

# 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:

### Braised Short Rib and White Bean Chili Verde

This month's article features menu items created by Tom Bruce of Central Coast Food & Beverage in Capitola, California. Tom worked with one of his clients in Chicago to create these recipes.



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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).

## BRAISED SHORT RIBS

- 1 ea. Parmesan Polenta
- 1 ea. Short Rib Prep
- 1 ea. Short Rib Pan Sauce

### LINE COOK INSTRUCTIONS:

1. Plate the polenta portion to one side of a pasta bowl, place the cooked rib on the other side.
2. Top with the finished pan sauce for service.



## WHITE BEAN CHILI VERDE

- 1 ea. White Bean Chili Verde
- 4 oz. Fresh chicken
- 1 oz. Sour cream
- 1 oz. Pico de gallo
- 0.16 fl. oz. Cilantro
- 0.5 ea. Torta roll
- 0.25 oz. Salted butter
- 0.16 fl. oz. Granulated garlic

### LINE COOK INSTRUCTIONS:

1. Split the torta roll and place under the salamander to toast lightly.
2. While toasting, place one portion of chili in a medium saucepan, add the chicken portion, and heat over low heat.
3. Remove the bread, lightly butter and sprinkle with granulated garlic. Place back in the salamander to finish.
4. Plate the chili in a pasta/soup bowl and garnish with pico de gallo, sour cream and garlic toast.
5. Sprinkle liberally with cilantro for service.



# STEP ONE: INVENTORY MASTER

Item Description	Case Pack/Size	(PU)		Recipe Cost Unit (RU)			
		U/M	Current Price	U/M	# RU per PU	Yield %	Cost
** Beans, small white dried	1/20-lb.	Case	29.63	OZ-fl	352	100%	0.084
* Beef, bone neck	1/30-lb. avg.	LB	1.48	OZ-wt	16	100%	0.093
* Beef, short ribs bone-in	1/20-ea.	LB	4.70	OZ-wt	16	100%	0.294
*** Broth, chicken	12/49-oz.	Case	42.33	OZ-fl	588	100%	0.072
** Butter, solid salted	30/1-lb.	Case	101.34	OZ-wt	480	100%	0.211
* Cheese, Parmesan grated	4/5-lb.	Case	67.53	OZ-wt	320	100%	0.211
** Chicken, fresh whole	1/3.5-lb. avg.	LB	1.20	OZ-wt	16	28%	0.268
** Cilantro, cleaned and washed	4/1-lb.	Case	22.81	OZ-fl	1143.04	100%	0.020
** Cream, sour grade A	2/5-lb.	Case	17.80	OZ-wt	160	100%	0.111
* Flour, all-purpose	1/25-lb.	Bag	9.68	OZ-fl	696	100%	0.014
*** Garlic, granulated	3/7.25-lb.	Case	83.70	OZ-fl	462.84	100%	0.181
*** Garlic, whole peeled	1/5-lb.	Each	21.95	OZ-wt	80	100%	0.274
* Milk, whole	1/6-gal.	Case	24.93	OZ-fl	768	100%	0.032
* Mushrooms, brown	1/10-lb.	Case	26.50	OZ-wt	160	100%	0.166
* Oil, olive extra-virgin	1/1-gal.	Each	91.94	OZ-fl	128	100%	0.718
* Onion, pearl white frozen	1/30-lb.	Case	54.01	OZ-wt	480	100%	0.113
*** Onion, yellow jumbo fresh	1/10-lb.	Case	9.74	OZ-wt	160	92%	0.066
* Pepper, black ground	3/5-lb.	Case	39.89	OZ-fl	504	100%	0.079
** Pepper, Ortega chili green diced	12/26-oz.	Case	55.39	OZ-wt	312	100%	0.178
* Polenta, corn meal yellow	1/25-lb.	Case	24.61	OZ-fl	712	100%	0.035
* Pork, bone neck	1/30-lb. avg.	LB	1.56	OZ-wt	16	100%	0.097
** Roll, torta	48/4.5-oz.	Case	26.73	EA	48	100%	0.557
** Salsa, pico de gallo fresh	1/5-lb.	Each	29.76	OZ-wt	80	100%	0.372
** Salsa, verde fresh	3/4-lb.	Case	27.27	OZ-wt	192	100%	0.142
** Sauce, hot	1/1-gal.	Each	13.20	OZ-fl	128	100%	0.103
*** Salt, sea crystals	12/8.5-oz.	Case	69.65	OZ-fl	95.88	100%	0.726
* Thyme, leaves whole	3/27.5-oz.	Case	41.16	OZ-wt	82.5	100%	0.499
* Tomato, paste fancy	24/12-oz.	Case	41.80	OZ-wt	288	100%	0.145
* Tomato, Roma fresh	1/25-lb.	Case	18.68	OZ-wt	400	91%	0.051
* Wine, red	12/750-ml.	Case	56.60	OZ-fl	304	100%	0.186

