

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:

House Smoked Rib Appetizer and Ceviche-Style Shrimp Tostadas

This month's article features menu items created by Tom Bruce of Central Coast Food & Beverage in Capitola, California. We want to thank Chef Dune Wallace for his help with the article. Chef Dune is known for his surprise appearances around greater Manhattan.



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MENU ITEMS

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

HOUSE SMOKED RIB APPETIZER

- 0.33 ea. St. Louis Ribs
- 0.33 ea. House Rib Rub
- 2 fl. oz. Honey Bourbon BBQ Sauce

LINE COOK INSTRUCTIONS:

1. Remove end ribs from the cooked rack, if necessary.
2. If using St. Louis ribs, simply cut 4 ribs in sequence, plate and sauce.
3. If using baby back ribs, it's better to mix ribs from each end as the shoulder end is much thicker.
4. Garnish with sauce ramekin for service.



CEVICHE STYLE SHRIMP TOSTADAS

- 2 ea. 5" tostada shells
- 2 oz. Iceberg lettuce
- 2 ea. Ceviche Style Shrimp
- 0.25 ea. Fresh avocado
- 1.5 fl. oz. Spicy Aioli
- 2 oz. Iceberg lettuce
- 2 oz. Roma tomatoes
- 0.5 ea. Sweet corn
- 0.25 ea. Cilantro

LINE COOK INSTRUCTIONS:

1. Place shells on a flat surface and add shredded iceberg lettuce.
2. Drain the shrimp thoroughly before placing on the lettuce.
3. Garnish with avocado slices and drizzle with aioli.
4. Add remaining lettuce, chopped tomatoes, and fresh corn for service.



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
* Avocado, fresh organic	1/48-ct.	Box	63.09	EA	48	100%	1.314
** Bourbon	1/1-ltr.	Bottle	9.25	OZ-fl	33.8	100%	0.274
** Butter, salted	30/1-lb.	Case	101.24	OZ-wt	480	100%	0.211
* Cilantro, bunch fresh	1/6-ct.	Box	9.24	EA	6	100%	1.540
* Corn, sweet white fresh	1/48-ct.	Case	21.60	EA	48	100%	0.450
* Cucumber, Persian	1/22-lb.	Box	29.13	OZ-wt	352	80%	0.103
** Garlic, granulated	1/25-oz.	Each	9.89	OZ-fl	33.25	100%	0.297
** Garlic, whole peeled	1/5-lb.	Each	21.95	OZ-wt	80	100%	0.274
** Honey, pure clover	1/5-lb.	Each	17.45	OZ-fl	53.6	100%	0.326
* Juice, orange	8/64-oz.	Case	32.86	OZ-fl	512	100%	0.064
** Ketchup	1/3-gal.	Each	17.85	OZ-fl	384	100%	0.046
* Lemon, fresh	1/140-ct.	Box	55.51	EA	140	100%	0.397
* Lettuce, iceberg	1/6-ct.	Box	13.25	OZ-wt	216	73%	0.084
* Lime, fresh	1/200-ct.	Box	39.05	EA	200	100%	0.195
* Mayonnaise, deluxe all-yolk	1/1-gal.	Each	14.74	OZ-fl	128	100%	0.115
** Molasses, fancy	1/1-gal.	Each	18.21	OZ-fl	128	100%	0.142
** Mustard, dijon	6/48-oz.	Case	93.86	OZ-fl	288	100%	0.326
** Paprika, smoked	1/20-oz.	Each	22.02	OZ-fl	41	100%	0.537
** Peaches, sliced frozen	2/5-lb.	Case	26.90	OZ-wt	160	100%	0.168
** Pepper, cayenne ground	1/14-oz.	Each	10.17	OZ-fl	37.1	100%	0.274
* Pepper, jalapeno fresh	1/5-lb.	Box	12.98	OZ-wt	80	94%	0.173
** Ribs, St. Louis	1/2.5-lb. avg.	Each	6.15	EA	1	100%	6.150
* Salsa, pico de gallo fresh	1/5-lb.	Each	24.32	OZ-wt	80	100%	0.304
*** Salt, sea	6/36-oz.	Case	36.95	OZ-fl	203	100%	0.182
*** Sauce, habanero hot	1/1-gal.	Bottle	13.20	OZ-fl	128	100%	0.103
** Sauce, Worcestershire	3/1-gal.	Case	37.41	OZ-fl	384	100%	0.097
** Seasoning, Montreal steak	1/29-oz.	Each	12.90	OZ-fl	62.64	100%	0.206
** Seasoning, seafood	1/1-lb.	Each	7.13	OZ-fl	15.52	100%	0.459
*** Shallots, peeled fresh	1/4-lb.	Box	17.11	OZ-wt	64	100%	0.267
* Shrimp, 21-25 peeled and deveined	4/2.5-lb.	Case	69.44	OZ-wt	160	100%	0.434
** Sugar, dark brown	24/1-lb.	Case	29.12	OZ-fl	602.88	100%	0.048
* Tomato, Roma fresh	1/25-lb.	Box	25.34	OZ-wt	400	94%	0.067
* Tostada, shells 5"	3/28-ct.	Box	11.70	EA	84	100%	0.139
** Vinegar, apple cider	1/1-gal.	Each	8.03	OZ-fl	128	100%	0.063
* Wine, white	12/750-ml.	Case	71.50	OZ-fl	304	100%	0.235

