

RECIPE MAPPING™

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.

Success in the restaurant business is often measured in pennies. Inaccurate purchase orders, wasted product and inefficient labor use are ingredients for losing money. And while your friends and family never minded waiting an extra half-hour or so for your home recipes or varia-

tions in presentation, your restaurant guests will not forgive 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.

Our proprietary name for this process is RecipeMapping, and it is designed to help you add new items to your menu consistently, methodically and profitably.

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 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:

Mediterranean-Style Lamb Loin Chop and Lamb Kebab Salad

This month's article features menu items from the American Lamb Board; more information is available at www.americanlamb.com.

Tom Bruce of Central Coast Food & Beverage worked with the American Lamb Board to create the recipe mapping for these dishes.



MENU ITEMS

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

MEDITERRANEAN-STYLE LAMB LOIN CHOP

- 1 ea. Lamb Chop Prep
- 2 oz. Lettuce bib
- 1 ea. Salad Garnish Blend
- 2 fl. oz. Oil and vinegar dressing

LINE COOK INSTRUCTIONS:

1. Place the chop on a medium-hot portion of the grill.
2. Mark on one side and turn.
3. Grill to desired doneness.
4. While the chop is grilling, place the lettuce on a room-temperature plate.



5. Add the Salad Garnish Blend, sprinkling evenly over the greens.
6. Place the grilled chop slightly offset and drizzle the plate with dressing for service.

LAMB KEBAB SALAD

- 1 oz. Lettuce bib
- 2 oz. Spring mix
- 1 ea. Lamb Skewers
- 2 fl. oz. Lemon Vinaigrette
- 3 oz. Hummus
- 2 oz. Pita chips
- 0.5 ea. Lemon

LINE COOK INSTRUCTIONS:

1. Place the greens on a chilled salad plate and drizzle with Lemon Vinaigrette.
2. Place the pita offset on the greens and garnish with pita chips.
3. Place 1/2 oz. Lemon Vinaigrette on a chilled salad plate.
4. Arrange the skewers at an angle and garnish with fresh lemon for service.



From appetizers to burgers to casseroles, ground American lamb adds a distinctive yet mild flavor and is easy to prepare. In fact, ground American lamb may be mixed with ground beef/pork or used in place of other ground meats in most recipes. Use ground lamb in a variety of savory preparations such as meat loaf, stuffed cabbage rolls, stuffed bell peppers or pasta shells with marinara.

- According to FreshLook data, retail sales of ground lamb have increased 45 percent from 2009 to 2014.
- Lamb burgers are found on more and more menus - up 23 percent in 2015 compared to 2014. (Source: Datassential Menu Trends™)
- Ground lamb should be cooked until no pink remains and juices run clear or to an internal temperature of 160 degrees F.
- There are approximately 80,000 sheep farms and ranches in the United States and the vast majority are family owned and operated. Sheep are raised in every state.
- No artificial growth hormones are used in lamb production in the United States.
- Ground lamb is usually an 80/20 blend.

STEP ONE: 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
** Cheese, feta crumbled	2/5-lb.	Case	31.16	OZ-wt	160	100%	0.195
* Cheese, feta loaf	2/5-lb. avg.	LB	2.71	OZ-wt	16	100%	0.169
* Chips, pita	1/4-lb.	Bag	21.59	OZ-wt	64	100%	0.337
** Cucumber, English	1/12-ct.	Case	14.59	OZ-wt	180	96%	0.084
* Dip, hummus	2/4-lb.	Case	33.85	OZ-wt	128	100%	0.264
*** Garlic, peeled fresh	4/5-lb.	Case	54.36	OZ-wt	320	100%	0.170
*** Juice, lemon	4/1-gal.	Case	17.14	OZ-fl	512	100%	0.033
* Lamb, domestic boneless leg	1/7-lb. avg.	LB	7.19	OZ-wt	16	100%	0.449
** Lamb, domestic loin chop	32/5-oz.	LB	14.22	OZ-wt	16	100%	0.889
* Lemon, fresh	1/165-ct.	Case	37.68	EA	165	100%	0.228
*** Lettuce, bib	1/24-ct.	Case	29.79	OZ-wt	144	80%	0.259
* Lettuce, spring mix	1/3-lb.	Each	7.71	OZ-wt	48	100%	0.161
** Mint, bunch	1/6-ct.	Case	6.44	OZ-wt	20	42%	0.767
*** Oil, olive extra-virgin	3/1-gal.	Case	85.34	OZ-fl	384	100%	0.222
*** Olive, Kalamata pitted	4/4.4-lb.	Case	68.30	OZ-wt	281.6	80%	0.303
*** Onion, red fresh	1/25-lb.	Case	20.17	OZ-wt	400	91%	0.055
*** Oregano, bunch	1/6-ct.	Case	6.65	OZ-wt	6	78%	1.421
*** Parsley, Italian fresh	4/1-lb.	Case	31.91	OZ-wt	64	40%	1.246
*** Pepper, black	6/1-lb.	Case	13.67	OZ-wt	96	100%	0.142
*** Rosemary, fresh	1/1-lb.	Case	8.50	EA	42	100%	0.202
*** Salt, sea	6/40-oz.	Case	30.43	OZ-wt	240	100%	0.127
* Shallot, fresh peeled	4/4-lb.	Case	64.10	OZ-wt	256	100%	0.250
*** Tomato, grape	1/10-lb.	Case	28.15	OZ-wt	160	100%	0.176
** Vinegar, white wine	6/25.4-oz.	Case	15.52	OZ-fl	152.4	100%	0.102

