



# 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:

### Stuffed Portabella Appetizer and Bread Pudding With Whiskey Sauce

**T**his month's featured menu items were provided by Edmund Woo, owner/operator/franchisor for Saskatoon, Steaks – Fish – Wild Game, in Greenville, South Carolina. (See Edmund's advice on promoting a restaurant in “Grass Roots Marketing” on Page 29 of this issue.)

Tom Bruce, founding chef and owner of Sacramento Food & Beverage, worked with sous chef Wes Pusey to document the preparation procedure for several of Saskatoon's menu items. Their objective was to create systems that ensure consistency throughout the franchise. In this article they share their RecipeMapping secrets for two of Saskatoon's popular menu items.

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

## Stuffed Portabella Appetizer



**Chef's Note:** Gills should be removed as closely to the cap as possible to avoid liquid on the service plate. Take care not to overcook the mushroom; you may need to slightly increase the oven temperature in order to brown the cheese without overcooking.

1 each Portabella mushroom cap  
3/4 cup Mushroom stuffing  
1/2 cup Cheese blend  
Sprinkle of chopped parsley or cilantro

### Line Cook Instructions

1. Thoroughly wash or brush the mushroom, taking care not to break the cap.
2. Using a paring knife remove the stem and as much of the gills as possible.
3. Place 3 ozs. of mushroom stuffing evenly in cap, top with 2 ozs. of cheese blend.
4. Place in a 350° oven for 12-15 minutes or until completely cooked and lightly browned.
5. Plate for service, garnish with chopped parsley or cilantro.

## Bread Pudding with Whiskey Sauce



1 each Bread pudding portion  
1/4 cup Whipped cream topping

### Line Cook Instructions

1. Using a metal spatula remove 1 portion of bread pudding from the hotel pan.
2. Place portion in a small pasta bowl and heat in the microwave.
3. Garnish with whipped cream for service.

## 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
* Chicken breast, b/s-8 oz.	20# case	Case	58.71	EA	40	100%	1.468
* Black olives, chopped	6/51 oz.	Case	42.58	OZ-wt	306	94%	0.148
* M. Jack cheese, shredded	4/5# bags	Case	44.54	OZ-wt	320	100%	0.139
* Cheddar cheese, shredded	4/5# bags	Case	39.12	OZ-wt	320	100%	0.122
* Tomatoes, 4X5	12# bag	Bag	10.25	EA	24	100%	0.427
* Mushroom, portabella	3# case	Case	12.75	EA	9	100%	1.417
** Baguette, loaf	24 ct. case	Case	23.20	EA	24	100%	0.967
** Eggs, fresh	15-dz. Case	Case	14.80	EA	180	100%	0.082
** Sugar, granulated	50# bag	Bag	25.32	OZ-fl	900	100%	0.028
** Vanilla extract	gallon	Bottle	14.62	OZ-fl	256	100%	0.057
** Raisins	2/5# bags	Case	22.72	OZ-fl	240	100%	0.095
** Milk	4/1 gal. case	Case	14.24	OZ-fl	64	100%	0.223
** Butter, salted	36/1#	Case	37.03	EA	36	100%	1.029
** Whisky, Canadian	liter	Each	11.66	OZ-fl	33.9	100%	0.344
** Cream, heavy, 36% butterfat	3/1 gallon	Case	37.60	OZ-fl	384	100%	0.098
** Whipping cream, aerosol, 20%	12/14 oz.	Case	24.75	OZ-fl	360	100%	0.069

\* used for Stuffed Portabella Appetizer

\*\* used for Bread Pudding

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 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:

- ✓ Portion-sized poultry items can be measured by weight or each.
- ✓ Drained olives yield about 94 percent of original weight.
- ✓ Some cheeses are best measured by weight.
- ✓ 4X5-size tomatoes weigh about 8 oz. each.
- ✓ Portabella mushrooms averaged 6 oz. weight.
- ✓ One cup of granulated sugar weighs about 7 oz. wt.
- ✓ There are about 3 cups of loose-packed raisins in a pound.
- ✓ Butter can be measured by weight or by each stick.
- ✓ One liter = 33.9 fl. oz.
- ✓ One 14-oz. wt. aerosol can of whipped cream yields about 30 fl. oz.