*House Smoked Rib Appetizer **Ceviche Style Shrimp Tostadas *** 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:

- Persian cucumbers yield 80% after trimming and seeding.
- Granulated garlic weighs 0.376 oz. per Tbsn.
- Honey weighs 12 ozs. per cup.
- Iceberg lettuce weighs about 36 oz. per head.
- Brown sugar weighs 5.1 oz. per cup.
- Seafood seasoning weighs 0.513 oz. per Tbsn.
- Steak seasoning weighs 0.231 oz. per Tbsn.
- Cayenne pepper weighs 0.189 oz. per Tbsn.
- Chopped peaches weigh about 6 ozs. per cup.
- Ground paprika weighs 0.244 oz. per Tbsn.

STEP TWO: PREP STAGES

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

HOUSE SMOKED RIB APPETIZER

Central Coast Food & Beverage			Recipe Cost			
House Rib Rub			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Seasoning, Montreal steak	3 cups	1. Combine all ingredients in a large mixing bowl. 2. Blend thoroughly with a service spoon. 3. Place the rub in dredge (spice) cans for use.	OZ-fl	24	0.206	\$ 4.94
Garlic, granulated	1 cup		OZ-fl	8	0.297	\$ 2.38
Paprika, smoked	½ cup		OZ-fl	4	0.537	\$ 2.15
Pepper, cayenne ground	2 Tbsn.		OZ-fl	1	0.274	\$ 0.27
Salt, sea	4 Tbsn.		OZ-fl	2	0.182	\$ 0.36
Sugar, dark brown	½ cup		OZ-fl	4	0.048	\$ 0.19
					-	\$ -
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
TOOLS/EQUIP.: Measuring cup, measuring spoon, large mixing bowl, stainless steel service spoon and spice/dredge cans. STATION: Prep cook YIELD: Enough for about 30 racks SHELF LIFE: 7 days			Total		\$	10.30
			RU			EA
			# of RU			30
			RU Cost		\$	0.34

CHEF'S NOTE: Everyone has their favorite rub recipe, but this is a good base to work from.

