

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:

Center Cut Pork Rib Chop and Cajun Style Shrimp Chicken and Sausage Gumbo

This month's article features menu items inspired by Dixie's Catfish Shack in Atmore, Alabama, near the Florida line. We met the owners while there, great people and great cooks! 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.

CENTER CUT PORK RIB CHOP

- 1 ea. Pork Chop Prep
- 0.03 oz. Fresh Rosemary
- 2 oz. Pork Finishing Stock
- 1.5 oz. Red Wine
- 0.5 oz. Butter, solid
- 1 ea. Crispy Parmesan Polenta
- 1 ea. Roasted Cauliflower and Red Pepper
- 1 oz. Olive oil, extra-virgin

LINE COOK INSTRUCTIONS:

1. Heat the olive oil over high heat in a sauté pan or iron skillet.
2. Lightly season the chop with seasoning salt and sear both sides in the hot pan.
3. Taking care to not overcook, place the pan in a hot convection or brick oven and cook the chop to the desired doneness.
4. While the chop is roasting, place one portion of polenta in the same oven to heat and brown.
5. If the cauliflower is not being held on the hotline, place one portion in the oven as well.
6. Remove the chop pan from the oven and plate the chop, place the pan on a burner and deglaze with red wine and stock.
7. As the liquids reduce, fold in the butter and immediately pour the sauce over the chop.
8. Plate the chop with crispy polenta and cauliflower for service.



CAJUN STYLE SHRIMP CHICKEN AND SAUSAGE GUMBO

- 1 ea. Cajun Gumbo
- 1 ea. White Rice
- 0.25 oz. Green Onions
- 0.05 oz. Gumbo file

LINE COOK INSTRUCTIONS:

1. Place one portion of gumbo in a heated pasta bowl.
2. Place one portion of rice offset and garnish with chopped green onions.
3. Lightly dust with gumbo file for service (optional).



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
** Bacon renderings	quart	Jar	0.00	OZ-fl	32	100%	0.000
* Basil, fresh	1/1 lb.	Box	8.56	OZ-wt	16	56%	0.955
** Bay leaves, whole	3/8 oz.	Case	47.51	EA	1500	100%	0.032
* Broth, chicken	12/49 oz.	Case	40.36	OZ-fl	588	100%	0.069
* Butter, solid USDA salted	30/1 lb.	Case	78.23	OZ-wt	480	100%	0.163
* Cauliflower, fresh	1/12 ct.	Box	22.07	OZ-wt	384	60%	0.096
** Celery, fresh	1/24 ct.	Box	14.46	OZ-wt	768	69%	0.027
* Cheese, parmesan grated	2/5 lb.	Case	42.39	OZ-wt	160	100%	0.265
** Chicken, b/s thigh	4/10 lb.	Case	66.63	OZ-wt	640	98%	0.106
** Creole spice	17 oz.	Jar	8.29	OZ-fl	22	100%	0.370
** Flour, all purpose	1/50 lb.	Bag	14.47	OZ-fl	1392	100%	0.010
** Garlic, whole peeled	1/5 lb.	Jar	19.70	OZ-wt	80	100%	0.246
** Gumbo file	12 oz.	Jar	21.81	OZ-fl	29	100%	0.763
* Juice, lemon pasteurized	6/5 gal.	Case	34.00	OZ-fl	384	100%	0.089
* Milk, 2% reduced fat	1/6 gal.	Case	23.49	OZ-fl	768	100%	0.031
** Oil, olive extra-virgin	3/1 gal.	Case	24.11	OZ-fl	384	100%	0.063
** Okra, cut frozen	12/3 lb.	Case	43.19	OZ-wt	576	100%	0.075
** Onion, green	4/2 lb.	Box	17.18	OZ-wt	128	83%	0.162
** Onion, yellow jumbo	1/50 lb.	Bag	22.05	OZ-wt	400	91%	0.061
** Paprika, smoked	6/17 oz.	Case	86.70	OZ-fl	209	100%	0.415
* Pepper, black table ground	3/5#	Case	111.40	OZ-fl	504	100%	0.221
** Pepper, green bell	1/5 lb.	Case	9.97	OZ-wt	80	81%	0.154
* Pepper, red bell	1/5 lb.	Case	12.51	OZ-wt	80	81%	0.193
* Polenta, corn meal	1/25 lb.	Bag	24.76	OZ-fl	508	100%	0.049
* Pork chop, bone in 12 oz.	10# avg. case	LB	4.90	OZ-wt	16	100%	0.306
* Pork, neck bones	1/10 lb.	LB	1.90	OZ-wt	16	100%	0.119
* Red wine	12/750 ml.	Case	61.20	OZ-fl	304	100%	0.201
** Rice, white long grain	20#	Bag	9.82	OZ-fl	382	100%	0.026
* Rosemary, fresh	1/1 lb.	Box	7.87	OZ-wt	16	100%	0.492
* Salt, sea	1/50 lb.	Bag	38.49	OZ-fl	752	100%	0.051
* Salt, seasoning	6/28 oz.	Case	70.91	OZ-fl	163	100%	0.435
** Sausage, andouille	1/10# avg.	LB	5.85	OZ-wt	16	100%	0.366
** Shrimp, Gulf 21-25, p&d	5/2 lb.	LB	82.50	OZ-wt	160	100%	0.516
** Thyme, leaves whole	3/27.5 oz.	Case	89.44	OZ-fl	535.4	100%	0.167
** Tomato paste	6/#10	Case	32.05	OZ-wt	666	100%	0.048
** Tomato, diced in juice	6/#10	Case	24.48	OZ-wt	576	100%	0.043
** Water	1/1 gal.	Each	0.00	OZ-fl	128	100%	0.000

