

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.

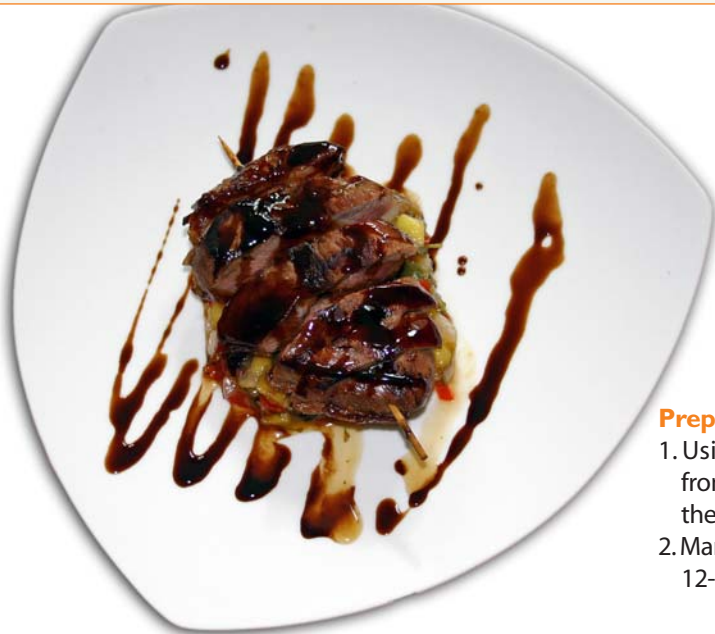
Finally, the cost of the menu item is determined by calculating the cost of each individual recipe or ingredient needed to produce the menu item, then affixing a selling price that produces the desired profit. Restaurants should review their menu item cost every three to six months to ensure that cost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

This Month's Features: Muscovy Duck Skewer and Baja Shrimp Cocktail

This month's featured items were contributed by Johnnie, located in the newly renovated Hotel Diamond in Chico, California. Chef and General Manager, Joseph Symmes and his staff worked with consulting chef, Tom Bruce, founder of Sacramento Food and Beverage Consulting, to present the detailed costing technique for two of Johnnie's popular menu items.



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



Muscovy Duck Skewer

1 each	6 to 7-oz. boneless duck breast
As needed	Asian vinaigrette
3 fl. oz.	Mango relish
1/2 fl. oz.	Soy drizzle

Preparation

Line Cook Instructions

1. Remove the breast from the marinade and pat dry.
2. Place on a medium hot section of the grill skin side down for 4-5 minutes until skin is crispy, turn and cook 4-5 minutes on the other side.
3. Remove the breast from the grill and allow cooling for 1-2 minutes.
4. Slice the breast along the score marks on the bias and carefully skewer.
5. Place 3 oz. of mango relish in the center of a small plate, place the duck skewer on top and drizzle with soy syrup for service.

Baja Shrimp Cocktail



5	each	Jumbo shrimp
2	fl. oz.	Caper cocktail sauce
2	oz.	Diced roma tomatoes
2	oz.	Diced avocado
1	oz.	Chopped kalamata olives
1	ea.	Lemon wheel
1	ea.	Scallion (slivered)

Line Cook Instructions

1. Cook shrimp to order. Place 5 shrimp in boiling water for 2-3 minutes until just firm taking care not to overcook.
2. Cool shrimp in an ice bath and pat dry with a clean towel.
3. Using a mixing bowl toss 4 shrimp with diced Roma tomatoes, diced avocados, chopped kalamata olives and caper cocktail sauce.
4. Place mixture in a water glass and garnish with the 5th shrimp, lemon wheel and scallion slivers.