\*Braised Short Ribs \*\*White Bean Chili Verde \*\*\* 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 oz. per cup.
- Cilantro weighs 0.028 oz. per Tbsn.
- Granulated garlic weighs 0.376 oz. per Tbsn.
- Ground black pepper weighs 0.238 oz. per Tbsn.
- Polenta weighs 4.5 oz. per cup.
- Sea salt weighs 0.534 oz. per Tbsn.
- Small white beans weigh 7.3 oz. per cup.
- Whole chickens yield an average of 28% after cooking and pulling.

# STEP TWO: PREP STAGES

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

## BRAISED SHORT RIBS

Central Coast Food & Beverage			Recipe Cost			
Parmesan Polenta			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Polenta, corn meal yellow	4 cups	1. Place a large, heavy-bottomed saucepot over a medium burner. 2. Add the liquid ingredients and bring to a simmer, stirring often with a wire whisk. 3. When the liquids begin to simmer, slowly whisk in the polenta. Continue stirring until it begins to thicken. 4. If possible, move to indirect heat such as a griddle top and continue cooking. 5. Stir the mixture until it thickens; you may want to change to a stainless steel service spoon. 6. When the mixture is fully tightened, whisk in the cheese and salt. Return to a simmer, taste and adjust salt if necessary. 7. Remove to the hot line for service.	OZ-fl	32	0.035	\$ 1.11
Milk, whole	4 cups		OZ-fl	32	0.032	\$ 1.04
Broth, chicken	4 cups		OZ-fl	32	0.072	\$ 2.30
Water	8 cups		0	64	-	\$ -
Salt, sea crystals	2 Tbsn.		OZ-fl	1	0.726	\$ 0.73
Cheese, Parmesan grated	8 ozs.		OZ-wt	8	0.211	\$ 1.69
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
<b>TOOLS/EQUIP.:</b> Ounce scale, measuring cups, measuring spoons, large saucepot, wire whisk and stainless steel service spoon. <b>STATION:</b> Prep cook <b>YIELD:</b> About 27 ¾-cup portions <b>SHELF LIFE:</b> 1 shift			<b>Total</b>		\$ 6.86	
			<b>RU</b>		EA	
			<b># of RU</b>		27	
			<b>RU Cost</b>		\$ 0.25	

**CHEF'S NOTE:** Leftover polenta can be repurposed in a number of creative ways. Place a single layer into a baking pan and bake for 20 minutes at 350°. Cool and cut into triangles to fry as a side or appetizer.

Central Coast Food & Beverage			Recipe Cost			
Braising Stock			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Beef, bone neck	5 lbs.	1. Spread the bones evenly in a single layer in a large roasting pan. 2. Place the pan in 350° convection oven and roast until the top of the bones have browned. 3. Using a metal paddle, stir the bones and continue to roast. 4. After browning, add the onions and garlic and turn a third time. Continue cooking. 5. When the onions have softened, add the tomato paste and layer the flour over the bones evenly. 6. Roast for 20 minutes, or until the flour has browned, stir once again and continue to cook another few minutes. 7. Remove and allow to cool slightly before placing into a heavy stockpot with a spigot. 8. Place on a lowered stockpot burner and add the water. Heat to a simmer. 9. Continue to cook the bones for 6-8 hours at a low simmer. 10. Drain the stock into a food-grade container using a fine mesh strainer. Cool and refrigerate for service. After cooling, excess fats will have congealed on the top and can be easily removed.	OZ-wt	80	0.093	\$ 7.40
Pork, bone neck	5 lbs.		OZ-wt	80	0.097	\$ 7.79
Onion, yellow jumbo fresh	1 lb. coarsely cut		OZ-wt	16	0.066	\$ 1.06
Garlic, whole peeled	6 ozs.		OZ-wt	6	0.274	\$ 1.65
Flour, all-purpose	1 cup		OZ-fl	8	0.014	\$ 0.11
Tomato, paste fancy	5 ozs.		OZ-wt	5	0.145	\$ 0.73
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
<b>TOOLS/EQUIP.:</b> Pound scale, ounce scale, measuring cup, quart measure, roasting pan, stainless steel paddle, stockpot with spigot, fine mesh strainer and food-grade container. <b>STATION:</b> Prep cook <b>YIELD:</b> About 30 cups of stock <b>SHELF LIFE:</b> 5 days			<b>Total</b>		\$ 18.73	
			<b>RU</b>		OZ-fl	
			<b># of RU</b>		240	
			<b>RU Cost</b>		\$ 0.08	

