

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:

Roasted Pickled Beet Salad with Fennel Slaw and Harissa Seasoned Grilled Eggplant

Information for this month's article was supplied by the National Mango Board. Grilled eggplant was created by Chef Dave Woolley. Roasted beet with fennel was created by Chef Nathan Lemley. The original recipes have been slightly modified. 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.

ROASTED PICKLED BEET SALAD WITH FENNEL SLAW

- 1 ea. Beet Prep
- 1 ea. Lemon Vinaigrette Fennel Slaw
- 1 ea. Fresh Tarragon
- 1.5 oz. Fresh Yellow Mango
- 1 oz. Cheese, ricotta salata
- 1 ea. Garam Vinaigrette

LINE COOK INSTRUCTIONS:

1. Coat the bottom and sides of a chilled salad bowl with beet puree.
2. Arrange the red beets around the side of the bowl, place candy stripes in the center.
3. Dress the beets with garam vinaigrette.
4. Top with fennel slaw and finely chopped tarragon.
5. Garnish with julienne mango, ricotta salata, and chives for service.



HARISSA SEASONED GRILLED EGGPLANT

- 6 ea. Quinoa Grain
- 1 ea. Harissa Spiced Grilled Eggplant and Red Peppers
- 1 oz. Fresh Grilled Mango
- 0.75 ea. Cheese, feta crumbles
- 0.1 ea. Fresh Cilantro
- 0.2 oz. Fresh Mint
- 1 ea. Mango Sambal

LINE COOK INSTRUCTIONS:

1. Arrange cooked quinoa on a chilled salad plate.
2. Place 1 portion of room temperature grilled eggplant and red peppers over the quinoa.
3. Lightly mark the mango cheeks on a hot section of the grill.
4. Drizzle excess mango marinade over the salad.
5. Garnish with crumbled feta, chopped mint, and finely chopped cilantro for service.



STEP ONE: INVENTORY MASTER

Item Description	Case Pack/Size	Purchase Unit (PU)		Recipe Cost Unit (RU)			Cost
		U/M	Current Price	U/M	# RU per PU	Yield %	
* Beets, candy stripe	1/24 ct.	Case	44.68	OZ-wt	96	100%	0.465
* Beets, fresh red	1/5 lb.	Case	9.71	OZ-wt	80	100%	0.121
** Cheese, feta crumbles	2/5 lb.	Case	29.45	OZ-wt	160	100%	0.184
* Cheese, ricotta salata	3/1 lb.	Case	22.38	OZ-wt	48	100%	0.466
* Chives, fresh	1/8 oz.	Each	7.93	OZ-wt	8	95%	1.043
** Cilantro, fresh	1/30 ct.	Case	15.21	OZ-wt	85	46%	0.389
** Eggplant, fresh	1/6 ct.	Case	15.30	OZ-wt	114	84%	0.160
* Fennel, anise fresh	1/6 ct.	Each	26.02	OZ-wt	84	55%	0.563
* Garam masala	6/14 oz.	Case	63.88	OZ-fl	94.9	100%	0.673
** Garlic, peeled fresh jar	4/5 lb.	Case	59.85	OZ-wt	320	100%	0.187
** Honey, pure	1/5 lb.	Each	17.49	OZ-fl	53.3	100%	0.328
*** Juice, lemon fresh	6/.5 gal.	Case	34.00	OZ-fl	384	100%	0.089
** Juice, lime fresh	6/1 qt.	Case	19.91	OZ-fl	192	100%	0.104
*** Mango, fresh yellow	12 ct.	Case	6.91	OZ-wt	110.8	100%	0.062
** Mint, fresh	1/8 oz.	Each	6.76	OZ-wt	41.2	100%	0.164
*** Oil, olive extra-virgin	1 gal.	Can	12.90	OZ-fl	128	100%	0.101
** Pepper, black table ground	3/5 lb.	Case	88.15	OZ-fl	504	100%	0.175
** Pepper, red bell fresh	1/5 lb.	Case	10.86	OZ-wt	80	86%	0.158
** Pepper, serrano fresh	1 lb.	Case	3.10	EA	106	100%	0.029
** Quinoa grain	1/#10	Bag	53.30	OZ-fl	284.8	314%	0.060
** Rum	1/750 ml.	Bottle	9.90	OZ-fl	25.4	100%	0.390
*** Salt, sea	12/26 oz.	Case	39.96	OZ-fl	293.3	100%	0.136
** Sauce, fish	12/24 oz.	Case	66.41	OZ-fl	288	100%	0.231
** Seasoning spice, harissa blend	1/20 oz.	Each	20.77	OZ-fl	22.6	100%	0.919
* Shallot, peeled fresh	4/4 lb.	Case	46.57	OZ-wt	64	100%	0.728
* Sugar, granulated	1/50 lb.	Case	31.45	OZ-fl	904	100%	0.035
* Tarragon, fresh	1/4 oz.	Each	5.96	EA	192	100%	0.031
* Thyme, fresh	1/8 oz.	Each	6.86	EA	384	100%	0.018
* Vinegar, red wine	4/1 gal.	Case	20.68	OZ-fl	512	100%	0.040
** Vinegar, rice wine	4/1 gal.	Case	35.31	OZ-fl	512	100%	0.069
* Vinegar, white wine	4/1 gal.	Case	22.03	OZ-fl	512	100%	0.043

