



# 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:

### Pan-Grilled Shrimp Pasta and Gulf Coast Crab Cakes

This month's feature menu items are the creation of consulting chef Glenn “Captain” Cates.

In his role as a menu consultant for A'la Carte Consulting Group, Captain Cates assists restaurant operators in establishing recipe manuals, including the proper costing and preparation procedures necessary for a profitable menu.

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



## Pan-Grilled Shrimp Pasta

4 Tbsn. Butter (in all)  
4 oz. wt. Shrimp  
1/2 cup Green onions  
1 tsp. Chopped garlic  
1 1/2 tsp. Pasta seasoning  
3 oz. wt. Sliced mushrooms (1/8" thick)  
2 Tbsn. Lobster stock  
2 Tbsn. Chopped parsley  
8 oz. wt. Angel hair pasta (precooked al dente)  
1 Tbsn. Fresh-grated parmesan

### Line Cook Instructions

1. Melt 2 Tbsn. of butter over high heat in sauté pan; add shrimp, green onions, garlic, pasta seasoning and sliced mushrooms. Toss ingredients by shaking pan back and forth periodically. Meanwhile, place precooked pasta in hot water until heated; drain.
2. Continue sautéing until shrimp are just turning pink; do not overcook.
3. Add remaining 2 Tbsn. of butter, lobster stock and chopped parsley; toss by shaking pan back and forth.
4. Add heated pasta and toss well; blend all ingredients.
5. Pour into pasta bowl and mound slightly in center, making sure the shrimp are visible.
6. Sprinkle with parmesan cheese and chopped parsley.



## Gulf Coast Crab Cakes

2 Each Crab cakes  
2 oz. Tartar sauce  
1 Each Lemon garnish  
1 Tbsn. Butter  
1 tsp. Chopped parsley

### Line Cook Instructions

1. Melt butter on medium heat griddle or skillet.
2. Once butter is melted, add crab cakes.
3. Cook until golden brown on one side and then flip.
4. Continue cooking until the other side is golden brown.
5. Serve immediately with tartar sauce and fresh lemon garnish.
6. Sprinkle chopped parsley for garnish.



# RecipeMapping

## Step 1 Inventory Master

\*Pan-Grilled Shrimp Pasta \*\* Gulf Coast Crab Cakes \*\*\* Used for Both Items

Item Description	Case Pack/ Size	Purchase Unit (PU)		Recipe Cost Unit (RU)			
		U/M	Current Price	U/M	# RU per PU	Yield %	Cost
* Shrimp 36-40 ct. P&D	4/2.5 lb. box	Case	43.00	OZ-wt	160	100%	0.269
* Mushrooms - fresh (med.)	1/10 lb. box	Case	18.85	OZ-wt	160	100%	0.118
* Chopped garlic (in oil)	12/32 oz. jar	Case	35.75	OZ-fl	384	100%	0.093
* Lobster base (no MSG)	6/1 lb. jar	Case	35.75	OZ-fl	77	100%	0.464
*** Butter	30/1 lb.	Case	49.40	OZ-fl	480	100%	0.103
*** Parsley bunch - fresh	Bunch	Each	0.50	OZ-fl	21	53%	0.045
* Cappellini (Angel hair pasta)	20 lb. box	Box	16.35	OZ-wt	320	200%	0.026
* Parmesan - fresh (grated)	2/5 lb.	Case	39.65	OZ-fl	426	100%	0.093
* Back fin lump crabmeat	1 lb. pack	LB	14.00	OZ-wt	16	100%	0.875
* Lemons - fresh (medium)	75 ct. box	Case	36.30	EA	75	100%	0.484
*** Salt - granulated	24/26 oz. rds.	Case	17.20	OZ-fl	499	100%	0.034
* Cayenne pepper	14 oz. btl.	Bottle	7.20	OZ-fl	37	100%	0.195
*** White pepper	20 oz. btl.	Bottle	7.20	OZ-fl	35	100%	0.206
*** Black pepper	18 oz. btl.	Bottle	7.20	OZ-fl	38	100%	0.189
* Basil leaves (dried)	5 oz. btl.	Bottle	7.20	OZ-fl	28	100%	0.257
* Thyme leaves (dried)	6 oz. btl.	Bottle	7.20	OZ-fl	30	100%	0.240
* Oregano leaves (dried)	5 oz. btl.	Bottle	6.57	OZ-fl	25	100%	0.263
*** Green onions	24 ct.	Carton	11.90	OZ-fl	336	82%	0.043
** Baking powder	6/5 lb. tin	Case	60.40	OZ-fl	556	100%	0.109
** Mayonnaise	4/1 gal.	Case	20.40	OZ-fl	512	100%	0.040
** Bread crumbs	12/24 oz.	Case	31.40	OZ-fl	658	100%	0.048
** Flour - self-rising	2/25 lb. sack	Bag	18.45	OZ-fl	1488	100%	0.012
** Eggs (large)	1/15 dz. case	Case	24.15	EA	180	100%	0.134
** Milk	6/.5 gal.	Case	9.20	OZ-fl	384	100%	0.024
** Sour cream	3# tub	Carton	4.79	OZ-fl	48	100%	0.100
** Dijon mustard	2/1 gal.	Case	14.60	OZ-fl	256	100%	0.057
** Dill relish	4/1 gal.	Case	16.20	OZ-fl	512	100%	0.032
** Dill weed - fresh	Bunch	Each	1.49	OZ-fl	21	44%	0.161
** Tarragon leaves (dried)	5 oz. btl.	Bottle	7.20	OZ-fl	33	100%	0.218
** Shallots	3# bag	Bag	5.49	OZ-fl	76	90%	0.080
** Hot sauce	12/12 oz. btl.	Case	34.60	OZ-fl	144	100%	0.240