**CHEF'S NOTE:** Adding the flour will slightly thicken the stock during the cooking process. Add additional water as necessary.

# STEP TWO: PREP STAGES

## BRAISED SHORT RIBS

Central Coast Food & Beverage			Recipe Cost			
Short Rib Prep			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Beef, short ribs bone-in	10 ea.	1. Season the bone-in rib portions with salt, pepper and granulated garlic evenly on the three non-bone sides. Allow to stand for 20 minutes so the seasonings adhere. 2. Heat a rondo to medium-high heat and add the oil. 3. When the pan is hot, place the ribs in the oil meat-side down and brown. Turn and brown again, then repeat a third time. 4. Remove the ribs from the pan and set aside. Add the flour (if necessary) and reduce the heat. Whisk the oil and flour mixture with a medium wire whisk until thoroughly blended. 5. Continue to cook until lightly browned. 6. Add heated braising stock and whisk until the roux lightly binds the sauce. 7. Add the red wine and return to a simmer. Continue to cook, whisking often. 8. Place the short ribs back in the sauce and place in a 350° still oven. Cook the ribs for 2-3 hours stirring occasionally. The ribs are done when the bones slip out easily. 9. Place the ribs in a #200 full pan, cover and place in the steamtable for service. 10. Bring the sauce to a boil and reduce slightly, skimming any fats from the pot. 11. Adjust seasonings and remove to the steamtable for service.	OZ-wt	150	0.294	\$ 44.06
Garlic, granulated	2 Tbsn.		OZ-fl	1	0.181	\$ 0.18
Salt, sea crystals	3 Tbsn.		OZ-fl	1.5	0.726	\$ 1.09
Pepper, black ground	1 Tbsn.		OZ-fl	0.5	0.079	\$ 0.04
Oil, olive extra-virgin	¼ cup		OZ-fl	6	0.718	\$ 4.31
Wine, red	1½ cups		OZ-fl	12	0.186	\$ 2.23
Braising Stock	12 cups		OZ-fl	96	0.078	\$ 7.49
Salt, sea crystals	1 Tbsn.		OZ-fl	0.5	0.726	\$ 0.36
Thyme, leaves whole	½ oz.		OZ-wt	0.5	0.499	\$ 0.25
Flour, all-purpose	½ cup		OZ-fl	4	0.014	\$ 0.06
					-	\$ -
				-	\$ -	
				-	\$ -	
				-	\$ -	
<b>TOOLS/EQUIP.:</b> Ounce scale, measuring spoons, measuring cups, rondo or braising pan, wire whisk, #200 full pan with cover and medium saucepot.			<b>Total</b>		\$	60.08
<b>STATION:</b> Sous-chef			<b>RU</b>			EA
<b>YIELD:</b> 10 portions			<b># of RU</b>			10
<b>SHELF LIFE:</b> 2 days			<b>RU Cost</b>		\$	6.01

**CHEF'S NOTE:** A single menu item may have several "subrecipes," and a recipe card should be created for each step. The finished product will appear fresher if the final sauce is made to order.

Central Coast Food & Beverage			Recipe Cost			
Short Rib Pan Sauce			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Short rib sauce	3 ozs.	1. Heat the oil in a medium sauté pan until hot. 2. Add the onions and mushrooms, slightly caramelize the onions and cook the mushrooms. 3. Add the sauce from the short ribs and reduce slightly. 4. Add the tomatoes at the last moment, toss, and plate the rib.	OZ-fl	3	-	\$ -
Oil, olive extra-virgin	1 Tbsn.		OZ-fl	0.5	0.718	\$ 0.36
Onion, pearl white frozen	1½ oz. defrosted		OZ-wt	1.5	0.113	\$ 0.17
Mushrooms, brown	1 oz. quartered		OZ-wt	1	0.166	\$ 0.17
Tomato, Roma fresh	1½ oz. diced		OZ-wt	1.5	0.051	\$ 0.08
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
<b>TOOLS/EQUIP.:</b> Ounce scale, measuring spoons and sauté pan.			<b>Total</b>		\$	0.77
<b>STATION:</b> Line cook			<b>RU</b>			EA
<b>YIELD:</b> 1 portion			<b># of RU</b>			1
<b>SHELF LIFE:</b> 1 shift			<b>RU Cost</b>		\$	0.77

