

# 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:

### Crusty Caramelized Onion Polenta and Paella Shrimp Salad with Roasted Onions

This month's article features menu items from the National Onion Association; more information is available at <https://www.onions-usa.org>. Tom Bruce of Central Coast Food & Beverage worked with the National Onion Association to create 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](http://www.RestaurantOwner.com/recipe.htm).

## CRUSTY CARAMELIZED ONION POLENTA

6	oz.	Roasted Polenta
0.5	oz.	Parmesan cheese
4	fl. oz.	Basic Marinara
3	oz.	Carmelized onions
3	oz.	Zucchini
0.5	fl. oz.	Olive oil
0.1	oz.	Sea salt

### LINE COOK INSTRUCTIONS:

1. Top polenta wedges with grated Parmesan and place in a hot oven to crisp and brown.
2. Place the marinara on a heated plate and shingle the wedges across the sauce.
3. Top with caramelized onion and finish with sautéed zucchini.



## PAELLA SHRIMP SALAD WITH ROASTED ONIONS

6	fl. oz.	Rice Prep for Paella
4	ea.	Shrimp Prep for Paella
3	ea.	Green lettuce crowns
2	oz.	Baby green lettuce
3	oz.	Roma tomatoes
1	oz.	Green bell pepper
1	oz.	Persian cucumber
2	oz.	Artichoke hearts
2	oz.	Roasted onions
3	fl. oz.	Castilian Dressing

### LINE COOK INSTRUCTIONS:

1. Grill or pan sear the marinated shrimp, taking care not to overcook.
2. Line a chilled salad plate with green lettuce and position the Paella rice slightly off center.
3. Ring the rice with mixed greens and top with tomatoes, cucumber and bell pepper.
4. Top the rice with warm shrimp and arrange the artichoke hearts.
5. Drizzle with Castilian Dressing for service.



From soups and sandwiches to appetizers and salads, onions add layers of flavor, color and texture to menu items. A recent menu survey showed that onions are the most frequently mentioned vegetable on today's menus. More than 92 percent of all foodservice operations include onions on their menus.\*

With a little effort, onions add value as well. In the menu survey, entrée items that included caramelized onions averaged \$1.80 more per item than onion menued without a noted preparation method.\*

\*Source: Datassential Menu Trends™ Onion Study, July 2010

- Onions 3-2-1. Onions are the third-largest fresh vegetable crop in the United States, the second-most consumed vegetable in the world, and the most widely traded raw vegetable on the globe.
- Store onions in a cool, dry ventilated place. Lack of air movement reduces storage life.
- Onions come in three colors: yellow, red and white. About

- 85 percent of the onions produced in the United States are yellow, with about 10 percent red onions and 5 percent white onions.
- With only 45 calories per serving (one medium onion), onions are sodium-, fat- and cholesterol-free. They are a good source of Vitamin C, dietary fiber and have Vitamin B6, calcium, iron, potassium, selenium and zinc.

# 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
** Artichoke heart, marinated	1/3-kilo	Jar	11.53	OZ-wt	105.6	60%	0.182
*** Broth, chicken	12/49-oz.	Case	28.78	OZ-fl	588	100%	0.049
* Cheese, Parmesan grated	1/5-lb.	Bag	19.73	OZ-wt	80	100%	0.247
** Cucumber, Persian	1/5-lb.	Case	9.84	OZ-wt	80	65%	0.189
*** Garlic, peeled	1/5-lb.	Jar	14.38	OZ-wt	80	100%	0.180
** Lettuce, baby greens	1/3-lb.	Case	20.21	OZ-wt	48	100%	0.421
** Lettuce, green leaf crowns	1/10-lb.	Case	18.16	EA	210	100%	0.086
*** Milk, whole	2/1-gal.	Case	7.42	OZ-fl	256	100%	0.029
*** Oil, olive extra-virgin	1/1-gal.	Each	30.10	OZ-fl	128	100%	0.235
** Onion, red jumbo	1/5-lb.	Bag	6.35	OZ-wt	80	91%	0.087
* Onion, yellow jumbo	1/10-lb.	Case	5.65	OZ-wt	160	91%	0.039
** Pepper, black coarse ground	1/1-lb.	Case	12.91	OZ-wt	16	100%	0.807
** Pepper, green bell	1/5-lb.	Case	10.33	OZ-wt	80	81%	0.159
* Polenta, corn meal yellow	1/25-lb.	Case	23.70	OZ-fl	712	100%	0.033
** Rice, long grain white	1/25-lb.	Bag	30.07	OZ-fl	500	100%	0.060
* Rosemary, bunch fresh	1/1-lb.	LB	8.50	OZ-fl	95.2	100%	0.089
*** Salt, sea	6/40-oz.	Case	30.43	OZ-wt	240	100%	0.127
** Shrimp, 16-20 domestic	2/5-lb.	Case	74.88	EA	180	100%	0.416
* Spice, marjoram	1/3-oz.	Each	15.82	OZ-fl	8.88	100%	1.782
** Spice, saffron threads	1/1-oz.	Jar	59.04	OZ-wt	1	100%	59.040
** Spice, turmeric	1/16-oz.	Each	13.12	OZ-fl	29.92	100%	0.439
** Sugar, granulated cane	1/25-lb.	Bag	14.79	OZ-wt	400	100%	0.037
** Tarragon, bunch fresh	1/6-ct.	Case	8.98	EA	6	100%	1.497
** Tomato, Roma fresh	1/25-lb.	Case	26.13	OZ-wt	400	98%	0.067
* Tomatoes, chunk in sauce	6/#10-can	Case	27.64	EA	6	100%	4.607
** Vinegar, white wine	1/1-gal.	Each	4.97	OZ-fl	128	100%	0.039
** Wine, white	12/750-ml.	Case	75.60	OZ-fl	304.2	100%	0.249
* Zucchini, medium fresh	1/5-lb.	Case	10.94	OZ-wt	80	97%	0.141