*Center Cut Pork Rib Chop **Cajun Style Shrimp Chicken and Sausage Gumbo ***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:

- Bacon renderings are a by-product of bacon cooking.
- Bay leaves average 1,000 per lb.
- Cauliflower average 32 ozs. per head.
- Celery stalks average 32 ozs.
- Creole spice weighs 0.38 oz. per Tbsp
- Flour, all-purpose weighs 4.6 ozs. per cup
- Green onions weigh about 3.5 ozs. per bunch.
- Paprika ground weighs 0.244 oz. per Tbsp.
- Polenta weighs 6.3 ozs. per cup.
- Rice weighs 6.7 ozs. per cup
- Salt, sea weighs 0.534 oz. per Tbsp.
- Seasoning salt weighs 0.513 ozs. per Tbsp.
- Tarragon leaves whole weigh 0.077 oz. per Tbsp.
- Thyme leaves whole weighs 0.1 oz. per Tbsp.

STEP TWO: PREP STAGES

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

CENTER CUT PORK RIB CHOP

Central Coast Food & Beverage			Recipe Cost			
Cajun Gumbo			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Bacon renderings	2 cups	1. Place ¼ cup of bacon renderings in a medium saute pan. Heat and blend in the flour in small amounts using a wire whisk. Continue to cook until the roux begins to bubble around the edges. Remove to indirect heat and continue to cook, stirring frequently. 2. Place the remaining bacon renderings in a large saucepot or rondo, heat over medium flame. 3. Add the onions, peppers and celery, and sweat until transparent. Add the garlic and cook for 2-3 minutes longer. 4. Add the chicken broth and bring to a simmer. The roux should be browned and have a slightly nutty aroma at this point, so remove from the heat. Whisk the roux into the gumbo base in 3-4 small batches. Allow the base to thicken each time, then add more roux until the desired thickness. Add the bay leaves and diced tomatoes. 5. While the base is simmering, brown the cubed chicken and sliced andouille in 2 ozs. of extra-virgin olive oil in a large saute pan. 6. Drain the chicken and sausage thoroughly, then add to the gumbo base, return to a simmer. 7. Add the thyme, Creole seasoning, gumbo file, and paprika. Add the cut okra and simmer the base for 20-25 minutes longer. 8. Adjust the seasonings and add salt if desired. 9. Add the shrimp and green onions, return to a simmer, and cook until the shrimp is done. 10. Remove to hot holding for service	OZ-fl	16	-	\$ -
Flour, all purpose	2 cups		OZ-fl	16	0.010	\$ 0.17
Onion, yellow jumbo	8 ozs. diced		OZ-wt	8	0.061	\$ 0.48
Pepper, green bell	6 ozs. diced		OZ-wt	6	0.154	\$ 0.92
Celery, fresh	6 ozs. diced		OZ-wt	6	0.027	\$ 0.16
Garlic, whole peeled	1-½ ozs. finely chopped		OZ-wt	1.5	0.246	\$ 0.37
Broth, chicken	14 cups		OZ-fl	112	0.069	\$ 7.69
Bay leaves, whole	4 each		EA	4	0.032	\$ 0.13
Tomato, diced in juice	4 cups		OZ-wt	30	0.043	\$ 1.28
Chicken, b/s thigh	28 ozs. cut into ¾" cubes		OZ-wt	28	0.106	\$ 2.97
Sausage, andouille	16 ozs. split and sliced	OZ-wt	16	0.366	\$ 5.85	
Thyme, leaves whole	1 tsp.	OZ-fl	0.16	0.167	\$ 0.03	
Creole spice	2 Tbsp.	OZ-fl	1	0.370	\$ 0.37	
Gumbo file	4 tsp.	OZ-fl	0.66	0.763	\$ 0.50	
Paprika, smoked	1 tsp.	OZ-fl	0.16	0.415	\$ 0.07	
Okra, cut frozen	12 ozs.	OZ-wt	12	0.075	\$ 0.90	
Shrimp, Gulf 21-25, p&d	28 ozs. tails off, cut in half	OZ-wt	28	0.516	\$ 14.44	
Onion, green	2 ozs. sliced	OZ-wt	2	0.162	\$ 0.32	
Oil, olive extra-virgin	¼ cup	OZ-fl	2	0.063	\$ 0.13	
TOOLS/EQUIP.: Ounce scale, measuring cups, measuring spoons, medium saute pan, wire whisk, large sauce pot/rondo, stainless steel service spoon and colander.			Total		\$ 36.77	
STATION: Line cook			RU		EA	
YIELD: 15 dinner portions/18 lunch portions			# of RU		15	
SHELF LIFE: 1 shift			RU Cost		\$ 2.45	

