

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:

Baja Style Fish Tacos and Rancho Breakfast Burrito

This month's article features recipes supplied by the National Onion Association. 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.

BAJA STYLE FISH TACOS

- 1 oz. Green leaf Lettuce
- 2 ea. Taco shells, fried
- 1 ea. Fish Prep for Tacos
- 1 ea. Onion Mango Salsa
- 1 ea. Chipotle Sour Cream

LINE COOK INSTRUCTIONS:

1. Drop two fish portions into a 350° fryer and allow to brown, you may need to turn them.
2. Place the green leaf lettuce leaves on a service plate.
3. Allow the fried fish to drain completely, then carefully place one piece in each shell.
4. Top with the onion mango salsa and drizzle with chipotle cream for service.



RANCHERO BREAKFAST BURRITO

- 1 ea. Tortilla, flour 10"
- 1 ea. Ranchero Burrito Filling
- 1 ea. Fresh Mango Salsa
- 0.35 ea. Avocado Red Onion Salsa

LINE COOK INSTRUCTIONS:

1. Place the flour tortilla on the medium-hot area of the griddle.
2. Allow to brown slightly, turn and brown again. Remove it to a worktop or cutting board.
3. Add the filling and make one tuck, fold in the ends and continue to roll.
4. Place the finished burrito back on the griddle to toast and seal the folded side, then turn and toast the top. Use the grill if you'd like to add marks to the top and a little char.
5. Cut on a slight bias for plating, and finish with mango salsa and avocado salsa 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
**	Avocado, fresh	1/8 ct.	Box	10.85	EA	8	100%	1.356
***	Cilantro, bunch fresh	1/6 ct.	Case	9.47	OZ-wt	17	46%	1.225
***	Cream, sour cultured	2/5 lb.	Case	12.70	OZ-fl	150	100%	0.084
***	Egg, shell large	1/15 dzn.	Box	27.61	EA	180	100%	0.153
*	Flour, seasoned	gallon	Bottle	12.80	OZ-fl	128	100%	0.100
*	Juice, lime pasteurized	1 gallon	Bottle	14.90	OZ-fl	128	100%	0.116
**	Juice, orange pasteurized	4/1 gal.	Case	30.27	OZ-fl	512	100%	0.059
*	Lettuce, green leaf	1/10 lb.	Case	19.46	OZ-wt	160	81%	0.150
**	Mango, fresh yellow	1/10 lb.	Case	10.64	OZ-wt	160	69%	0.096
*	Milk, 2%	6/1 gal.	Case	23.76	OZ-fl	768	100%	0.031
***	Oil, Olive extra-virgin	3/1 gal.	Case	77.15	OZ-fl	384	100%	0.201
*	Oil, salad canola	1/35 lb.	Each	26.40	OZ-fl	582	100%	0.045
***	Onion, red	1/25 lb.	Bag	10.39	OZ-wt	400	91%	0.029
***	Onions, yellow	1/50 lb.	Bag	12.77	OZ-wt	800	91%	0.018
**	Oranges, fancy fresh	1/88 ct.	Case	22.11	EA	88	100%	0.251
*	Panko crumbs	25 lb.	Bag	28.66	OZ-fl	1143	100%	0.025
**	Pepper, black ground	1/5 lb.	Each	39.29	OZ-fl	168	100%	0.233
*	Pepper, chipotle in adobo sauce	24/7 oz.	Case	39.26	OZ-wt	168	100%	0.234
**	Pepper, jalapeno fresh	1/5 lb. avg.	Case	8.98	OZ-wt	80	76%	0.148
*	Pepper, red bell	1/5 lb. avg.	Case	14.30	OZ-wt	80	85%	0.210
*	Rock fish, fresh filet	1/5 lb. avg.	LB	6.40	OZ-wt	16	90%	0.444
***	Salt, sea fine	12/26 oz.	Case	37.71	OZ-fl	293	100%	0.129
*	Taco shells, fried	200 ct.	Case	42.56	EA	200	100%	0.213
**	Tomato, Roma	1/25 lb.	Case	42.76	OZ-wt	400	94%	0.114
**	Tortilla, flour pressed 10"	12/12 ct.	Case	28.13	EA	144	100%	0.195

