

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:

Housemade Meatloaf with Roasted Veggies and Mango Ginger Chicken Breast

This month's article features menu items created by Tom Bruce of Central Coast Food & Beverage in Capitola, California. Tom worked with one of his clients in Chicago to create these recipes.



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MENU ITEMS

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

HOUSEMADE MEATLOAF WITH ROASTED VEGGIES

- 1 ea. Roasted Veggie Meatloaf
- 1 fl. oz. Extra-virgin olive oil
- 3 oz. Penne pasta
- 1 ea. Vegetable mix
- 0.75 oz. Parmesan cheese
- 2 fl. oz. Marinara Sauce

LINE COOK INSTRUCTIONS:

1. Heat a medium sauté pan and add the oil. Add the asparagus and mushroom mix and sauté quickly
2. Add the pre-cooked pasta and toss until heated.
3. Add the tomatoes at the last moment to avoid over cooking.
4. Plate the pasta and meatloaf, sauce with marinara, and garnish with parmesan for service.



MANGO GINGER CHICKEN BREAST

- 1 ea. Mango Ginger Chicken Breast
- 1 ea. Fried Rice
- 3 oz. Broccoli florets
- 1 ea. Cucumber Edamame Salad
- 0.5 oz. Green onions

LINE COOK INSTRUCTIONS:

1. Place the marinated breast on a medium hot portion of the grill, mark and turn.
2. Turn the breast and repeat on the other side, taking care not to char the breast or overcook it.
3. On the last turn of the grilled breast, drop broccoli florets into the veggie water and blanch lightly, don't overcook them.
4. Plate with fried rice, edamame salad and broccoli. Garnish with chopped green onions for service.



STEP ONE: INVENTORY MASTER

Item Description	Case Pack/Size	(PU)		Recipe Cost Unit (RU)			
		U/M	Current Price	U/M	# RU per PU	Yield %	Cost
* Asparagus, medium	6/2.5-lb.	Case	71.77	OZ-wt	240	70%	0.427
* Beef, ground bulk 81-19	4/10-lb.	Lb	2.343	OZ-wt	16	100%	0.146
*** Broccoli, florets	1/3-lb.	Case	16.99	OZ-wt	48	100%	0.354
** Carrots, baby	4/5-lb.	Case	24.78	OZ-wt	320	100%	0.077
* Cereal, hot oats quick	12/42-oz.	Case	44	OZ-fl	1360.8	100%	0.032
* Cheese, Parmesan grated	4/5-lb.	Case	89.73	OZ-wt	320	100%	0.280
** Chicken, breast 8 oz.	1/10-lb.	Case	29.6	EA	20	100%	1.480
** Cilantro, fresh	1/30-ct.	Case	32.14	EA	30	100%	1.071
** Cucumber, Persian	1/22-lb.	Case	35.1	OZ-wt	352	65%	0.153
** Edamame, shelled	6/2.5-lb.	Case	34.2	OZ-wt	240	100%	0.143
*** Egg, shell large	1/15-dzn.	Case	26.85	EA	180	100%	0.149
* Garlic, whole peeled	1/5-lb.	Each	23.02	OZ-wt	80	100%	0.288
** Ginger, fresh	1/5-lb.	Box	13.8	OZ-wt	80	91%	0.190
* Herb, Italian blended	6/6-oz.	Case	38.86	OZ-fl	204.48	100%	0.190
** Juice, mango	8/10-oz.	Case	15.57	OZ-fl	80	100%	0.195
** Juice, orange	6/0.5-gal.	Case	16.76	OZ-fl	384	100%	0.044
* Juice, vegetable	48/5.5-oz.	Case	36.08	OZ-fl	264	100%	0.137
** Limes, fresh	1/40-lb.	Case	30.88	EA	200	100%	0.154
* Mushroom, medium	1/10-lb.	Case	21.41	OZ-wt	160	100%	0.134
*** Oil, olive extra-virgin	3/1-gal.	Case	79.93	OZ-fl	384	100%	0.208
* Onion, yellow jumbo	1/25-lb.	Bag	14.99	OZ-wt	400	90%	0.042
** Onions, green fresh	1/6-ct.	Case	5.4	OZ-wt	21	83%	0.310
* Pasta, penne	2/10-lb.	Case	24.45	OZ-wt	320	270%	0.028
** Pea, green frozen	12/2.5-lb.	Case	31.54	OZ-wt	480	100%	0.066
* Pepper, green bell	1/5-lb.	Case	15.09	OZ-wt	80	81%	0.233
* Pepper, hatch	1/10-lb.	Case	24.22	OZ-wt	160	76%	0.199
*** Pepper, red bell	1/5-lb.	Case	13.48	OZ-wt	80	81%	0.208
** Rice, jasmine	1/25-lb.	Case	24.56	OZ-fl	480	305%	0.017
* Salt, sea coarse	6/35-oz.	Case	36.95	OZ-fl	197.4	100%	0.187
* Sauce, mild Louisiana	4/1-gal.	Case	44.66	OZ-fl	512	100%	0.087
** Sauce, soy low-sodium	4/1-gal.	Case	51.01	OZ-fl	512	100%	0.100
* Sauce, Worcestershire	3/1-gal.	Case	37.41	OZ-fl	384	100%	0.097
* Sausage, Italian bulk	2/5-lb.	Case	44.89	OZ-wt	160	100%	0.281
** Squash, zucchini fresh	1/20-lb.	Case	25.65	OZ-wt	960	94%	0.028
* Tomato, diced in puree	6/#10-can	Case	24.9	EA	6	100%	4.150
* Tomato, Roma	1/25-lb.	Case	30.64	OZ-wt	400	92%	0.083
** Vinegar, rice wine	4/1-gal.	Case	13.34	OZ-fl	512	100%	0.026