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:

- ✓ 1 cup of lobster soup base weighs about 10 oz.
- ✓ 1 cup of butter weighs 8 oz. (1 oz. wt. = 1 fl. oz.)
- ✓ 1 bunch of parsley weighs about 3.4 oz.  
(1 cup of chopped weighs about 1.3 oz.)
- ✓ Dry pasta has a cooked yield of 2-3 times its dry weight.
- ✓ 1 cup of grated parmesan weighs about 3 oz.
- ✓ 1 cup of salt weighs about 10 oz.
- ✓ 1 cup of cayenne weighs about 3 oz.
- ✓ 1 cup of white pepper weighs about 4.5 oz.
- ✓ 1 cup of black pepper weighs about 3.8 oz.
- ✓ 1 cup of basil weighs about 1.4 oz.
- ✓ 1 cup of thyme weighs about 1.6 oz.
- ✓ 1 cup of oregano weighs about 1.6 oz.
- ✓ 1 bunch of green onions weighs about 3.5 oz.  
(1 cup chopped weighs about 2 oz.)
- ✓ 1 cup of baking powder weighs about 6.9 oz.
- ✓ 1 cup of breadcrumbs weighs about 3.5 oz.
- ✓ 1 cup of self-rising flour weighs about 4.3 oz.
- ✓ 1 cup of sour cream weighs about 8.5 oz.  
(1 fl. oz. = 1.06 oz. wt.)
- ✓ 1 bunch of dill weed weighs about 4.5 oz.  
(1 cup of chopped dill weighs about 1.7 oz.)
- ✓ 1 cup of tarragon weighs about 1.2 oz.
- ✓ 1 cup of shallots weighs about 5 oz.

## Step 2 The Prep Stage - Pan-Grilled Shrimp Pasta

Recipe Card			Recipe Cost			
Pasta Seasoning		Batch	RU	# of RU	RU Cost	Cost
INGREDIENTS	MEASURE	PROCEDURE				
Salt - granulated	1½ cups	1. Accurately measure all ingredients into a clean and dry mixing bowl.	OZ-fl	12	0.034	\$ 0.41
Cayenne pepper	½ cup		OZ-fl	4	0.195	\$ 0.78
White pepper	½ cup	2. Transfer to food processor and mix for 3 minutes.	OZ-fl	4	0.206	\$ 0.82
Black pepper	½ cup		OZ-fl	4	0.189	\$ 0.76
Basil leaves (dried)	1½ cups	3. Transfer to airtight storage container and cover.	OZ-fl	12	0.257	\$ 3.09
Thyme leaves (dried)	1½ cups		OZ-fl	12	0.240	\$ 2.88
Oregano leaves (dried)	1½ cups	NOTE: Always mix spices well before using in recipes because heavier spices tend to sift their way to the bottom of the storage container.	OZ-fl	12	0.263	\$ 3.15
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Mixing bowl, measuring cups and spoons, food processor or blender						
STATION: Saute YIELD: 7½ cups SHELF LIFE: 7 days			Total		\$ 11.89	
			RU		OZ-fl	
			# of RU		60	
			RU Cost		\$ 0.20	

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

### Pasta Seasoning

Sometimes, menu items require several spices and herbs. A proven method for maintaining consistency is to prepare a batch of the seasoning blend ahead of time, enabling the line cook to reduce the number of measures needed during the final cooking stage.