*Baja Style Fish Tacos **Ranchero Breakfast Burrito ***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, medium, yield about 5.5 ozs. each or 1 cup diced.
- Cilantro chopped, weighs 1.5 ozs. per cup.
- Mangos yield about 69% cleaned and cubed.
- Panko crumbs weigh about 2.8 ozs. per cup.
- Pepper, jalapeno fresh, yield about 76% when cleaned and stemmed.
- Salt, sea weighs 0.534 oz. per Tbsp.
- Sour Cream weighs 8.54 ozs. per cup.

STEP TWO: PREP STAGES

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

BAJA STYLE FISH TACOS

National Onion Association			Recipe Cost			
Fish Prep for Tacos			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Rock fish, fresh filet	8 lbs.	1. Using small pliers, remove any remaining <i>pin</i> bones in the filets. 2. Cut the filets into strips, approximately 2 ozs. each. 3. Place the eggs and milk in a medium mixing bowl and blend well with a wire whisk. 4. Thoroughly blend the flours and place them in a #200 half pan. 5. Prior to service, place the filet strips in the egg wash mixture. 6. Remove by hand, draining thoroughly. Dredge the filets in the flour mixture and place in a #400 half pan. Use waxed paper between the layers. 7. Refrigerate for service, fry to order.	OZ-wt	128	0.444	\$ 56.89
Egg, shell large	6 ea.		EA	6	0.153	\$ 0.92
Milk, 2%	3 cups		OZ-fl	24	0.031	\$ 0.74
Flour, seasoned	2 cups		OZ-fl	16	0.100	\$ 1.60
Panko crumbs	2 cups		OZ-fl	16	0.025	\$ 0.40
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Ounce scale, measuring cup, small pliers, French knife, medium mixing bowl, wire whisk, #200 half pan, #400 half pan and waxed paper-gloves. STATION: Prep cook YIELD: About 28-4 oz. portions SHELF LIFE: 1 day			Total		\$ 60.55	
			RU		EA	
			# of RU		28	
			RU Cost		\$ 2.16	

CHEF'S NOTE: When breading larger amounts of product, use the dry hand/wet hand method. Handle the fish with one hand and complete the flour step with the other, wear gloves.

National Onion Association			Recipe Cost			
Onion Mango Salsa			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Onion, red	1 lb. trimmed and peeled	1. Split the onion from top to bottom. Slice in thin slices with the grain. 2. Place the onions in a medium saute pan and coat evenly with extra-virgin olive oil. 3. Place the coated onions in a 425° oven for 8-10 minutes or until soft but not browned. 4. Remove from the oven and cool to room temperature. 5. Combine the onions, mango, bell peppers, cilantro and lime juice in a large mixing bowl. 6. Toss by hand and refrigerate for service.	OZ-wt	16	0.029	\$ 0.46
Mango, fresh yellow	1 lb. mango chopped		OZ-wt	16	0.096	\$ 1.54
Pepper, red bell	6 ozs. finely sliced		OZ-wt	6	0.210	\$ 1.26
Cilantro, bunch fresh	1 oz. chopped		OZ-wt	1	1.225	\$ 1.23
Juice, lime pasteurized	¼ cup		OZ-fl	2	0.116	\$ 0.23
Oil, salad canola	1 fl. oz.		OZ-fl	1	0.045	\$ 0.05
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
TOOLS/EQUIP.: Ounce scale, measuring cup, French knife, medium saute pan and large mixing bowl. STATION: Line cook YIELD: About 20-2 oz. portions SHELF LIFE: 2 days			Total		\$ 4.76	
			RU		EA	
			# of RU		20	
			RU Cost		\$ 0.24	

CHEF'S NOTE: This is a good basic salsa, but you might want to consider adding a bit more lime juice.