## Step 2 The Prep Stage - Stuffed Portabella Appetizer

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

## Mushroom Stuffing

The stuffing is prepared a few hours ahead of time, giving it ample time to chill and bind.

## Chesse Blend

Creating a cheese blend as a separate preparation stage ensures an even color blend.

Saskatoon - Recipe Card			Recipe Cost	
Mushroom Stuffing		Batch		
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU
Chicken breast, b/s-8 oz.	6 each	1. Season chicken breast with salt and pepper, lightly grill and set aside to cool. 2. When thoroughly cooled, medium-dice chicken breast and place in mixing bowl. 3. Cut tomatoes in half and de-seed, remove as much juice as possible. 4. Medium-dice tomatoes and combine with cut chicken breast meat. 5. Add olives and mix thoroughly. 6. Wrap and refrigerate for service.	EA	6
Black olives, chopped	12 oz. (drained)		OZ-wt	12
Tomatoes, 4X5	4 each		EA	4
TOOLS/EQUIP.: ounce scale, French knife, mixing bowl				
STATION: Prep cook				
YIELD: 28 3-oz. portions				
SHELF LIFE: 2 days				

Saskatoon - Recipe Card			Recipe Cost																											
Mushroom Cheese Blend			Batch																											
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost																								
M. Jack cheese, shredded	24 oz.	1. Combine shredded cheeses in mixing bowl, blend thoroughly. 2. Wrap and refrigerate for service.	OZ-wt	24	0.139	\$ 3.34																								
Cheddar cheese, shredded	24 oz.		OZ-wt	24	0.122	\$ 2.93																								
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TOOLS/EQUIP.:     ounce scale, mixing bowl			<table><tr><td colspan="5">Total</td><td>\$ 6.27</td></tr><tr><td colspan="2">RU</td><td colspan="3">OZ-wt</td><td></td></tr><tr><td colspan="2"># of RU</td><td colspan="3">48</td><td></td></tr><tr><td colspan="2">RU Cost</td><td colspan="3">\$ 0.13</td><td></td></tr></table>				Total					\$ 6.27	RU		OZ-wt				# of RU		48				RU Cost		\$ 0.13			
Total					\$ 6.27																									
RU		OZ-wt																												
# of RU		48																												
RU Cost		\$ 0.13																												
STATION:	Prep cook																													
YIELD:	3 lbs.																													
SHELF LIFE:	4 days																													

# *Sharing Your Passion for Great Food*



## *Dairy by Land O'Lakes*

Quesadilla stacker with spicy pepperjack, roasted vegetables and cilantro-infused sour cream.

Recipes at [www.thedairyspecialist.com](http://www.thedairyspecialist.com)

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FOODSERVICE

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## Step 2 The Prep Stage - Bread Pudding With Whiskey Sauce

### Bread Pudding

Bread pudding should be firm to the touch before adding whiskey sauce.

Each portion of bread pudding should have 2-3 nicely browned squares of baguette to enhance color and texture.

### Whiskey Sauce

The whiskey sauce is what sets this recipe apart from traditional bread pudding.

#### Saskatoon - Recipe Card

Bread Pudding			Batch
INGREDIENTS	MEASURE	PROCEDURE	
Baguette, loaf	4 loaves	1. Using a bread knife cut baguettes into 1-inch squares, place in large mixing bowl. 2. In a double boiler or heavy bottom sauce pot melt butter over low heat. 3. When butter is completely melted blend in sugar and continue to heat until somewhat dissolved. 4. Remove from heat and allow to cool for 5 minutes before whipping in vanilla and eggs. 5. Slowly whip in milk until smooth and well blended. 6. Combine egg mixture, cut bread and raisins in large mixing bowl, blend well. 7. Place bread pudding in a full 200 pan (shallow hotel) lightly sprayed with cooking spray, bake in a 350 oven for 30-40 minutes. 8. Remove from oven and cool for 20-30 minutes, ladle whiskey sauce evenly over bread pudding and refrigerate for a minimum of 12 hours. 9. When thoroughly cooled cut into portions using a 3X5 pattern (15 portions).	
Eggs, fresh	6 each		
Sugar, granulated	4 cups		
Vanilla extract	2 tbsp.		
Milk	8 cups		
Raisins	2 cups		
Whiskey sauce	1 batch		
TOOLS/EQUIP.: bread knife, measuring cup, large mixing bowl, sauce pot or double boiler, full 200 pan, wire whip, measuring spoons, ladle			
STATION: Prep cook			
YIELD: 15 portions			
SHELF LIFE: 3 days			

