

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:

Asian Style Pork Belly Lettuce Wraps and Spicy Avocado Toast with Shrimp

This month's article features two items under development for the Grill at Pine Mountain Lake. Author Chef Tom Bruce of Central Coast Food & Beverage created the recipe mapping for these dishes with a special thanks to Chef Raul and his staff for their help.



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MENU ITEMS

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

ASIAN STYLE PORK BELLY LETTUCE WRAPS

- 1 oz. Green leaf lettuce
- 1 ea. Asian Slaw
- 4 oz. Pork Belly Prep
- 1 oz. Sesame ginger dressing

LINE COOK INSTRUCTIONS:

1. Slice 4 ozs. of pork belly across the grain, the pork should be hot held.
2. Place green leaf lettuce leaves on a chilled salad plate and portion the Asian slaw.
3. Place the cut pork on the lettuce cups, garnish with a few sprigs of slaw.
4. Drizzle with sesame ginger.



SPICY AVOCADO TOAST WITH SHRIMP

- 2 ea. Baguette sourdough bread
- 1 ea. Spicy Avocado Mix
- 1 oz. Shrimp Prep
- 0.5 oz. Spicy Crema
- 0.1 oz. Fresh Cilantro, bunch
- 0.5 oz. Fresh Lime
- 0.1 oz. Green leaf lettuce
- 1 ea. Roma tomato salad

LINE COOK INSTRUCTIONS:

1. Cut the bread diagonally to get a larger surface area.
2. Toast both sides in the salamander or grill.
3. Spread the avocado mix on the warm bread.
4. Remove the shrimp from the stock, pat dry and cut into sections.
5. Gently press the cut shrimp into the avocado



6. Using a solid service spoon, portion the tomato salad into a side dish and garnish with a lettuce leaf.
7. Add lime wedges and serve.

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
** Avocado, Hass green #2	1/48-ct.	Box	33.45	OZ-wt	400	79%	0.106
** Bread, baguette sourdough	12/16-oz.	Case	29.89	EA	168	100%	0.178
* Cabbage, bok choy fresh	1/30-lb.	Box	42.87	OZ-wt	480	88%	0.101
* Cabbage, green fresh	1/50-lb.	Box	38.27	OZ-wt	800	80%	0.060
* Cabbage, red fresh	1/50-lb.	Box	20.97	OZ-wt	800	80%	0.033
* Carrots, matchstick shredded	4/5-lb.	Case	22.30	OZ-wt	320	100%	0.070
*** Cilantro, bunch fresh	1/6-ct.	Box	12.03	OZ-wt	16.8	47%	1.524
* Coriander, ground	6/14-oz.	Case	11.99	OZ-fl	192.36	100%	0.062
** Cream, sour select	2/5-lb.	Case	17.97	OZ-fl	168	100%	0.107
** Cumin, ground	16-oz.	Jar	12.50	OZ-wt	16	100%	0.781
* Dressing, ginger sesame	4/1-gal.	Case	50.20	OZ-fl	512	100%	0.098
** Lemon, choice fresh	1/165-ct.	Case	41.73	EA	165	100%	0.253
*** Lettuce, green leaf	1/10-lb.	Box	35.72	OZ-wt	160	83%	0.269
** Lime, fresh	1/24-ct.	Box	9.62	EA	24	100%	0.401
** Milk, 2% reduced fat	6/.5-gal.	Case	12.09	OZ-fl	384	100%	0.031
** Oil, olive extra-virgin	3/1-gal.	Case	79.44	OZ-fl	384	100%	0.207
** Onions, green fresh	1/6-ct.	Case	16.63	OZ-wt	21	78%	1.015
** Parsley, Italian fresh	1/15-ct.	Box	15.56	OZ-wt	85.5	40%	0.455
** Pepper, black table	3/5-lb.	Case	67.57	OZ-fl	504	100%	0.134
** Pepper, white ground	3/5-lb.	Case	71.36	OZ-fl	424.8	100%	0.168
* Pork Belly, sous vide	4/3#-avg.	LB	5.74	OZ-wt	16	100%	0.358
** Salsa fresh, verde	3/4-lb.	Case	29.84	OZ-wt	192	100%	0.155
*** Salt, sea fine	12/26-oz.	Case	37.71	OZ-fl	293.28	100%	0.129
** Sauce, hot	12/10-oz.	Case	18.11	OZ-fl	120	100%	0.151
** Seasoning, seafood	1/1-lb.	Each	8.05	OZ-fl	15.52	100%	0.519
** Shrimp, gulf 31-40 peeled	4/2.5-lb.	Case	52.14	EA	360	100%	0.145
* Spice, five Chinese	1/1-lb.	Each	18.82	OZ-fl	34.08	100%	0.552
* Sprouts, bean fresh	1/5-lb.	Box	5.77	OZ-wt	80	100%	0.072
** Tomato, Roma fresh	1/25-lb.	Case	20.15	OZ-wt	400	78%	0.065
** Vinegar, balsamic	6/16.9-oz.	Case	20.19	OZ-fl	101.4	100%	0.199