Central Coast Food & Beverage			Recipe Cost			
Honey Bourbon BBQ Sauce			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Butter, salted	½ cup melted	1. Place ketchup, bourbon, vinegar, mustard, Worcestershire and hot sauce in a food grade container. 2. Using a stick blender, thoroughly blend on medium speed. 3. With the blender set on low, add the following, one ingredient at a time: butter, shallots, garlic, brown sugar and honey. Ensure each ingredient is blended in before adding the next. 4. Add the remaining ingredients except for the peaches and incorporate. 5. Set blender at medium and add the chopped peaches 2-3 cups at a time until all are incorporated. 6. Increase speed to high until the sauce appears very smooth. 7. Cover and refrigerate for 2-3 hours, adjust seasonings and hold for service.	OZ-wt	4	0.211	\$ 0.84
Shallots, peeled fresh	8 ozs. chopped		OZ-wt	8	0.267	\$ 2.14
Garlic, whole peeled	4 ozs. chopped		OZ-wt	4	0.274	\$ 1.10
Peaches, sliced frozen	4 lbs. chopped		OZ-wt	64	0.168	\$ 10.76
Ketchup	3 cups		OZ-fl	24	0.046	\$ 1.12
Bourbon	2 cups		OZ-fl	16	0.274	\$ 4.38
Sugar, dark brown	1½ cups		OZ-fl	12	0.048	\$ 0.58
Vinegar, apple cider	1¼ cups		OZ-fl	10	0.063	\$ 0.63
Honey, pure clover	½ cup		OZ-fl	4	0.326	\$ 1.30
Molasses, fancy	½ cup		OZ-fl	4	0.142	\$ 0.57
Mustard, dijon	½ cup		OZ-fl	4	0.326	\$ 1.30
Sauce, Worcestershire	½ cup		OZ-fl	4	0.097	\$ 0.39
Sauce, habanero hot	2 Tbsn.		OZ-fl	1	0.103	\$ 0.10
Salt, sea	1 Tbsn.		OZ-fl	0.5	0.182	\$ 0.09
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Ounce scale, pound scale, measuring cups, measuring spoons, food-grade container and stick blender. STATION: Prep cook YIELD: About 23 cups of sauce SHELF LIFE: 3 days			Total		\$	25.30
			RU			OZ-fl
			# of RU			178
			RU Cost		\$	0.14

CHEF'S NOTE: This is a great sauce; it should have just a bit of sweet up front with some heat in the finish. Great flavor balance.

STEP TWO: PREP STAGES

CEVICHE STYLE SHRIMP TOSTADAS

Central Coast Food & Beverage			Recipe Cost			
Shrimp Prep			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Shrimp, 21-25 peeled and deveined	3 lbs.	1. Combine water, wine, shallots, salt and seafood seasoning in a medium saucepot. 2. Bring to a boil and add the shrimp. 3. Cover with a lid and return to a light simmer around the edges. 4. Immediately drain into a colander and allow to cool to room temperature. 5. Remove tails and cut the shrimp into 3-4 pieces each. 6. Using a mixing bowl, combine the cut shrimp, orange juice and lemon juice. 7. Cover and refrigerate for 8-10 hours.	OZ-wt	48	0.434	\$ 20.83
Water	3 qts.		OZ-fl	96	-	\$ -
Wine, white	2 cups		OZ-fl	16	0.235	\$ 3.76
Shallots, peeled fresh	4 oz. sliced		OZ-wt	4	0.267	\$ 1.07
Seasoning, seafood	2 Tbsn.		OZ-fl	1	0.459	\$ 0.46
Salt, sea	2 Tbsn.		OZ-fl	1	0.182	\$ 0.18
Juice, orange	3 cups		OZ-fl	24	0.064	\$ 1.54
Lemon, fresh	6 ea. juiced		EA	6	0.397	\$ 2.38
					-	\$ -
					-	\$ -
				-	\$ -	
				-	\$ -	
TOOLS/EQUIP.: Pound scale, ounce scale, measuring cups, measuring spoons, medium saucepot with lid, colander and mixing bowl.			Total \$ 30.23			
STATION: Pantry			RU OZ-wt			
YIELD: About 2 lbs. of cooked shrimp			# of RU 32			
SHELF LIFE: 3 days			RU Cost \$ 0.94			

CHEF'S NOTE: The stock can be reused one time. Take care not to overcook the shrimp.