*Lamb Kebab Salad **Mediterranean-Style Lamb Loin Chop *** 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 in each purchase unit.

RECIPE CONVERSION NOTES:

Many products are purchased by the weight unit 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:

- Mint yields 42% when cleaned.
- Kalamata olives yield 80% when drained.
- Rosemary yields 100% when stems are used as skewers.

STEP TWO: PREP STAGES

LAMB KEBAB SALAD

American Lamb Board - Recipe Card Lamb Skewers			Batch				Recipe Cost			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost	RU	# of RU	RU Cost	Cost
Roasted Lamb Leg	36 cubes about 1 oz. ea.	1. Thread the individual ingredients onto the rosemary stems as illustrated. 2. Refrigerate for service.	EA	36	0.546	\$ 19.67				
Cheese, feta loaf	36 cubes about 1 oz. ea.		OZ-wt	36	0.169	\$ 6.10				
Onion, red fresh	36 squares ¼" by ¼"		OZ-wt	4	0.055	\$ 0.22				
Tomato, grape	36 ea.		OZ-wt	8	0.176	\$ 1.41				
Olive, Kalamata pitted	36 ea.		OZ-wt	4	0.303	\$ 1.21				
Rosemary, fresh	36 ½" stems about 3-4"		EA	0	0.202	\$ -				
					-	\$ -				
				-	\$ -					
				-	\$ -					
				-	\$ -					
				-	\$ -					
				-	\$ -					
TOOLS/EQUIP.: French knife STATION: Pantry YIELD: 12 ea. 3-skewer portions. SHELF LIFE: 1 day					Total	\$ 28.60				
					RU	EA				
					# of RU	12				
					RU Cost	\$ 2.38				

CHEF'S NOTE: There is no cost for the stems in the recipe, as they're a byproduct of the cleaning process for the leaves.

American Lamb Board - Recipe Card Lemon Vinaigrette			Batch				Recipe Cost			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost	RU	# of RU	RU Cost	Cost
Juice, lemon	1 cup	1. Combine lemon juice, shallots, parsley, oregano and garlic in an industrial blender. 2. Blend on low until smooth and all of the ingredients are incorporated. 3. Slowly drizzle the olive oil into the mixture while continuing to blend. 4. Taste and adjust the seasonings as necessary. 5. Cover and allow to stand 30 minutes under refrigeration prior to service.	OZ-fl	8	0.033	\$ 0.27				
Shallot, fresh peeled	1 oz. chopped		OZ-wt	1	0.250	\$ 0.25				
Parsley, Italian fresh	1 oz. stemmed and chopped		OZ-wt	1	1.246	\$ 1.25				
Oregano, bunch	½ oz. chopped leaves		OZ-wt	0.5	1.421	\$ 0.71				
Garlic, peeled fresh	1 oz. chopped		OZ-wt	1	0.170	\$ 0.17				
				-	\$ -					
Oil, olive extra-virgin	3 cups		OZ-fl	24	0.222	\$ 5.33				
				-	\$ -					
				-	\$ -					
				-	\$ -					
				-	\$ -					
				-	\$ -					
TOOLS/EQUIP.: Ounce scale, measuring cup, French knife and industrial blender. STATION: Pantry YIELD: About 34 fl. ozs. or 18 to 20 portions. SHELF LIFE: 1 day					Total	\$ 7.98				
					RU	OZ-fl				
					# of RU	34				
					RU Cost	\$ 0.23				

CHEF'S NOTE: A single menu item may have several "subrecipes," and a recipe card should be created for each step.