#### Recipe Cost

RU	# of RU	RU Cost	Cost
EA	4	0.967	\$ 3.87
EA	6	0.082	\$ 0.49
OZ-fl	4	0.028	\$ 0.11
OZ-fl	2	0.057	\$ 0.11
OZ-fl	8	0.223	\$ 1.78
OZ-fl	2	0.095	\$ 0.19
EA	1	2.331	\$ 2.33
		-	\$ -
		-	\$ -
		-	\$ -
		-	\$ -
		-	\$ -
		-	\$ -
		-	\$ -
Total			\$ 8.89
RU			EA
# of RU			15
RU Cost			\$ 0.59

#### Saskatoon - Recipe Card

Whiskey Sauce			Batch
INGREDIENTS	MEASURE	PROCEDURE	
Butter, salted	1-lb. block	1. Using a heavy bottom sauce pot or double boiler melt butter. 2. When butter is completely melted add sugar and blend thoroughly, continue to cook until sugar dissolves. 3. Remove mixture from heat and let cool for 3-4 minutes, add eggs and return to heat. 4. Whip mixture until thoroughly heated and eggs are completely blended in. <b>Mixture must reach an internal temperature of 155 or higher for a minimum of 15 seconds.</b> 5. Add whiskey and remove from heat. 6. Whiskey sauce should be ladled evenly over the already-baked and somewhat cooled bread pudding.	
Sugar, granulated	2 cups		
Eggs, fresh	2 each		
Whisky, Canadian	2 oz.		
TOOLS/EQUIP.:			measuring cup, wire whip, thermometer, sauce pot or double boiler, 8-oz. ladle
STATION:			Prep cook
YIELD:			1 batch (15 portions of bread pudding)
SHELF LIFE:			4 days

#### Recipe Cost

RU	# of RU	RU Cost	Cost
EA	1	1.029	\$ 1.03
OZ-fl	16	0.028	\$ 0.45
EA	2	0.082	\$ 0.16
OZ-fl	2	0.344	\$ 0.69
		-	\$ -
		-	\$ -
		-	\$ -
		-	\$ -
		-	\$ -
		-	\$ -
		-	\$ -
		-	\$ -
		-	\$ -
		-	\$ -
Total			\$ 2.33
RU			EA
# of RU			1
RU Cost			\$ 2.33

## Preparing the Portabella Mushroom Cap –



- Thoroughly wash or brush the mushroom, taking care not to break the cap.
- Using a paring knife, remove the stem and as much of the gills as possible.
- Gills should be removed as closely to the cap as possible to avoid liquid on the service plate.

## 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.

Menu Item: Stuffed Portabella Mushroom				
Item Description: Large oven-roasted cap filled with grilled chicken, fresh tomatoes and two cheeses.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
EA	1	Mushroom, portabella	1.42	1.42
OZ-wt	3	Mushroom Stuffing	0.15	0.45
OZ-wt	2	Mushroom Cheese Blend	0.13	0.26
			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)	0.10	0.10
			<b>Total Cost</b>	2.23
			<b>Menu Price</b>	6.95
			<b>Gross Profit</b>	4.72
			<b>Food Cost %</b>	32.09%

Menu Item: Bread Pudding with Whiskey Sauce				
Item Description: Traditional bread pudding with unique sauce				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
EA	1	Bread Pudding	0.59	0.59
OZ-fl	2	Whipping cream, aerosol, 20%	0.07	0.14
			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	0	Plate cost (Q-cost)	0.00	0.00
			<b>Total Cost</b>	0.73
			<b>Menu Price</b>	4.95
			<b>Gross Profit</b>	4.22
			<b>Food Cost %</b>	14.75%