Recipe Card			Recipe Cost			
Lobster Stock			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Lobster base (no MSG)	6 Tbsn.	1. Bring 1/2 gallon of water to boil in an 8 qt. stockpot; remove from burner.	OZ-fl	3	0.464	\$ 1.39
Water	½ gallon		OZ-fl	64	-	\$ -
		2. Using a French whip, add lobster base; whip until completely diluted.			-	\$ -
					-	\$ -
		3. Transfer to 4 qt. Cambro and cover.			-	\$ -
					-	\$ -
		NOTE: Stir well before each use to ensure even distribution of flavor.			-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
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					-	\$ -
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: 8 qt. stockpot, wire whip, 4 qt. Cambro			Total \$ 1.39			
STATION: Saute			RU		OZ-fl	
YIELD: ½ gallon			# of RU		64	
SHELF LIFE: 3 days			RU Cost		\$ 0.02	

### Lobster Stock

A single menu item may have several "subrecipes," and a recipe card should be created for each step. Other subrecipes for this menu item, but not shown, include sliced mushroom preparation, pasta precooking and portioning, chopped green onions, and chopped parsley.

Recipe Card			Recipe Cost			
Tartar Sauce		Batch	RU	# of RU	RU Cost	Cost
INGREDIENTS	MEASURE	PROCEDURE				
Mayonnaise	3 gallons	1. Combine all ingredients into mixing bowl for commercial mixer.  2. Using wire whip attachment, mix until fluffy and well-blended. Refrigerate.	OZ-fl	384	0.040	\$ 15.30
Sour cream	1½ gallons		OZ-fl	192	0.100	\$ 19.16
Dijon mustard	½ cup		OZ-fl	4	0.057	\$ 0.23
Shallots	3 cups (fine chopped)		OZ-fl	24	0.080	\$ 1.93
Dill relish	¾ cup		OZ-fl	6	0.032	\$ 0.19
Dill weed - fresh	3 cups (fine chopped)		OZ-fl	24	0.161	\$ 3.87
Parsley bunch - fresh	3 cups (fine chopped)		OZ-fl	24	0.045	\$ 1.08
Tarragon leaves (dried)	4 Tbsn.		OZ-fl	1	0.218	\$ 0.22
Hot sauce	4 Tbsn.		OZ-fl	1	0.240	\$ 0.24
Salt - granulated	8 Tbsn.		OZ-fl	2	0.034	\$ 0.07
Black pepper	4 Tbsn.	OZ-fl	1	0.189	\$ 0.19	
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
TOOLS/EQUIP.: Commercial mixer, mixing bowl, wire whip attachment.			Total \$ 42.47			
STATION: Pantry			RU OZ-fl			
YIELD: 5 gallons			# of RU 640			
SHELF LIFE: 5 days			RU Cost \$ 0.07			

## 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. Calculating the cost of each individual recipe needed to produce the menu item makes it easy to cost out the finished menu item and affix a selling price that is profitable.

Menu Item: Pan-grilled Shrimp Pasta				
Item Description: Pan-grilled shrimp and mushrooms in seasoned butter sauce; tossed with angel hair pasta				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
OZ-fl	2	Butter	0.10	0.21
OZ-wt	4	Shrimp 36-40 ct. P&D	0.27	1.08
OZ-fl	2	Green onions	0.04	0.09
OZ-fl	0.17	Chopped garlic (in oil)	0.09	0.02
OZ-fl	0.25	Pasta Seasoning	0.20	0.05
OZ-wt	3	Sliced mushrooms	0.12	0.35
OZ-fl	1	Lobster Stock	0.02	0.02
OZ-fl	1	Parsley bunch - fresh	0.04	0.04
OZ-wt	8	Cappellini (Angel hair pasta)	0.03	0.20
OZ-fl	0.5	Parmesan - fresh (grated)	0.09	0.05
EA	1	Plate cost (Q-cost)	0.30	0.30
			<b>Total Cost</b>	2.40
			<b>Menu Price</b>	9.95
			<b>Gross Profit</b>	7.55
			<b>Food Cost %</b>	24.16%

Menu Item: Gulf Coast Crab Cakes				
Item Description: Classic lump crab meat blended with onions, spices and breading				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
EA	2	Crab Cake Patties	1.53	3.05
OZ-fl	2	Tartar Sauce	0.07	0.13
EA	0.5	Lemons - fresh (medium)	0.48	0.24
OZ-fl	0.5	Butter	0.10	0.05
			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 (Q-cost)	0.30	0.30
			<b>Total Cost</b>	3.78
			<b>Menu Price</b>	10.95
			<b>Gross Profit</b>	7.17
			<b>Food Cost %</b>	34.50%