CHEF'S NOTE: Beef prices tend to spike in late November and early December for the holidays. Look at some of the premium pork options as alternatives. Ensure that the chine bone has been removed from the chop when purchasing.

Central Coast Food & Beverage			Recipe Cost			
Pork Finishing Stock			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Pork, neck bones	5 lbs.	1. Spread the neck bones in a roasting pan. Roast at 350° in convection or still oven for 15 minutes. 2. Add the onion and garlic, continue to roast until all ingredients are well browned. Stir once and brown again. 3. Remove from the oven and place in a medium stock pot. Add the water, rosemary and tomato paste. 4. Bring to a simmer and continue to cook over low heat for 8-10 hours. 5. Strain the stock into a medium saucepot using a wire mesh strainer. Return to a simmer and reduce to ½ gallon. 6. Cool the stock overnight and remove any fat from the surface. Hold under refrigeration for service.	OZ-wt	80	0.119	\$ 9.50
Onion, yellow jumbo	12 ozs. rough chop		OZ-wt	12	0.061	\$ 0.73
Garlic, whole peeled	3 ozs. crushed		OZ-wt	3	0.246	\$ 0.74
Rosemary, fresh	1 oz. crushed		OZ-wt	1	0.492	\$ 0.49
Tomato paste	3 ozs.		OZ-wt	3	0.048	\$ 0.14
Water	1 gallon		OZ-fl	128	-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Ounce scale, gallon measure, roasting pan, stainless steel service spoon, medium stock pot and wire mesh strainer.			Total		\$ 11.60	
STATION: Prep cook			RU		OZ-fl	
YIELD: ½ gallon stock			# of RU		64	
SHELF LIFE: 5 days			RU Cost		\$ 0.18	

