

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:

Pacific Rim Cedar Plank Salmon and Paella Shrimp Salad with Roasted Onions

This month's recipes feature Paella Shrimp Salad with Roasted Onions, supplied by the National Onion Association, and Pacific Rim Cedar Plank Salmon inspired by The Grill at Pine Mountain Lake. Author Chef Tom Bruce of Central Coast Food & Beverage created the recipe mapping for these dishes.



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MENU ITEMS

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

PACIFIC RIM CEDAR PLANK SALMON

- 1 ea. Cedar Plank Salmon Prep
- 1.25 oz. Sweet Chili Sauce for Salmon
- 0.33 oz. Green Onions
- 3 oz. Asparagus
- 0.25 oz. Olive Oil, extra-virgin
- 0.1 oz. Sea Salt
- 0.35 ea. Jasmine Rice

LINE COOK INSTRUCTIONS:

1. Place the prepared salmon portion on a well-soaked plank and roast in the brick oven.
2. While the salmon is cooking, lightly oil and salt the asparagus and place in the brick oven, take care not to overcook.
3. Plate on a large square dinner plate, leaving the salmon on the plank for service.
4. Brush the salmon with warm chili sauce, add the rice and roasted asparagus.
5. Garnish with chopped green onions for service.

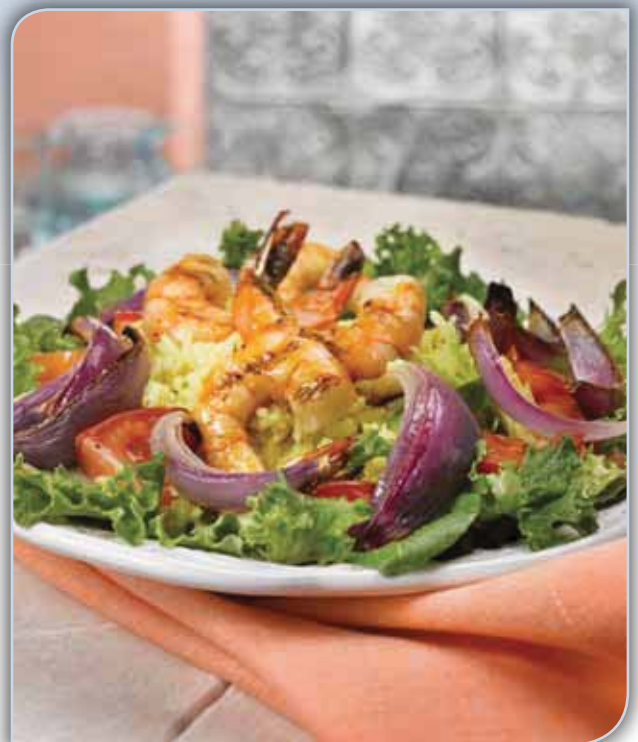


PAELLA SHRIMP SALAD WITH ROASTED ONIONS

- 0.75 oz. Green Leaf Lettuce Crown
- 1 oz. Lettuce, Spring Mix
- 1 ea. Saffron Rice
- 1 ea. Roasted Onions
- 0.75 oz. Fresh Cucumber
- 0.75 oz. Bell Pepper, green
- 1.5 oz. Roma Tomato, fresh
- 1 oz. Artichoke Hearts
- 4 ea. Shrimp, prepped
- 0.75 oz. Castilian Dressing

LINE COOK INSTRUCTIONS:

1. Thoroughly drain the shrimp and place on a medium-hot portion of the grill, mark and turn.
2. Arrange a bed of Greenleaf on a chilled large salad plate, place the spring mix portion in the center.
3. Add the rice and garnish with roasted onions, julienne bell peppers, diced cucumbers, tomato sections, and artichokes.
4. Place the warm grilled shrimp on top and finish with a drizzle of Castilian dressing 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
**	Artichoke hearts, marinated	1 kilo	Case	12.98	OZ-wt	35	70%	0.527
*	Asparagus, medium	14 lb.	Case	54.60	OZ-wt	224	70%	0.348
**	Cucumber, select fresh	1/5 lb.	Case	9.05	OZ-wt	80	65%	0.174
**	Garlic, whole peeled	1/5 lb.	Each	19.95	OZ-wt	80	100%	0.249
**	Lettuce, green leaf crown	1/1 lb.	Bag	19.46	OZ-wt	16	100%	1.216
**	Lettuce, spring mix	1/3 lb.	Each	8.46	OZ-wt	48	100%	0.176
***	Oil, extra-virgin olive	3/1 gal.	Case	77.15	OZ-fl	384	100%	0.201
*	Onion, green	4/2 lb.	Case	27.47	OZ-wt	128	83%	0.259
**	Onion, red medium	1/25 lb.	Bag	10.66	OZ-wt	400	100%	0.027
***	Pepper, black table	3/5 lb.	Case	63.82	OZ-fl	504	100%	0.127
**	Pepper, green bell	1/5 lb.	Case	10.11	OZ-wt	80	85%	0.149
*	Rice, jasmine	1/25 lb.	Bag	36.59	OZ-fl	500	100%	0.073
**	Rice, long grain white	1/50 #	Bag	18.68	OZ-fl	1000	100%	0.019
**	Saffron, powder	1/5 gram	Bottle	37.00	EA	5	100%	7.400
*	Salmon, 6 oz. fresh	1/10 lb.	LB	10.60	OZ-wt	16	100%	0.663
***	Salt, sea fine	12/26 oz.	Case	37.71	OZ-fl	293	100%	0.129
*	Sauce, sweet chili	2/64 oz.	Case	42.53	OZ-fl	128	100%	0.332
*	Shallot, peeled fresh	4/4 lb.	Case	47.16	OZ-wt	192	100%	0.246
**	Shrimp, 21-25, EZ peel	6/3 #	LB	4.79	EA	22	100%	0.218
**	Sugar, granulated	4/10 lb.	Case	22.84	OZ-wt	640	100%	0.036
**	Tarragon, fresh	1/4 oz.	Each	5.96	OZ-wt	4	80%	1.863
**	Tomato, Roma fresh	1/25 lb.	Case	32.72	OZ-wt	400	94%	0.087
**	Turmeric, ground	1/18 oz.	Each	17.53	OZ-fl	34	100%	0.521
*	Vinegar, white wine 50 grain	4/1 gal.	Case	22.00	OZ-fl	512	100%	0.043
***	Water	gallon	Bottle	0.00	OZ-fl	128	100%	0.000
***	Wine, white	12/750 ml	Case	66.10	OZ-fl	304.2	100%	0.217

*Pacific Rim Cedar Plank Salmon **Paella Shrimp Salad with Roasted Onions ***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:

- Artichoke hearts, marinated, 1 kilo = 2.2 lbs.
- Green onions weigh about 3.5 ozs. per bunch.
- Pepper, ground black weighs 0.238 oz. per Tbsp.
- Rice, jasmine weighs 6.4 ozs. per cup.
- Salt, sea weighs 0.534 oz. per Tbsp.
- Tarragon yields about 80% when stemmed.
- Turmeric, ground weighs 0.267 oz. per Tbsp.

STEP TWO: PREP STAGES

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

PACIFIC RIM CEDAR PLANK SALMON

National Onion Association Cedar Plank Salmon Prep			Recipe Cost			
Batch			RU	# of RU	RU Cost	Cost
INGREDIENTS	MEASURE	PROCEDURE				
Salmon, 6 oz. fresh	12 portions	1. Combine the wine and olive oil in a medium mixing bowl, blend well with a wire whisk 2. Add the garlic, shallots, salt, and pepper. Blend all ingredients 3. Place the salmon portions in a #200 full pan and cover with the marinade. 4. Cover and refrigerate for 12-16 hours, turning once. 5. Remove the portions and drain thoroughly, refrigerate for service	OZ-wt	72	0.663	\$ 47.70
Shallot, peeled fresh	3 ozs. sliced		OZ-wt	3	0.246	\$ 0.74
Garlic, whole peeled	2 ozs. sliced		OZ-wt	2	0.249	\$ 0.50
Wine, white	2 cups		OZ-fl	16	0.217	\$ 3.48
Oil, extra-virgin olive	1 cup		OZ-fl	8	0.201	\$ 1.61
Salt, sea fine	1 Tbsp.		OZ-fl	0.5	0.129	\$ 0.06
Pepper, black table	2 tsp.		OZ-fl	0.33	0.127	\$ 0.04
					-	\$ -
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Ounce scale, measuring cup, measuring spoons, medium mixing bowl, wire whisk and #200 full pan.			Total		\$	54.13
STATION: Prep cook			RU		EA	
YIELD: 12 ea. portions			# of RU		12	
SHELF LIFE: 2 days			RU Cost		\$ 4.51	

CHEF'S NOTE: Marinade can be re-used a second time, then discard.