*Housemade Meatloaf with Roasted Veggies **Mango Ginger Chicken Breast *** 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:

- Green onions average 3.5 ozs. per bunch.
- Hatch peppers yield 76% when roasted and seeded.
- Italian Seasoning weighs 0.088 oz. per Tbsn.
- Jasmine rice weighs 6.7 ozs. per cup.
- Penne pasta yields 270% after cooking
- Persian cucumbers yield 65% when seeded and peeled.
- Quick oats weigh 3 oz. per cup.
- Sea salt weighs 0.534 oz. per Tbsn.

STEP TWO: PREP STAGES

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

HOUSEMADE MEATLOAF WITH ROASTED VEGGIES

Central Coast Food & Beverage Roasted Veggie Meatloaf			Recipe Cost			
Batch			RU	# of RU	RU Cost	Cost
INGREDIENTS	MEASURE	PROCEDURE				
Pepper, hatch	8 ozs.	1. Roast the Hatch peppers in a 350° oven for 10 minutes or until soft and cooked. Allow to cool, split and remove seed. Medium dice the roasted skins.	OZ-wt	8	0.199	\$ 1.59
Garlic, whole peeled	2 ozs.		OZ-wt	2	0.288	\$ 0.58
Onion, yellow jumbo	10 ozs. medium dice		OZ-wt	10	0.042	\$ 0.42
Pepper, green bell	10 ozs. medium dice		OZ-wt	10	0.233	\$ 2.33
Pepper, red bell	8 ozs.		OZ-wt	8	0.208	\$ 1.66
Mushroom, medium	10 ozs. washed and halved		OZ-wt	10	0.134	\$ 1.34
Carrots, baby	8 ozs.		OZ-wt	8	0.077	\$ 0.62
Oil, olive extra-virgin	¼ cup	2. Using a roasting pan, combine the carrots, onion, red and green bell peppers, mushrooms and baby carrots. Add the oil and stir with a service spoon to coat evenly. Place the mixture in a 350° oven and roast until all veggies are tender.	OZ-fl	2	0.208	\$ 0.42
Egg, shell large	6 ea.		EA	6	0.149	\$ 0.90
Cereal, hot oats quick	2 cups	3. Place the cooled veggies on a cutting board and use a French knife to coarsely chop and blend.	OZ-fl	12	0.032	\$ 0.39
Sauce, mild Louisiana	¼ cup		OZ-fl	2	0.087	\$ 0.17
Sauce, Worcestershire	¼ cup		OZ-fl	2	0.097	\$ 0.19
Salt, sea coarse	1 Tbsn.	4. Using a large mixing bowl, combine the ground beef and sausage. Add all of the remaining ingredients except the roasted veggies, and blend well by hand.	OZ-fl	0.5	0.187	\$ 0.09
Juice, vegetable	3 cans		OZ-fl	16.5	0.137	\$ 2.26
Beef, ground bulk 81-19	3 lbs.	5. Add the veggies and mix gently to keep from breaking them up, but ensure they're evenly distributed.	OZ-wt	48	0.146	\$ 7.03
Sausage, Italian bulk	2 lbs.		OZ-wt	32	0.281	\$ 8.98
TOOLS/EQUIP.: Ounce scale, measuring cup, measuring spoons, stainless steel service spoon, roasting pan, French knife, cutting board, large mixing bowl, and two loaf pans.			Total \$ 28.96			
STATION: Prep cook			RU EA			
YIELD: About 160 ozs. or 20 8-oz. portions			# of RU 20			
SHELF LIFE: 4 days			RU Cost \$ 1.45			

