

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 California Swordfish and Iron Skillet Creole-Style Fried Chicken

This month's article features menu items created by Tom Bruce of Central Coast Food & Beverage in Capitola, California. The Grilled Swordfish and Fried Chicken came from his test kitchen. After a late night, one of the guys was tasked with making dinner. The fried chicken was so good they had to add it to the article!



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MENU ITEMS

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

GRILLED CALIFORNIA SWORDFISH

- 1 ea. Swordfish Prep
- 0.5 fl. oz. Citrus Butter
- 1 ea. Potato prep
- 1 ea. Brussels sprouts prep
- 0.5 ea Fresh lemon
- 0.1 oz. Fresh parsley
- 0.16 fl. oz. Extra-virgin olive oil

LINE COOK INSTRUCTIONS:

1. Lightly mist 1 swordfish steak with oil and place on a medium/hot area of the grill.
2. Turn 90° to form a diamond pattern, cook for 2-3 minutes.
3. Turn the steak over and repeat on the other side.
4. Plate with white potatoes and Brussels sprouts.
5. Garnish with 1/2 lemon, chopped parsley and citrus butter for service.



IRON SKILLET CREOLE-STYLE FRIED CHICKEN

- 1 ea. Fried Chicken Prep
- 1 ea. Dirty Rice
- 1 ea. Braised Southern Greens

LINE COOK INSTRUCTIONS:

1. Place 1 portion, 2 pieces, on a flat pan and place in a 350° convection oven for 5-6 minutes to thoroughly heat and crisp.
2. Plate with dirty rice and braised greens 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
**	Bacon, uncured 14/16	1/15-lb.	Case	63.73	OZ-wt	240	50%	0.531
**	Broth, chicken	12/49-oz.	Case	35.47	OZ-fl	588	100%	0.060
*	Butter, salted	30/1-lb.	Case	101.24	OZ-wt	480	100%	0.211
**	Chicken, thighs skin-on	1/20-lb.	LB	0.95	EA	2	100%	0.475
**	Flour, all-purpose	1/25-lb.	Bag	9.57	OZ-fl	696	100%	0.014
*	Garlic, whole peeled	1/5-lb.	Each	21.95	OZ-wt	80	100%	0.274
**	Greens, for cooking fresh	12/3-lb.	Case	38.52	OZ-wt	576	100%	0.067
*	Lemon, fresh	1/24-ct.	Case	16.65	EA	24	100%	0.694
***	Oil, olive extra-virgin	1/1-gal.	Each	24.04	OZ-fl	128	100%	0.188
**	Onion, green fresh	1/2-lb.	Case	13.98	OZ-wt	32	85%	0.514
**	Onion, yellow jumbo	1/25-lb.	Bag	15.05	OZ-wt	400	91%	0.041
*	Parsley, fresh	1/12-ct.	Box	11.76	OZ-wt	42	53%	0.528
**	Pepper, black ground	6/18-oz.	Case	18.89	OZ-fl	226.8	100%	0.083
**	Pepper, green bell	1/5-lb.	Case	14.69	OZ-wt	80	81%	0.227
**	Pepper, jalapeno fresh	1/5-lb.	Case	12.98	OZ-wt	80	93%	0.174
*	Pepper, white ground	6/18-oz.	Case	29.11	OZ-fl	191.16	100%	0.152
*	Potato, baby yellow	1/20-lb.	Case	39.24	OZ-wt	320	100%	0.123
**	Rice, basmati	1/40-lb.	Bag	50.70	OZ-fl	800	291%	0.022
***	Salt, kosher	1/3-lb.	Each	1.88	OZ-fl	45.12	100%	0.042
**	Seasoning, Creole	1/18-oz.	Each	20.46	OZ-fl	23.94	100%	0.855
*	Shallot, peeled fresh	1/4-lb.	Each	17.01	OZ-wt	64	100%	0.266
*	Sprouts, Brussels	1/10-lb.	LB	1.09	OZ-wt	16	100%	0.068
*	Swordfish, fresh loin	Random	LB	13.50	OZ-wt	16	90%	0.938
*	Wine, white	12/750-ml.	Case	56.50	OZ-fl	304.2	100%	0.186

*Grilled California Swordfish **Iron Skillet Creole-Style Fried Chicken *** 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:

- All-purpose flour weighs 4.6 ozs. per cup.
- Basmati rice weighs 6.4 oz. per cup.
- Coarse kosher salt weighs 0.543 oz. per Tbsn.
- Creole seasoning weighs 0.376 oz. per Tbsn.
- Green onions weigh 3.5 ozs. per bunch.
- Ground black pepper weighs 0.238 oz. per Tbsn.
- Parsley weighs 3.5 ozs. per bunch and yields 53%.
- Uncured bacon yields 50% after cooking.