* Roasted Pickled Beet Salad with Fennel Slaw ** Harissa Seasoned Grilled Eggplant *** 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:

- Beets 2" candy stripe, weigh about 4 ozs. ea.
- Beets yield 66% after cooking and peeling.
- Cilantro averages 2.8 ozs. per bunch and .1 oz. per Tbsp. chopped.
- Eggplant unpeeled weight averages 19 oz.
- Fennel averages about 14 ozs. per head.
- Garam masala weighs 7.1 ozs. per cup.
- Harissa weighs 7.1 ozs. per cup.
- Mangos, 12 count, yield 6.77 ozs. ea.
- Mint weighs about .1 oz. per Tbsp. chopped.
- Pepper, black ground weighs 0.238 oz. per Tbsp.
- Quinoa weighs 4.5 ozs. per cup and yields over 300% when cooked.
- Salt, sea weighs 0.534 oz. per Tbsp.
- Sugar weighs 7.1 ozs. per cup.
- Tarragon, fresh 48 sprigs per oz.
- Thyme, fresh 48 sprigs per oz.

STEP TWO: PREP STAGES

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

ROASTED PICKLED BEET SALAD WITH FENNEL SLAW

National Mango Board			Recipe Cost			
Lemon Vinaigrette Fennel Slaw			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Juice, lemon fresh	¼ cup	1. Combine the lemon juice, thyme, shallots, and garlic in a medium mixing bowl. 2. Whisk in the olive oil until blended. 3. Add salt to taste. 4. Add the shaved fennel to the dressing. 5. Add the chopped tarragon and toss lightly. 6. Allow the slaw to stand for 30 minutes, then adjust seasonings. 7. Refrigerate for service.	OZ-fl	2	0.089	\$ 0.18
Thyme, fresh	2 ea. cleaned and chopped		EA	2	0.018	\$ 0.04
Shallot, peeled fresh	¾ oz. minced		OZ-wt	0.75	0.728	\$ 0.55
Garlic, peeled fresh jar	¼ oz. minced		OZ-wt	0.25	0.187	\$ 0.05
Oil, olive extra-virgin	¾ cup		OZ-fl	6	0.101	\$ 0.60
Salt, sea	1 tsp.		OZ-fl	0.16	0.136	\$ 0.02
Fennel, anise fresh	12 ozs. finely shaved		OZ-wt	12	0.563	\$ 6.76
Tarragon, fresh	8 sprigs, chopped		EA	8	0.031	\$ 0.25
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Ounce scale, measuring cup, measuring spoons, medium mixing bowl and wire whisk.			Total		\$	8.44
STATION: Pantry			RU		EA	
YIELD: About 12 portions			# of RU		12	
SHELF LIFE: 2 days			RU Cost		\$	0.70

CHEF'S NOTE: You may want to modify the lemon to oil ratio based on the application.

National Mango Board			Recipe Cost			
Beet Prep			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Beets, fresh red	2-½ lb.	1. Place 1-½ lbs. red beets in a #400 half pan, add the red wine vinegar and 4 sprigs thyme. Cover and roast at 350° for about 1 hour and 15 minutes, remove and cool. 2. Place the candy stripe beets in a #400 half pan, add white wine vinegar and 4 sprigs of thyme. Cover and roast at 350° for about 1 hour and 15 minutes, remove and cool. 3. When cool enough to handle, peel both beets and cut into bite-size pieces, keep them separated. 4. Peel and dice the remaining red beets, cover with water, and cook until tender. Drain and reserve the liquid. When slightly cooled, puree in an industrial blender until smooth, add reserved liquid as needed for consistency. 5. Bring ¾ cup water and 1-½ cup red wine vinegar to a boil in a medium sauce pot, remove from heat, and add cooked candy stripe beets. Refrigerate for service.	OZ-wt	40	0.121	\$ 4.86
Beets, candy stripe	1-½ lb.		OZ-wt	24	0.465	\$ 11.17
Vinegar, red wine	1-¼ cups		OZ-fl	10.6	0.040	\$ 0.43
Vinegar, white wine	½ cup		OZ-fl	4	0.043	\$ 0.17
Sugar, granulated	2 cups.		OZ-fl	16	0.035	\$ 0.56
Water	1-½ cups		OZ-fl	10.6	-	\$ -
Thyme, fresh	8 sprigs		EA	8	0.018	\$ 0.14
Chives, fresh	6 ozs. sliced		OZ-wt	6	1.043	\$ 6.26
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Ounce scale, measuring cups, 2 ea. #400 half pans w/covers, industrial blender, medium sauce pot and French knife			Total		\$	23.59
STATION: Prep cook			RU		EA	
YIELD: About 12 portions			# of RU		12	
SHELF LIFE: 2 days			RU Cost		\$	1.97

