

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:

Grilled Mahi Mahi With Grape and Corn Salsa and Shrimp and Grape Salad, Lemongrass Vinaigrette

This month's article features menu items from the California Table Grape Commission, more information is available at www.grapesfromcalifornia.com.

Tom Bruce of Central Coast Food & Beverage worked with the California Table Grape Commission to create 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.

GRILLED MAHI MAHI WITH GRAPE AND CORN SALSA

- 5 oz. Skinless Mahi fillet
- 0.5 fl. oz. Extra-virgin olive oil
- 0.08 fl. oz. Sea salt
- 0.08 fl. oz. Cayenne pepper
- 1 fl. oz. Grape Coulis
- 1 ea. Grape Salsa
- 0.5 oz. California red seedless grapes
- 0.01 ea. Cilantro bunch

LINE COOK INSTRUCTIONS:

1. Season the Mahi fillet with olive oil, salt and cayenne.
2. Place on a medium-hot portion of the grill.
3. Turn one-quarter turn to form a diamond pattern.
4. Turn over and finish cooking, taking care not to overcook.
5. Place most of the grape salsa offset on a service plate.
6. Place the coulis in the center of the plate and shingle the fillet over the salsa and on the coulis.
7. Garnish with remaining salsa, grape halves and cilantro for service.



SHRIMP AND GRAPE SALAD, LEMONGRASS VINAIGRETTE

- 1 ea. Shrimp Prep
- 1 ea. Crispy Asian Salad Mix
- 2 fl. oz. Lemongrass Vinaigrette
- 2 oz. Asian style lettuce greens
- 0.01 ea. Cilantro bunch

LINE COOK INSTRUCTIONS:

1. Combine the Asian veggies, shrimp and dressing in a chilled mixing bowl, toss gently.
2. Center the greens on a chilled service plate.
3. Top with the shrimp mixture.
4. Garnish with cilantro sprigs 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
** Basil, Thai	1/1-lb.	Each	10.46	OZ-wt	16	90%	0.726
*** Cilantro, bunch	1/6-ct.	Case	6.90	EA	6	100%	1.150
* Corn, sweet white	1/48-ct.	Case	26.06	EA	48	100%	0.543
* Cream, fraiche	1/5-lb. avg.	LB	14.40	OZ-fl	16	100%	0.900
** Cucumber, Japanese	1/20-lb.	Case	42.19	OZ-wt	320	90%	0.146
** Garlic, peeled fresh	4/5-lb.	Case	62.68	OZ-wt	320	100%	0.196
** Ginger, root	1/5-lb.	Case	7.73	OZ-wt	80	72%	0.134
*** Grape, California green seedless large	1/15-lb.	Case	26.70*	OZ-wt	240	94%	0.118
* Grape, California red seedless large	1/15-lb.	Case	26.33*	OZ-wt	240	90%	0.122
* Honey, pure grade A	1/5-lb.	Each	21.11	OZ-fl	53.6	100%	0.394
** Jicama, stick fresh	1/5-lb.	Case	9.57	OZ-wt	80	100%	0.120
*** Juice, lime	6/1-qt.	Case	18.84	OZ-fl	192	100%	0.098
** Lemongrass, fresh	2 lb. cello	Bag	7.20	EA	16	100%	0.450
** Lettuce, Asian style greens	4/3-lb.	Case	24.52	OZ-wt	192	100%	0.128
* Mahi, fillet skinless	1/10-lb. avg.	LB	10.50	OZ-wt	16	90%	0.729
* Oil, olive extra-virgin	3/1-gal.	Case	66.92	OZ-fl	384	100%	0.174
*** Oil, peanut	12/24-oz.	Case	60.51	OZ-fl	288	100%	0.210
** Oil, sesame	1/1-gal.	Each	30.85	OZ-fl	128	100%	0.241
** Oil, vegetable	1/5-gal.	Each	21.50	OZ-fl	640	100%	0.034
* Pepper, cayenne	1/14-oz.	Each	11.44	OZ-fl	38.92	100%	0.294
* Pepper, red bell	1/5-lb.	Case	12.05	OZ-wt	80	81%	0.186
** Pepper, red chili whole	12/27-oz.	Case	43.91	OZ-wt	324	85%	0.159
* Pepper, serrano	1/2-lb.	Case	6.35	OZ-wt	32	87%	0.228
*** Salt, sea	6/40-oz.	Case	31.04	OZ-fl	225.6	100%	0.138
*** Shallot, peeled	4/4-lb.	Case	45.97	OZ-wt	256	100%	0.180
** Shrimp, 21-25 peeled and deveined	4/3-lb.	Case	59.53	EA	276	100%	0.216
** Soybean, whole edamame shelled	6/2.5-lb.	Case	26.96	OZ-wt	240	100%	0.112
** Sugar, granulated	1/50-lb.	Bag	27.29	OZ-fl	904	100%	0.030
** Vinegar, rice natural	1/1-gal.	Each	12.75	OZ-fl	128	100%	0.100
** Wine, white	12/750-ml.	Case	63.50	OZ-fl	304.2	100%	0.209