STEP TWO: PREP STAGES CONTINUED

IRON SKILLET CREOLE-STYLE FRIED CHICKEN

Central Coast Food & Beverage			Recipe Cost			
Dirty Rice			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Rice, basmati	4 cups	1. Combine the rice, broth and water in a rice cooker or heavy saucepot. Cook the rice and set aside. You can use any of the basic white rice types, we used basmati because we had it on hand. 2. Place a brazier or rondo over medium heat and add the oil. 3. When the oil is heated, add the onion, bell peppers, and jalapenos. Cook until soft. 4. Add the chopped bacon and Creole seasoning, blend using a service spoon. 5. Add the cooked rice, and blend well, add the green onions just at the end.	OZ-fl	32	0.022	\$ 0.70
Broth, chicken	4 cups		OZ-fl	32	0.060	\$ 1.93
Water	4 cups		OZ-fl	32	-	\$ -
Oil, olive extra-virgin	1 cup		OZ-fl	8	0.188	\$ 1.50
Onion, yellow jumbo	5 ozs. finely chopped		OZ-wt	5	0.041	\$ 0.21
Pepper, green bell	4 ozs. finely chopped		OZ-wt	4	0.227	\$ 0.91
Pepper, jalapeno fresh	3 ozs. seeded and chopped		OZ-wt	3	0.174	\$ 0.52
Bacon, uncured 14/16	6 ozs. cooked and chopped		OZ-wt	6	0.531	\$ 3.19
Onion, green fresh	2 ozs. cleaned and chopped		OZ-wt	2	0.514	\$ 1.03
Seasoning, Creole	2 Tbsn.		OZ-fl	1	0.855	\$ 0.85
TOOLS/EQUIP.: Ounce measure, measuring cups, measuring spoons, French knife, rice cooker or heavy bottom saucepot, brazier, or rondo and stainless steel service spoon.						
STATION: Line cook						
YIELD: About 19 ¾-cup portions						
SHELF LIFE: 1 day						
					Total	\$ 10.84
					RU	EA
					# of RU	19
					RU Cost	\$ 0.57

CHEF'S NOTE: Dirty rice is a classic southern dish and can be made a number of different ways. The “dirty” comes from cooked and finely chopped chicken livers and the rice also may have ground pork or pork sausage. We omitted those ingredients since we were using it as a side dish and not an entree. Rice has a 1-day shelf life and should be discarded at the end of the day. You may want to use more bacon and cook from raw in the pan, then add veggies, etc.

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 California Swordfish				
Item Description: Citrus butter, steamed baby yellow potatoes and braised Brussels sprouts				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
EA	1	Swordfish Prep	6.99	6.99
OZ-fl	0.5	Citrus Butter	0.25	0.12
EA	1	Potato prep	0.41	0.41
EA	1	Brussels sprouts prep	0.24	0.24
EA	0.5	Lemon, fresh	0.69	0.35
OZ-wt	0.1	Parsley, fresh	0.53	0.05
OZ-fl	0.16	Oil, olive extra-virgin	0.19	0.03
			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	8.55
			Menu Price	26.00
			Gross Profit	17.45
			Food Cost %	32.89%

Menu Item: Iron Skillet Creole-Style Fried Chicken				
Item Description: Slow cooked dark meat chicken, dirty rice and braised southern greens				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
EA	1	Fried Chicken Prep	1.36	1.36
EA	1	Dirty Rice	0.57	0.57
EA	1	Braised Southern Greens	0.48	0.48
			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	2.76
			Menu Price	14.00
			Gross Profit	11.24
			Food Cost %	19.74%