*Asian Style Pork Belly Lettuce Wraps **Spicy Avocado Toast with Shrimp *** 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:

- Avocados yielded about 79%, a case weighs 25#.
- Black Ground Pepper weighs 0.238 oz. per Tbsn.
- Chinese five spice weighs 0.235 oz. per Tbsn.
- Cilantro weighs about 2.8 ozs. per bunch.
- Coriander weighs 0.218 oz per Tbsn.
- Green onions average 3.5 ozs. per bunch.
- Gulf shrimp 31-40 averaged about 36 shrimp per lb.
- Italian parsley weighs about 5.7 ozs. per bunch.
- Sea salt weighs 0.534 oz. per Tbsn.
- Seafood seasoning weighs 0.513 oz per Tbsn.
- Sourdough Baguettes' yields 4 usable slices per loaf.
- White Ground Pepper weighs 0.282 oz. per Tbsn.

STEP TWO: PREP STAGES

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

ASIAN STYLE PORK BELLY LETTUCE WRAPS

Central Coast Food & Beverage			Recipe Cost			
Pork Belly Prep			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Pork Belly, sous vide	5 lbs.	1. Remove the pork belly from the bag and retain any natural juices. 2. Cut into 3 pieces and season with coriander and five Chinese spice. Cover and let stand overnight under refrigeration. 3. Place the seasoned chunks of pork in a 350° oven and cook for 20-25 minutes. 4. Remove from the oven and brush with sesame dressing and any retained juices. Place the pork back in the oven for an additional 15 minutes. 5. Remove from the oven and place on a medium-hot section of the grill. 6. Turn the pork frequently to sear all sides without charring. 7. Remove to hot holding for service and slice to order.	OZ-wt	80	0.358	\$ 28.68
Coriander, ground	2 Tbsn.		OZ-fl	1	0.062	\$ 0.06
Spice, five Chinese	¼ cup		OZ-fl	2	0.552	\$ 1.10
Dressing, ginger sesame	2 cups		OZ-fl	16	0.098	\$ 1.57
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Ounce scale, measuring spoons, cup measure, and French knife.			Total		\$	31.41
STATION: Line cook			RU			OZ-wt
YIELD: 20-3 oz. portions			# of RU			60
SHELF LIFE: 1 day			RU Cost		\$	0.52

CHEF'S NOTE: Sous vide is not permitted as an in-house process by most Environmental Health agencies, so we've used a pre-cooked product. Pork belly has several applications. Modify the seasoning and serve with polenta or pasta.

Central Coast Food & Beverage			Recipe Cost			
Asian Slaw			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Cabbage, green fresh	16 ozs. shredded	1. Combine the veggies in a large stainless steel mixing bowl. 2. Blend by hand to mix thoroughly. 3. Add 1-½ cups dressing and toss. 4. If the slaw seems underdressed, add the remaining dressing. 5. Cover and refrigerate 1-2 hours prior to service.	OZ-wt	16	0.060	\$ 0.96
Cabbage, red fresh	8 ozs. shredded		OZ-wt	8	0.033	\$ 0.26
Cabbage, bok choy fresh	12 ozs. shredded		OZ-wt	12	0.101	\$ 1.22
Carrots, matchstick shredded	6 ozs.		OZ-wt	6	0.070	\$ 0.42
Sprouts, bean fresh	12 ozs.		OZ-wt	12	0.072	\$ 0.87
Cilantro, bunch fresh	1 oz. finely chopped		OZ-wt	1	1.524	\$ 1.52
Dressing, ginger sesame	2 cups		OZ-fl	16	0.098	\$ 1.57
					-	\$ -
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Ounce scale, cup measure and large stainless steel mixing bowl.			Total		\$	6.81
STATION: Pantry			RU			EA
YIELD: 23-3 oz. portions			# of RU			23
SHELF LIFE: 2 days			RU Cost		\$	0.30

CHEF'S NOTE: Depending on the quality of the dressing you use you may need to add toasted sesame seeds or other flavor enhancers.