STEP TWO: PREP STAGES

RANCHERO BREAKFAST BURRITO

National Onion Association			Recipe Cost			
Ranchero Burrito Filling			RU	Cost		
INGREDIENTS	MEASURE	PROCEDURE	# of RU	RU Cost		
Onions, yellow	1-½ lbs. medium dice	1. Heat the olive oil in a large saute pan or medium rondo. 2. Add the onions and lightly saute until transparent, stir often with a heat-proof spatula. 3. Using a wire whisk, blend the whole eggs and egg whites thoroughly in a mixing bowl. 4. Reduce the heat and blend in the egg mixture. 5. Add the chopped tomatoes and continue to cook until the egg mix thickens slightly. 6. Blend in the sour cream, then add the cilantro and pepper. 7. Finish cooking and remove to hot holding for service.	OZ-wt	24	0.018	\$ 0.42
Oil, Olive extra-virgin	¼ cup		OZ-fl	2	0.201	\$ 0.40
Egg, shell large	12 ea.		EA	12	0.153	\$ 1.84
Egg, shell large	12 ea. whites only		EA	12	0.153	\$ 1.84
Tomato, Roma	18 ozs. seeded and chopped		OZ-wt	18	0.114	\$ 2.05
Cilantro, bunch fresh	1 oz. finely chopped		OZ-wt	1	1.225	\$ 1.23
Pepper, black ground	1 tsp.		OZ-fl	0.16	0.233	\$ 0.04
Cream, sour cultured	1 cup	OZ-fl	8	0.084	\$ 0.68	
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
TOOLS/EQUIP.: Ounce scale, cup measure, measuring spoons, French knife, large saute pan/medium rondo, mixing bowl, wire whisk and heat-proof spatula.			Total		\$ 8.49	
STATION: Line cook			RU		EA	
YIELD: About 14 portions			# of RU		14	
SHELF LIFE: 1 shift			RU Cost		\$ 0.61	

CHEF'S NOTE: Step #6 is optional, however, the sour cream keeps the mixture softer longer and enhances the appearance if you're hot holding. The 12 egg whites are also optional and whole eggs can be used. If you use whites only, then use fat-free sour cream.

National Onion Association			Recipe Cost			
Fresh Mango Salsa			RU	Cost		
INGREDIENTS	MEASURE	PROCEDURE	# of RU	RU Cost		
Mango, fresh yellow	1-¼ lb. cleaned	1. Medium dice the mango and place in a stainless steel mixing bowl. 2. Dice the onions and add them to the bowl. 3. Zest the oranges and set aside. 4. Using a citrus juicer, juice the orange halves and add the zest and juice to the salsa. 5. Add the orange juice, as necessary, to create the desired moisture level. 6. Add the finely chopped jalapenos and allow to stand for 30 minutes. Season to taste and refrigerate for service.	OZ-wt	20	0.096	\$ 1.93
Onions, yellow	4 ozs. finely diced		OZ-wt	4	0.018	\$ 0.07
Oranges, fancy fresh	2 ea.		EA	2	0.251	\$ 0.50
Pepper, jalapeno fresh	1 oz. seeded and chopped		OZ-wt	1	0.148	\$ 0.15
Juice, orange pasteurized	¼ cup		OZ-fl	2	0.059	\$ 0.12
					-	\$ -
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
TOOLS/EQUIP.: Ounce scale, cup measure, French knife, paring knife, stainless steel mixing bowl, citrus zester/grater and juicer.			Total		\$ 2.77	
STATION: Pantry			RU		EA	
YIELD: About 12 portions			# of RU		12	
SHELF LIFE: 2 days			RU Cost		\$ 0.23	

CHEF'S NOTE: Depending on the application, you might want to add cilantro, basil or finely chopped ginger to this base. Depending on availability, you can substitute fresh peaches for the mango.