\*Crusty Caramelized Onion Polenta \*\*Paella Shrimp Salad with Roasted Onions \*\*\* 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:

- **Marinated artichoke hearts yield 60 percent when drained.**
- **Persian cucumbers yield 65 percent after cleaning and seeding.**
- **Polenta weighs 4.5 oz. per cup.**
- **Rice weighs 6.4 oz. per cup.**
- **Fresh rosemary weighs 0.084 oz. per Tbsn.**
- **Ground marjoram weighs 0.169 oz. per Tbsn.**
- **Turmeric powder weighs 0.267 oz. per Tbsn.**

# STEP TWO: PREP STAGES

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

## CRUSTY CARAMELIZED ONION POLENTA

National Onion Association - Recipe Card			Batch
Roasted Polenta			
INGREDIENTS	MEASURE	PROCEDURE	
Polenta, corn meal yellow	2 cups	1. Combine chicken broth, milk and salt in medium saucepan. 2. Bring to a simmer over medium heat, stirring frequently. 3. Add the polenta to the simmering liquid, whisking constantly. 4. Return to a simmer and place over indirect heat. Continue cooking for about 20 minutes or until thickened. 5. Whisk in the Parmesan and allow it to incorporate. Blend in the rosemary, marjoram and caramelized onions. 6. Remove to a #200 pan and allow to cool. 7. Cut the cooled polenta into triangles and hold at room temperature for service. Refrigerate the polenta if it will be held for more than 2 hours.	
Broth, chicken	4 cups		
Milk, whole	4 cups		
Cheese, Parmesan grated	½ lb.		
Salt, sea	1 oz.		
Rosemary, bunch fresh	1 Tbsn.		
Spice, marjoram	1 Tbsn.		
Caramelized onions	1 lb.		
<b>TOOLS/EQUIP.:</b> Ounce scale, measuring cup, medium saucepan, wire whisk and #200 pan.			
<b>STATION:</b> Prep cook <b>YIELD:</b> About 16 6-oz. portions <b>SHELF LIFE:</b> 2 days			

Recipe Cost			
RU	# of RU	RU Cost	Cost
OZ-fl	16	0.033	\$ 0.53
OZ-fl	32	0.049	\$ 1.57
OZ-fl	32	0.029	\$ 0.93
OZ-wt	8	0.247	\$ 1.97
OZ-wt	1	0.127	\$ 0.13
OZ-fl	0.5	0.089	\$ 0.04
OZ-fl	0.5	1.782	\$ 0.89
OZ-wt	16	0.045	\$ 0.73
		-	\$ -
		-	\$ -
		-	\$ -
		-	\$ -
<b>Total</b>			\$ 6.79
<b>RU</b>		OZ-wt	
<b># of RU</b>		100	
<b>RU Cost</b>		\$ 0.07	

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

National Onion Association - Recipe Card			Batch
Basic Marinara			
INGREDIENTS	MEASURE	PROCEDURE	
Tomatoes, chunk in sauce	1 can	1. Heat the olive oil in a medium saucepan. Add the onions and garlic and sweat over medium heat until transparent. 2. Add the tomatoes and simmer for 10-15 minutes. 3. Add the rosemary and remove from the heat. 4. Allow the sauce to stand for a few minutes and then salt to taste. 5. Remove to hot holding for service.	
Milk, whole	¼ cup		
Garlic, peeled	2 ozs. chopped		
Onion, yellow jumbo	6 ozs. diced		
Rosemary, bunch fresh	2 tsp. finely cut		
Salt, sea	1 oz.		
<b>TOOLS/EQUIP.:</b> Ounce scale, measuring cup, measuring spoons, medium saucepot and stainless steel service spoon.			
<b>STATION:</b> Line cook <b>YIELD:</b> About 26 4-oz. portions <b>SHELF LIFE:</b> 1 day			