National Onion Association Sweet Chili Sauce for Salmon			Recipe Cost			
Batch			RU	# of RU	RU Cost	Cost
INGREDIENTS	MEASURE	PROCEDURE				
Sauce, sweet chili	4 cups	1. Place the chili sauce in a medium mixing bowl, add the wine and vinegar and blend well with a wire whisk. 2. Add the shallots and green onions. 3. Refrigerate for 2-3 hours then remove the green onion sections. 4. Adjust seasonings and refrigerate for service.	OZ-fl	32	0.332	\$ 10.63
Vinegar, white wine 50 grain	½ cup		OZ-fl	4	0.043	\$ 0.17
Shallot, peeled fresh	2 ozs. chopped		OZ-wt	2	0.246	\$ 0.49
Onion, green	2 ozs. 2" sections		OZ-wt	2	0.259	\$ 0.52
Wine, white	½ cup		OZ-fl	4	0.217	\$ 0.87
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Cup measure, ounce scale, French knife, medium mixing bowl and wire whisk.			Total		\$	12.68
STATION: Pantry			RU		OZ-fl	
YIELD: About 40 ea. 1 oz. basting portions			# of RU		40	
SHELF LIFE: 2 days			RU Cost		\$ 0.32	

STEP TWO: PREP STAGES CONTINUED

PAELLA SHRIMP SALAD WITH ROASTED ONIONS

National Onion Association			Recipe Cost			
Castilian Dressing			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Vinegar, white wine 50 grain	4 cups	1. Place the vinegar, sugar, tarragon, garlic, salt, and pepper in an industrial blender. 2. Blend on low speed until sugar is dissolved and all of the ingredients are incorporated. 3. Turn the blender to medium speed and slowly add the olive oil in 3-4 small batches. 4. Allow the dressing to stand for 20-30 minutes, adjust seasonings and refrigerate for service.	OZ-fl	32	0.043	\$ 1.38
Sugar, granulated	14 ozs.		OZ-wt	14	0.036	\$ 0.50
Tarragon, fresh	¼ oz. finely chopped leaves		OZ-wt	0.25	1.863	\$ 0.47
Garlic, whole peeled	2 ozs. chopped		OZ-wt	2	0.249	\$ 0.50
Salt, sea fine	1 Tbsp.		OZ-fl	0.5	0.129	\$ 0.06
Pepper, black table	2 tsp.		OZ-fl	0.33	0.127	\$ 0.04
Oil, extra-virgin olive	8 cups		OZ-fl	64	0.201	\$ 12.86
					-	\$ -
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Measuring cup, measuring spoon, ounce scale, French knife and industrial blender.			Total \$ 15.80			
STATION: Pantry			RU OZ-fl			
YIELD: About 112 fl. ozs.			# of RU 112			
SHELF LIFE: 2 days			RU Cost \$ 0.14			

CHEF'S NOTE: This is a great all-purpose dressing. Try modifying the sugar content and adding various fresh herbs.

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: Pacific Rim Cedar Plank Salmon					Menu Item: Paella Shrimp Salad with Roasted Onions				
Item Description: Flash roasted in the brick oven and finished with spicy sweet chili sauce, served with Jasmine rice and roasted asparagus.					Item Description: Grilled white shrimp, saffron rice, spring mix and housemade Castilian dressing.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension	Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
EA	1	Cedar Plank Salmon Prep	4.51	4.51	OZ-wt	0.75	Lettuce, green leaf crown	1.22	0.91
OZ-fl	1.25	Sweet Chili Sauce for Salmon	0.32	0.40	OZ-wt	1	Lettuce, spring mix	0.18	0.18
OZ-wt	0.33	Onion, green	0.26	0.09	EA	1	Saffron Rice	0.58	0.58
OZ-wt	3	Asparagus, medium	0.35	1.04	EA	1	Roasted Onions	0.11	0.11
OZ-fl	0.25	Oil, extra-virgin olive	0.20	0.05	OZ-wt	0.75	Cucumber, select fresh	0.17	0.13
OZ-fl	0.1	Salt, sea fine	0.13	0.01	OZ-wt	0.75	Pepper, green bell	0.15	0.11
EA	0.35	Jasmine Rice	0.07	0.03	OZ-wt	1.5	Tomato, Roma fresh	0.09	0.13
			0.00	0.00	OZ-wt	1	Artichoke hearts, marinated	0.53	0.53
			0.00	0.00	EA	4	Prepped Shrimp	0.28	1.11
			0.00	0.00	OZ-fl	0.75	Castilian Dressing	0.14	0.11
			0.00	0.00				0.00	0.00
EA	1	Plate cost (Q-cost)	0.35	0.35	EA	1	Plate cost (Q-cost)	0.35	0.35
			Total Cost	6.48				Total Cost	4.24
			Menu Price	24.00				Menu Price	15.00
			Gross Profit	17.52				Gross Profit	10.76
			Food Cost %	26.98%				Food Cost %	28.30%