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

Central Coast Food & Beverage Marinara Sauce			Recipe Cost			
Batch			RU	# of RU	RU Cost	Cost
INGREDIENTS	MEASURE	PROCEDURE				
Oil, olive extra-virgin	¼ cup	1. Using a medium saucepot, add the oil, heat over medium heat. 2. Add the diced onions and chopped garlic, cook over lower heat until soft and transparent. 3. Add the 2 cans of diced tomatoes and bring to a simmer. 4. Add the Italian blend herbs and simmer for about 30 minutes. 5. Remove from the heat and hot hold for service.	OZ-fl	2	0.208	\$ 0.42
Garlic, whole peeled	4 ozs. chopped		OZ-wt	4	0.288	\$ 1.15
Onion, yellow jumbo	10 ozs. medium dice		OZ-wt	10	0.042	\$ 0.42
Tomato, diced in puree	2 cans		EA	2	4.150	\$ 8.30
Herb, Italian blended	2 Tbsn.		OZ-fl	1	0.190	\$ 0.19
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Ounce scale, measuring cups, measuring spoons, French knife and medium sized saucepot.			Total \$ 10.47			
STATION: Prep cook			RU OZ-fl			
YIELD: 200 fl. ozs.			# of RU 200			
SHELF LIFE: 2 days			RU Cost \$ 0.05			

CHEF'S NOTE: This is a quick basic sauce and can be used as a finished product or base for a meat sauce, Putanesca, etc. Always use a good quality canned tomato product made from ripe tomatoes. Avoid adding sugar, carrots, etc. as it won't be necessary and avoid over-cooking the sauce.

STEP TWO: PREP STAGES

MANGO GINGER CHICKEN BREAST

Central Coast Food & Beverage Mango Ginger Chicken Prep			Batch				Recipe Cost				
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost					
Chicken, breast 8 oz.	20 ea.	1. Combine the mango juice, orange juice, soy and ginger. 2. Allow the mixture to stand about 30 minutes, then add the chicken breasts. 3. Marinate for 12 hours or longer, turning once to ensure even contact. 4. Remove the breasts and drain well. Refrigerate for service.	EA	20	1.480	\$ 29.60					
Juice, mango	3 cups		OZ-fl	24	0.195	\$ 4.67					
Juice, orange	3 cups		OZ-fl	24	0.044	\$ 1.05					
Ginger, fresh	6 ozs. thinly sliced		OZ-wt	6	0.190	\$ 1.14					
Sauce, soy low-sodium	1½ cups		OZ-fl	12	0.100	\$ 1.20					
					-	\$ -					
					-	\$ -					
					-	\$ -					
					-	\$ -					
					-	\$ -					
TOOLS/EQUIP.: Measuring cup, ounce scale, #800 full pan and strainer.							Total	\$	37.65		
STATION: Prep cook							RU		EA		
YIELD: 20 portions							# of RU		20		
SHELF LIFE: 3 days							RU Cost	\$	1.88		

CHEF'S NOTE: You can remove some of the marinade before adding the chicken and use it as a salad dressing base for the cucumber edamame salad. Marinade can be used a second time, then discard it.

Central Coast Food & Beverage Fried Rice			Batch				Recipe Cost				
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost					
Rice, jasmine	6 cups, cooked and cooled	1. Place the cooked and cooled rice in a medium mixing bowl. Add the soy in 3 even amounts. Mix by hand after each addition. 2. Unless you have a wok, use a large non-stick saute pan. 3. Heat over medium-high heat and add the bell peppers and carrots. Toss to cook evenly. 4. Add the zucchini and toss once or twice. Add the rice/soy mix in 2 batches tossing constantly over very high heat. 5. Add the peas and toss once or twice, keep the rice moving to evenly brown. 6. Add the eggs in 2 equal batches and stir in using a heatproof spatula. Continue to cook until eggs are completely done. 7. Remove to hot holding for service.	OZ-fl	48	0.017	\$ 0.81					
Sauce, soy low-sodium	¼ cup		OZ-fl	2	0.100	\$ 0.20					
Pepper, red bell	1 oz. chopped		OZ-wt	1	0.208	\$ 0.21					
Squash, zucchini fresh	3 ozs. seeded and diced		OZ-wt	3	0.028	\$ 0.09					
Carrots, baby	2 ozs. diced		OZ-wt	2	0.077	\$ 0.15					
Pea, green frozen	3 ozs. defrosted		OZ-wt	3	0.066	\$ 0.20					
Oil, olive extra-virgin	¼ cup		OZ-fl	2	0.208	\$ 0.42					
Egg, shell large	3 ea. scrambled		EA	3	0.149	\$ 0.45					
					-	\$ -					
					-	\$ -					
TOOLS/EQUIP.: Ounce scale, measuring cups, French knife, and wok or large saute pan.							Total	\$	2.51		
STATION: Line cook							RU		EA		
YIELD: 7 1-cup portions							# of RU		7		
SHELF LIFE: 1 shift							RU Cost	\$	0.36		

CHEF'S NOTE: Fried rice is a nice change for your guests, simple to make and inexpensive.