*Grilled Mahi Mahi With Grape and Corn Salsa **Shrimp and Grape Salad, Lemongrass Vinaigrette *** 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:

- Honey weighs 12 oz. per cup.
- Cayenne pepper weighs 0.18 oz. per Tbsn.
- Sea salt weighs 0.534 oz. per Tbsn.
- Granulated sugar weighs 7.1 oz. per cup.

STEP TWO: PREP STAGES

SHRIMP AND GRAPE SALAD, LEMONGRASS VINAIGRETTE

California Table Grape Commission - Recipe Card Shrimp Prep			Recipe Cost			
			RU	# of RU	RU Cost	Cost
Shrimp, 21-25 peeled and deveined	80 ea.	1. Using a medium saucepot, combine the water, wine, shallots, salt and lime juice. 2. Bring to a simmer and add the shrimp. Stir to ensure even contact. 3. Bring just to a simmer and turn off heat. Cover and let stand about 1 minute. 4. Strain through a colander and spread out on a clean sheet pan to cool. Do not rinse or shock the shrimp. 5. Refrigerate for service.	EA	80	0.216	\$ 17.26
					-	\$ -
Water	3 qts.		OZ-fl	96	-	\$ -
Wine, white	1 cup		OZ-fl	8	0.209	\$ 1.67
Shallot, peeled	1 oz. sliced		OZ-wt	1	0.180	\$ 0.18
Salt, sea	1 Tbsn.		OZ-fl	0.5	0.138	\$ 0.07
Juice, lime	¼ cup		OZ-fl	2	0.098	\$ 0.20
					-	\$ -
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Measuring cups, measuring spoons, ounce scale, medium saucepot with lid and a colander.			Total \$ 19.37			
STATION: Pantry			RU EA			
YIELD: 10 8-shrimp portions			# of RU 10			
SHELF LIFE: 2 days			RU Cost \$ 1.94			

CHEF'S NOTE: If you plan on poaching more shrimp, reserve the cooking stock for a second use.

California Table Grape Commission - Recipe Card Crispy Asian Salad Mix			Recipe Cost			
			RU	# of RU	RU Cost	Cost
Cucumber, Japanese	3 lbs. split and sliced	1. Using a large mixing bowl combine all ingredients. 2. Gently blend by hand and refrigerate for service.	OZ-wt	48	0.146	\$ 7.03
Grape, California green seedless large	3 lbs. stemmed		OZ-wt	48	0.118	\$ 5.68
Soybean, whole edamame shelled	24 ozs.		OZ-wt	24	0.112	\$ 2.70
Jicama, stick fresh	18 ozs.		OZ-wt	18	0.120	\$ 2.15
Basil, Thai	4 ozs. leaves, torn		OZ-wt	4	0.726	\$ 2.91
Cilantro, bunch	2 bunches, stemmed		EA	2	1.150	\$ 2.30
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Ounce scale and mixing bowl.			Total \$ 22.77			
STATION: Pantry			RU EA			
YIELD: About 23 6-oz. portions			# of RU 23			
SHELF LIFE: 2 days			RU Cost \$ 0.99			

CHEF'S NOTE: This is a great dressing for lighter spring and summer salads.