STEP TWO: PREP STAGES CONTINUED

CAJUN STYLE SHRIMP CHICKEN AND SAUSAGE GUMBO

Central Coast Food & Beverage			Recipe Cost			
Cajun Gumbo			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Bacon renderings	2 cups	1. Place ½ cup of bacon renderings in a medium saute pan. Heat and blend in the flour in small amounts using a wire whisk. Continue to cook until the roux begins to bubble around the edges. Remove to indirect heat and continue to cook, stirring frequently. 2. Place the remaining bacon renderings in a large saucepot or rondo, heat over medium flame. 3. Add the onions, peppers and celery, and sweat until transparent. Add the garlic and cook for 2-3 minutes longer. 4. Add the chicken broth and bring to a simmer. The roux should be browned and have a slightly nutty aroma at this point, so remove from the heat. Whisk the roux into the gumbo base in 3-4 small batches. Allow the base to thicken each time, then add more roux until the desired thickness. Add the bay leaves and diced tomatoes. 5. While the base is simmering, brown the cubed chicken and sliced andouille in 2 ozs. of extra-virgin olive oil in a large saute pan. 6. Drain the chicken and sausage thoroughly, then add to the gumbo base, return to a simmer. 7. Add the thyme, Creole seasoning, gumbo file, and paprika. Add the cut okra and simmer the base for 20-25 minutes longer. 8. Adjust the seasonings and add salt if desired. 9. Add the shrimp and green onions, return to a simmer, and cook until the shrimp is done. 10. Remove to hot holding for service	OZ-fl	16	-	\$ -
Flour, all purpose	2 cups		OZ-fl	16	0.010	\$ 0.17
Onion, yellow jumbo	8 ozs. diced		OZ-wt	8	0.061	\$ 0.48
Pepper, green bell	6 ozs. diced		OZ-wt	6	0.154	\$ 0.92
Celery, fresh	6 ozs. diced		OZ-wt	6	0.027	\$ 0.16
Garlic, whole peeled	1-½ ozs. finely chopped		OZ-wt	1.5	0.246	\$ 0.37
Broth, chicken	14 cups		OZ-fl	112	0.069	\$ 7.69
Bay leaves, whole	4 each		EA	4	0.032	\$ 0.13
Tomato, diced in juice	4 cups		OZ-wt	30	0.043	\$ 1.28
Chicken, b/s thigh	28 ozs. cut into ¾" cubes		OZ-wt	28	0.106	\$ 2.97
Sausage, andouille	16 ozs. split and sliced	OZ-wt	16	0.366	\$ 5.85	
Thyme, leaves whole	1 tsp.	OZ-fl	0.16	0.167	\$ 0.03	
Creole spice	2 Tbsp.	OZ-fl	1	0.370	\$ 0.37	
Gumbo file	4 tsp.	OZ-fl	0.66	0.763	\$ 0.50	
Paprika, smoked	1 tsp.	OZ-fl	0.16	0.415	\$ 0.07	
Okra, cut frozen	12 ozs.	OZ-wt	12	0.075	\$ 0.90	
Shrimp, Gulf 21-25, p&d	28 ozs. tails off, cut in half	OZ-wt	28	0.516	\$ 14.44	
Onion, green	2 ozs. sliced	OZ-wt	2	0.162	\$ 0.32	
Oil, olive extra-virgin	¼ cup	OZ-fl	2	0.063	\$ 0.13	
TOOLS/EQUIP.: Ounce scale, measuring cups, measuring spoons, medium saute pan, wire whisk, large sauce pot/rondo, stainless steel service spoon and colander.			Total		\$	36.77
STATION: Line cook			RU		EA	
YIELD: 15 dinner portions/18 lunch portions			# of RU		15	
SHELF LIFE: 1 shift			RU Cost		\$	2.45

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: Center Cut Pork Rib Chop				
Item Description: Marinated for 24 hours, pan seared and finished in the brick oven. Served with pan sauce, crispy parmesan polenta, roasted cauliflower and red pepper.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
EA	1	Pork Chop Prep	3.92	3.92
OZ-wt	0.03	Rosemary, fresh	0.49	0.01
OZ-fl	2	Pork Finishing Stock	0.18	0.36
OZ-fl	1.5	Red wine	0.20	0.30
OZ-wt	0.5	Butter, solid USDA salted	0.16	0.08
EA	1	Crispy Parmesan Polenta	0.42	0.42
EA	1	Roasted Cauliflower and Red Pepper	0.60	0.60
OZ-fl	1	Oil, olive extra-virgin	0.06	0.06
			0.00	0.00
			0.00	0.00
			0.00	0.00
EA	1	Plate cost (Q-cost)	0.35	0.35
			Total Cost	6.12
			Menu Price	21.00
			Gross Profit	14.88
			Food Cost %	29.13%

Menu Item: Cajun Style Shrimp Chicken and Sausage Gumbo				
Item Description: Traditional brown roux, okra, tomatoes, gulf shrimp and locally produced smoked andouille. Served with white rice.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
EA	1	Cajun Gumbo	2.45	2.45
EA	1	White Rice	0.05	0.05
OZ-wt	0.25	Onion, green	0.16	0.04
OZ-fl	0.05	Gumbo file	0.76	0.04
			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	2.93
			Menu Price	14.00
			Gross Profit	11.07
			Food Cost %	20.94%

CHEF'S NOTE: The combination of chopped celery, bell peppers, and onions is often referred to as the "trilogy" in southern cooking. Gumbo file is made from sassafras leaves and is used both as an ingredient and a finishing spice. Gumbo is a bit like BBQ, everyone in the south has their own version, this was the best I found on my road trip. As a regular menu item, build the gumbo without the shrimp and green onions. Retherm to order adding the shrimp and green onions at that point to keep the shrimp from overcooking.