RecipeMapping

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
* Mango	12-ct.	Case	8.15	EA	12	100%	0.679
** Peppers, red bell	25#	Case	20.15	OZ-wt	400	84%	0.060
** Peppers, yellow bell	11#	Case	21.15	OZ-wt	176	84%	0.143
** Peppers, jalapeno	10#	Case	15.15	OZ-wt	160	94%	0.101
** Onion, yellow	50#	Bag	18.25	OZ-wt	800	91%	0.025
** Scallions	36 12-ct. bunches	Case	18.25	EA	432	100%	0.042
** Cilantro	30-ct. bunch	Case	12.90	EA	30	100%	0.430
*** Garlic, whole peeled cloves	3#	Jar	8.00	OZ-fl	96	100%	0.083
* Ginger, fresh	10#	Box	17.50	OZ-wt	160	70%	0.156
** Tomatoes, Roma	25#	Case	20.40	OZ-wt	400	94%	0.054
** Avocado, Haas	48-ct.	Case	45.40	OZ-wt	384	78%	0.152
** Lemons	115-ct.	Case	29.90	EA	115	100%	0.260
** Shrimp, jumbo 13-15 ct., P&D	8/4#	Case	258.88	EA	448	100%	0.578
* Duck breast, bnls/skin on, 6-7 oz	24 ea.	LB	8.37	EA	2.5	100%	3.348
** Sugar, granulated white	50#	Bag	25.32	OZ-fl	900	100%	0.028
** Vinegar, red wine	4/1-gal.	Case	14.94	OZ-fl	512	100%	0.029
* Vinegar, rice wine	4/1-liter	Case	30.39	OZ-fl	135	100%	0.225
* Soy sauce	5 gal.	Can	29.89	OZ-fl	640	100%	0.047
* Lemon juice	1 gal.	Bottle	7.50	OZ-fl	128	100%	0.059
*** Sugar, brown	25#	Bag	13.49	OZ-fl	400	100%	0.034
** Olives, kalamata	4/2-kilo.	Bottle	104.22	OZ-wt	282	100%	0.370
** Chili sauce	6/#10 cans	Case	21.83	EA	6	100%	3.638
** Horseradish	4/1-gal.	Case	41.11	OZ-fl	512	100%	0.080
** Capers, nonpareil	6/32-oz.	Case	35.76	OZ-fl	192	100%	0.186
* Sesame seeds	18-oz.	Bottle	5.44	OZ-fl	27	100%	0.201
* Oil, sesame	4/1-gal.	Case	73.33	OZ-fl	512	100%	0.143
* Oil, rice bran	35#	Can	26.40	OZ-fl	582	100%	0.045
* Cornstarch	25#	Bag	11.06	OZ-wt	400	100%	0.028

*Muscovy Duck Skewer **Baja Shrimp Cocktail ***Both

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 chopped bell peppers weighs about 4.5 oz.
- ✓ 1 seeded jalapeno weighs about 1 oz.
- ✓ 1 cup of diced onions weighs about 4.5 oz.
- ✓ 1 cup of chopped garlic weighs about 5.2 oz.
- ✓ 1 cup of chopped ginger weighs about 5 oz.
- ✓ 48 ct. avocados weigh 8 oz. ea.
- ✓ 1 cup of granulated sugar weighs about 7 oz.
- ✓ 1 liter = 33.9 fl. oz.
- ✓ 1 cup of packed brown sugar weighs about 7 3/4 oz. Unpacked is 5 oz.
- ✓ 1 kilo. = 2.2 lb.
- ✓ 1 cup of sesame seeds weigh about 5.3 oz.
- ✓ 1 cup of oil weighs about 7.7 oz.

Step 2 The Prep Stage - Muscovy Duck Skewer

Johnnie's - Recipe Card			Recipe Cost			
Asian Vinaigrette			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Cilantro	2 bunches finely chopped	1. Using a large mixing bowl combine the rice oil, sesame oil, soy and vinegar. 2. Finely chop cilantro and scallions and add to the oil mixture. 3. Finely chop the garlic and peeled ginger; add to mixture along with sesame seeds. 4. Using a wire whisk blend thoroughly for 3 to 4 minutes. 5. Label, date and refrigerate for service.	EA	2	0.430	\$ 0.86
Scallions	2 bunches finely sliced		EA	24	0.042	\$ 1.01
Garlic, whole peeled cloves	2 cups finely chopped		OZ-fl	21	0.083	\$ 1.75
Ginger, fresh	2 cups finely chopped		OZ-wt	10	0.156	\$ 1.56
Sesame seeds	½ cup		OZ-fl	4	0.201	\$ 0.81
Vinegar, rice wine	4 ea. 1-liter containers		OZ-fl	136	0.225	\$ 30.62
Soy sauce	3 qts.		OZ-fl	96	0.047	\$ 4.48
Oil, sesame	2 cups finely chopped		OZ-fl	16	0.143	\$ 2.29
Oil, rice bran	3 qts.		OZ-fl	96	0.045	\$ 4.35
					-	\$ -
				-	\$ -	
				-	\$ -	
TOOLS/EQUIP.: Quart measure, measuring cups, cutting board, French knife, large mixing bowl, wire whisk			Total \$ 47.74			
STATION: Prep cook			RU OZ-fl			
YIELD: About 12 quarts			# of RU 390			
SHELF LIFE: 6 days			RU Cost \$ 0.12			