Recipe Cost			
RU	# of RU	RU Cost	Cost
EA	1	4.607	\$ 4.61
OZ-fl	2	0.029	\$ 0.06
OZ-wt	2	0.180	\$ 0.36
OZ-wt	6	0.039	\$ 0.23
OZ-fl	0.3	0.089	\$ 0.03
OZ-wt	1	0.127	\$ 0.13
		-	\$ -
		-	\$ -
		-	\$ -
		-	\$ -
		-	\$ -
		-	\$ -
<b>Total</b>			\$ 5.41
<b>RU</b>		OZ-fl	
<b># of RU</b>		106	
<b>RU Cost</b>		\$ 0.05	

**CHEF'S NOTE:** Always use a quality vine-ripened product to create a fresh flavor profile and minimize cooking time. This is a great versatile basic sauce.



## STEP TWO: PREP STAGES CONTINUED

### PAELLA SHRIMP SALAD WITH ROASTED ONIONS

National Onion Association - Recipe Card Castilian Dressing			Recipe Cost			
		Batch	RU	# of RU	RU Cost	Cost
INGREDIENTS	MEASURE	PROCEDURE				
Vinegar, white wine	2 cups	1. Combine the vinegar, tarragon and garlic in a commercial blender. Blend lightly to mix. 2. Add the sugar and continue to blend on low. 3. When thoroughly incorporated increase to medium speed and drizzle in the olive oil to form an emulsion. 4. Allow to stand in the blender for a few minutes then add salt and pepper to taste. 5. Refrigerate for service.	OZ-fl	16	0.039	\$ 0.62
Sugar, granulated cane	7 ozs.		OZ-wt	7	0.037	\$ 0.26
Tarragon, bunch fresh	2 bunches finely chopped		EA	2	1.497	\$ 2.99
Garlic, peeled	3 ozs. finely chopped		OZ-wt	3	0.180	\$ 0.54
Salt, sea	½ oz.		OZ-wt	0.5	0.127	\$ 0.06
Pepper, black coarse ground	½ oz.	OZ-wt	0.5	0.807	\$ 0.40	
Oil, olive extra-virgin	4 cups	OZ-fl	32	0.235	\$ 7.53	
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
<b>TOOLS/EQUIP.:</b> Ounce scale, measuring cups, commercial blender and French knife.			<b>Total</b>		\$	12.40
<b>STATION:</b>	Pantry		<b>RU</b>		OZ-fl	
<b>YIELD:</b>	About 30 2-oz. portions		<b># of RU</b>			60
<b>SHELF LIFE:</b>	3 days		<b>RU Cost</b>		\$	0.21

## 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: Crusty Caramelized Onion Polenta Item Description: Crusty polenta served with housemade marinara and sauteed zucchini.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
OZ-wt	6	Roasted Polenta	0.07	0.41
OZ-wt	0.5	Cheese, Parmesan grated	0.25	0.12
OZ-fl	4	Basic Marinara	0.05	0.20
OZ-wt	3	Caramelized onions	0.05	0.14
OZ-wt	3	Zucchini, medium fresh	0.14	0.42
OZ-fl	0.5	Oil, olive extra-virgin	0.24	0.12
OZ-wt	0.1	Salt, sea	0.13	0.01
			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
			<b>Total Cost</b>	1.77
			<b>Menu Price</b>	11.00
			<b>Gross Profit</b>	9.23
			<b>Food Cost %</b>	16.13%

Menu Item: Paella Shrimp Salad with Roasted Onions Item Description: Warm grilled shrimp with saffron-infused rice, greens, tomatoes, artichokes and Castilian dressing.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
OZ-fl	6	Rice Prep for Paella	0.11	0.65
EA	4	Shrimp Prep for Paella	0.45	1.80
EA	3	Lettuce, green leaf crowns	0.09	0.26
OZ-wt	2	Lettuce, baby greens	0.42	0.84
OZ-wt	3	Tomato, Roma fresh	0.07	0.20
OZ-wt	1	Pepper, green bell	0.16	0.16
OZ-wt	1	Cucumber, Persian	0.19	0.19
OZ-wt	2	Artichoke heart, marinated	0.18	0.36
OZ-wt	2	Roasted onions	0.11	0.22
			0.00	0.00
OZ-fl	3	Castilian Dressing	0.21	0.62
			0.00	0.00
			0.00	0.00
			0.00	0.00
EA	1	Plate cost (Q-cost)	0.35	0.35
			<b>Total Cost</b>	5.65
			<b>Menu Price</b>	17.00
			<b>Gross Profit</b>	11.35
			<b>Food Cost %</b>	33.25%