STEP TWO: PREP STAGES CONTINUED

SHRIMP AND GRAPE SALAD, LEMONGRASS VINAIGRETTE

California Table Grape Commission - Recipe Card Lemongrass Vinaigrette			Batch		Recipe Cost			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost		
Lemongrass, fresh	4 stalks	1. Using a French knife or mallet, smash the lemongrass, split and finely chop. 2. Combine the lemongrass, ginger, shallots, garlic, chili, sugar, lime juice and vinegar in a commercial blender. 3. Blend thoroughly on medium speed until completely pureed and smooth. 4. Reduce the speed to low and slowly drizzle in the oils. Take care to thoroughly emulsify the oils as you go. 5. Let stand 20 minutes at room temperature, taste and adjust seasonings if necessary. 6. Refrigerate for service.	EA	4	0.450	\$ 1.80		
Juice, lime	1 cup		OZ-fl	8	0.098	\$ 0.79		
Vinegar, rice natural	1 cup		OZ-fl	8	0.100	\$ 0.80		
Ginger, root	3 ozs. chopped		OZ-wt	3	0.134	\$ 0.40		
Shallot, peeled	3 ozs. chopped		OZ-wt	3	0.180	\$ 0.54		
Sugar, granulated	4 Tbsn.		OZ-fl	2	0.030	\$ 0.06		
Garlic, peeled fresh	1 oz. chopped	OZ-wt	1	0.196	\$ 0.20			
Pepper, red chili whole	½ oz. seeded and chopped	OZ-wt	0.5	0.159	\$ 0.08			
Oil, vegetable	2 cups	OZ-fl	16	0.034	\$ 0.54			
Oil, peanut	1 ½ cups	OZ-fl	12	0.210	\$ 2.52			
Oil, sesame	2 tsp.	OZ-fl	0.33	0.241	\$ 0.08			
Salt, sea	1 Tbsn.	OZ-fl	0.5	0.138	\$ 0.07			
TOOLS/EQUIP.: Measuring cup, measuring spoons, ounce scale, French knife, mallet, and commercial blender.					Total	\$ 7.87		
STATION: Pantry					RU	OZ-fl		
YIELD: About 24 2-oz. portions					# of RU	48		
SHELF LIFE: 2 days					RU Cost	\$ 0.16		

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: Grilled Mahi Mahi With Grape and Corn Salsa				
Item Description: Fresh Mexican Mahi, California grapes, sweet corn and grape and citrus coulis				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
OZ-wt	5	Mahi, fillet skinless	0.73	3.65
OZ-fl	0.5	Oil, olive extra-virgin	0.17	0.09
OZ-fl	0.08	Salt, sea	0.14	0.01
OZ-fl	0.08	Pepper, cayenne	0.29	0.02
OZ-fl	1	Grape Coulis	0.40	0.40
EA	1	Grape Salsa	0.84	0.84
			0.00	0.00
OZ-wt	0.5	Grape, California red seedless large	0.12	0.06
EA	0.01	Cilantro, bunch	1.15	0.01
			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)	0.35	0.35
			Total Cost	5.43
			Menu Price	19.00
			Gross Profit	13.57
			Food Cost %	28.60%

Menu Item: Shrimp and Grape Salad, Lemongrass Vinaigrette				
Item Description: Crispy Asian greens, edamame, jicama and cucumbers				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
EA	1	Shrimp Prep	1.94	1.94
EA	1	Crispy Asian Salad Mix	0.99	0.99
OZ-fl	2	Lemongrass Vinaigrette	0.16	0.33
			0.00	0.00
OZ-wt	2	Lettuce, Asian style greens	0.13	0.26
			0.00	0.00
EA	0.01	Cilantro, bunch	1.15	0.01
			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)	0.35	0.35
			Total Cost	3.87
			Menu Price	15.00
			Gross Profit	11.13
			Food Cost %	25.81%