Central Coast Food & Beverage			Recipe Cost			
Ceviche Style Shrimp			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Shrimp Prep	2 lbs.	1. Combine all ingredients in a large mixing bowl. 2. Blend thoroughly with a service spoon. 3. Cover and refrigerate for 2-3 hours prior to service. Adjust seasonings if necessary.	OZ-wt	32	0.945	\$ 30.23
Salsa, pico de gallo fresh	20 ozs.		OZ-wt	20	0.304	\$ 6.08
Cucumber, Persian	16 oz. seeded and cut		OZ-wt	16	0.103	\$ 1.66
Pepper, jalapeno fresh	2 ozs. cleaned and finely chopped		OZ-wt	2	0.173	\$ 0.35
Cilantro, bunch fresh	1 bunch stemmed and chopped		EA	1	1.540	\$ 1.54
					-	\$ -
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
TOOLS/EQUIP.: Ounce scale, stainless steel service spoon and large mixing bowl.			Total \$ 39.85			
STATION: Pantry			RU EA			
YIELD: Enough for 24 tostadas, about 12 portions			# of RU 24			
SHELF LIFE: 1 day			RU Cost \$ 1.66			

CHEF'S NOTE: This is a great product and the flavor profile is very easily modified.

STEP TWO: PREP STAGES CONTINUED

CEVICHE STYLE SHRIMP TOSTADAS

Central Coast Food & Beverage			Recipe Cost			
Spicy Aioli		Batch	RU	# of RU	RU Cost	Cost
INGREDIENTS	MEASURE	PROCEDURE				
Mayonnaise, deluxe all-yolk	3 cups	1. Combine all ingredients in a large mixing bowl. 2. Mix thoroughly with a wire whisk until smooth and evenly colored. 3. Refrigerate for one hour and adjust seasonings as necessary. 4. Place in squeeze bottles and refrigerate for service.	OZ-fl	24	0.115	\$ 2.76
Sauce, habanero hot	½ cup		OZ-fl	4	0.103	\$ 0.41
Lime, fresh	6 ea. juiced		EA	6	0.195	\$ 1.17
Juice, orange	1 cup		OZ-fl	8	0.064	\$ 0.51
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Large mixing bowl, measuring cups and wire whisk.						
STATION: Pantry						
YIELD: About 50 ¾-oz. portions, enough for 25 orders						
SHELF LIFE: 4 days						
					Total	\$ 4.86
					RU	OZ-fl
					# of RU	40
					RU Cost	\$ 0.12

CHEF'S NOTE: If the aioli appears too thick, add a bit more orange juice.

STEP THREE: CALCULATE COSTS

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: House Smoked Rib Appetizer				
Item Description: Slow smoked for 4 hours with our own rub, served with our honey bourbon bbq sauce.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
EA	0.33	Ribs, St. Louis	6.15	2.03
EA	0.33	House Rib Rub	0.34	0.11
OZ-fl	2	Honey Bourbon BBQ Sauce	0.14	0.28
			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
EA	1	Plate cost (Q-cost)	0.25	0.25
			Total Cost	2.68
			Menu Price	10.00
			Gross Profit	7.32
			Food Cost %	26.77%

Menu Item: Ceviche Style Shrimp Tostadas				
Item Description: Lightly cooked Gulf shrimp, pico de gallo, avocado and spicy aioli.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
EA	2	Tostada, shells 5"	0.14	0.28
OZ-wt	2	Lettuce, iceberg	0.08	0.17
EA	2	Ceviche Style Shrimp	1.66	3.32
EA	0.25	Avocado, fresh organic	1.31	0.33
OZ-fl	1.5	Spicy Aioli	0.12	0.18
OZ-wt	2	Lettuce, iceberg	0.08	0.17
OZ-wt	2	Tomato, Roma fresh	0.07	0.13
EA	0.5	Corn, sweet white fresh	0.45	0.23
EA	0.25	Cilantro, bunch fresh	1.54	0.39
			0.00	0.00
			0.00	0.00
EA	1	Plate cost (Q-cost)	0.25	0.25
			Total Cost	5.44
			Menu Price	14.00
			Gross Profit	8.56
			Food Cost %	38.86%