**CHEF'S NOTE:** You can add additional red wine in the last step but be sure to burn off the alcohol.

## STEP TWO: PREP STAGES CONTINUED

### WHITE BEAN CHILI VERDE

Central Coast Food & Beverage			White Bean Chili Verde		Batch	
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Beans, small white dried	7 cups	1. Place beans in a medium food-grade container, add water, cover and refrigerate overnight. 2. Strain the beans in a medium colander to drain the excess water. 3. Place the pre-soaked beans in large saucepot and add all remaining ingredients except the salt. 4. Bring to a simmer and continue to cook over low heat for about one hour or until just soft. Don't overcook, as the chili will continue to cook in hot holding. 5. Adjust seasonings as necessary and hold on the hot line for service.	OZ-fl	56	0.084	\$ 4.71
Water	2 quarts		0	64	-	\$ -
Broth, chicken	7 cups		OZ-fl	56	0.072	\$ 4.03
Water	7 cups		0	56	-	\$ -
Onion, yellow jumbo fresh	12 ozs. medium dice		OZ-wt	12	0.066	\$ 0.79
Garlic, whole peeled	4 ozs. finely chopped		OZ-wt	4	0.274	\$ 1.10
Salt, sea crystals	2 Tbsn.		OZ-fl	1	0.726	\$ 0.73
Salsa, verde fresh	12 ozs.		OZ-wt	12	0.142	\$ 1.70
Pepper, Ortega chili green diced	½ can		OZ-wt	13	0.178	\$ 2.31
Sauce, hot	½ cup		OZ-fl	4	0.103	\$ 0.41
				-	\$ -	
				-	\$ -	
<b>TOOLS/EQUIP.:</b> Ounce scale, measuring cups, food-grade container with lid, colander, and medium saucepot.			<b>Total</b>		\$	15.79
<b>STATION:</b> Prep cook			<b>RU</b>			EA
<b>YIELD:</b> About 26 1-cup portions			<b># of RU</b>			26
<b>SHELF LIFE:</b> 3 days			<b>RU Cost</b>		\$	0.61

**CHEF'S NOTE:** The first time you make this you may want to reduce the hot sauce, Ortegas and salsa verde as they vary widely. Adjust the seasonings as necessary when done. We added the chicken as a final step on the hot line to avoid breaking it up during holding and ensure the portions were correct. This is a great dish for using up leftover roasted or smoked chicken.

## 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: Braised Short Rib				
Item Description: Slow cooked with a rich sauce and served with Parmesan Polenta. Finished with mushrooms, pearl onions and fresh tomato.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
EA	1	Parmesan Polenta	0.25	0.25
EA	1	Short Rib Prep	6.01	6.01
EA	1	Short Rib Pan Sauce	0.77	0.77
			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
			0.00	0.00
EA	1	Plate cost (Q-cost)	0.35	0.35
			<b>Total Cost</b>	7.38
			<b>Menu Price</b>	24.00
			<b>Gross Profit</b>	16.62
			<b>Food Cost %</b>	30.76%

Menu Item: White Bean Chili Verde				
Item Description: Roasted chicken, salsa verde, green chilis, sour cream and garlic bread.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
EA	1	White Bean Chili Verde	0.61	0.61
OZ-wt	4	Chicken, fresh whole	0.27	1.07
OZ-wt	1	Cream, sour grade A	0.11	0.11
OZ-wt	1	Salsa, pico de gallo fresh	0.37	0.37
OZ-fl	0.16	Cilantro, cleaned and washed	0.02	0.00
EA	0.5	Roll, torta	0.56	0.28
OZ-wt	0.25	Butter, solid salted	0.21	0.05
OZ-fl	0.16	Garlic, granulated	0.18	0.03
			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>	2.88
			<b>Menu Price</b>	12.00
			<b>Gross Profit</b>	9.12
			<b>Food Cost %</b>	23.96%