati	6 cups	1. Heat the olive oil in a large heavy-bottom saucepot. 2. Add the onions and cook over low heat to sweat until they become soft and opaque. 3. Add the rice and blend well using a service spoon to evenly coat the rice with olive oil. 4. Add the water, tomato sauce and salt and bring to a simmer. Mix well to disperse the tomato sauce; cover and continue to cook over very low heat or in a 300° oven for about 20 minutes or until done. 5. Remove from the heat, fluff and hold on the hot line for service.	OZ-fl	48	0.171	\$ 8.22
Oil, extra-virgin olive	¼ cup		OZ-fl	2	0.074	\$ 0.15
Onion, jumbo yellow	6 ozs., diced		OZ-wt	6	0.062	\$ 0.37
Tomato sauce	2 cups		OZ-fl	16	0.032	\$ 0.51
Spice, salt, kosher	½ oz.		OZ-wt	0.5	0.032	\$ 0.02
Water	3 quarts		OZ-fl	96	-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
				-	\$ -	
TOOLS/EQUIP.:	Cup measure, quart measure, ounce scale, French knife, heavy-bottom saucepot with lid and service spoon.					
STATION:	Prep cook					
YIELD:	About 40 4-oz. portions					
SHELF LIFE:	1 shift					
			Total		\$	9.27
			RU	OZ-wt		
			# of RU	160		
			RU Cost	\$	0.06	

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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: Tostada de Ceviche				
Item Description: Crispy corn tortilla topped with tilapia, tomatoes, red onions, jalapenos, cilantro, avocado and lemon juice.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
EA	1	Tortilla, 8-inch, stone-ground	0.25	0.25
OZ-wt	3	Ceviche	0.15	0.44
EA	0.25	Avocado	1.03	0.26
EA	0.16	Lemon, 140-ct.	0.21	0.03
EA	3	Herb, parsley, Italian	0.01	0.04
			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	0.10	0.10
			Total Cost	1.12
			Menu Price	2.50
			Gross Profit	1.38
			Food Cost %	44.69%

Menu Item: Pollo Arrostto Item Description: Semi-boneless free-range chicken quarter roasted with pico de gallo and salsa fresca. Served with rice and beans.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
EA	1	Roasted chicken quarters	0.07	0.07
OZ-wt	4	Pinto beans	0.04	0.16
OZ-wt	4	Mexican rice	0.06	0.23
OZ-wt	2	Pico de gallo	0.04	0.08
OZ-fl	2	Salsa fresca	0.04	0.09
EA	4	Herb, parsley, Italian	0.01	0.05
OZ-wt	0.25	Queso fresco, block	0.23	0.06
			0.00	0.00
			0.00	0.00
	1	Plate cost	0.30	0.30
			Total Cost	1.04
			Menu Price	10.00
			Gross Profit	8.96
			Food Cost %	10.41%