Asian Vinaigrette
A single menu item may have several "sub-recipes," and a recipe card should be created for each step.

Johnnie's - Recipe Card			Recipe Cost			
Mango Relish			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Mango	6 ea., peeled and diced	1. Peel, seed and medium-dice ripe mangos; place in mixing bowl. 2. Split and deseed bell peppers; finely dice peppers and yellow onion; add to mangos. 3. Split and finely mince jalapeno. Finely chop cilantro and add jalapeno and cilantro to mango mix. 4. Using a small mixing bowl blend sugar and vinegar until completely dissolved. 5. Fold sugar and vinegar into the mix; avoid overmixing. 6. Allow to sit for 30 minutes and season with salt and pepper to taste. 7. Cover, label, date and store under refrigeration.	EA	6	0.679	\$ 4.08
Peppers, red bell	½ cup diced		OZ-wt	2.25	0.060	\$ 0.13
Peppers, yellow bell	½ cup diced		OZ-wt	2.25	0.143	\$ 0.32
Onion, yellow	½ cup diced		OZ-wt	2.25	0.025	\$ 0.06
Peppers, jalapeno	1 ea. finely chopped		OZ-wt	1	0.101	\$ 0.10
Cilantro	1 bunch finely chopped		EA	1	0.430	\$ 0.43
Sugar, granulated white	½ cup		OZ-fl	4	0.028	\$ 0.11
Vinegar, red wine	½ cup		OZ-fl	4	0.029	\$ 0.12
					-	\$ -
					-	\$ -
				-	\$ -	
TOOLS/EQUIP.: Measuring cup, cutting board, French knife, large mixing bowl, medium mixing bowl			Total \$ 5.35			
STATION: Prep cook			RU OZ-fl			
YIELD: 25 ea. 3-oz. portions			# of RU 75			
SHELF LIFE: 2 days			RU Cost \$ 0.07			

Mango Relish
Consider using a form for the mango relish to increase height on the plate. Place the relish in the form and allow to stand for 2-3 minutes, remove the form and place the skewered duck on top.

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 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. (Please note: A standard practice when costing out menus is to include a cost for certain menu items for unlisted incidentals such as seasonings, bread, condiments, or sauces; oftentimes referred to as plate cost or Q-cost.)

Menu Item: Muscovy Duck Skewer Item Description: Marinated, skewered and grilled. Served on mango relish with soy syrup drizzle.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
EA	1	Marinated duck breast	3.47	3.47
OZ-fl	3	Mango relish	0.07	0.21
OZ-fl	0.5	Soy drizzle	0.05	0.02
			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
			0.00	0.00
			0.00	0.00
			0.00	0.00
			Total Cost	3.71
			Menu Price	16.00
			Gross Profit	12.29
			Food Cost %	23.17%

Menu Item: Baja Shrimp Cocktail Item Description: Steamed jumbo prawns with a caper, kalamata olives, avocado and caper cocktail sauce				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
EA	5	Shrimp, jumbo 13-15 ct., P&D	0.58	2.89
OZ-fl	2	Caper cocktail sauce	0.05	0.10
OZ-wt	2	Tomatoes, Roma	0.05	0.11
OZ-wt	1	Olives, kalamata	0.37	0.37
OZ-wt	2	Avocado, Haas	0.15	0.30
EA	0.2	Lemons	0.26	0.05
EA	1	Scallions	0.04	0.04
			0.00	0.00
			0.00	0.00
			0.00	0.00
			Total Cost	3.86
			Menu Price	15.00
			Gross Profit	11.14
			Food Cost %	25.75%