

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:

Hearty Southwestern Style Chicken Soup and Red Wine Braised Beef Shank with Parmesan Polenta

This month's article features two dishes under development for a client with a lodge concept in the California Sierras. 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.

HEARTY SOUTHWESTERN STYLE CHICKEN SOUP

4	oz.	Chicken Stock
1	ea.	Southwestern Chicken Soup Blend
4	oz.	Pulled Chicken
1	oz.	Campanella Pasta
0.5	ea.	Fresh Lime
0.1	oz.	Fresh Cilantro

LINE COOK INSTRUCTIONS:

1. Place the chicken stock in a sauté pan and heat.
2. Add the soup blend and bring to a simmer.
3. Add the pulled chicken and pasta, return to a simmer until thoroughly heated.
4. Place in a heated soup bowl or crock, garnish with chopped cilantro and lime wedges for service.



RED WINE BRAISED BEEF SHANK WITH PARMESAN POLENTA

1	ea.	Parmesan Polenta
1	ea.	Red Wine Braised Beef Shank
0.75	oz.	Organic Carrots
0.5	oz.	White Mushrooms
0.5	oz.	Slab Sliced Bacon
0.5	oz.	Fresh Roma Tomato

LINE COOK INSTRUCTIONS:

1. Place 4 ozs. of sauce in a sauté pan and heat.
2. Add the boneless shank and cover, turn once to heat thoroughly.
3. Add the carrots and mushrooms, simmer until cooked.
4. Plate in a large pasta or soup bowl with parmesan polenta to one side.
5. Add the tomato strips and crumbled bacon 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, slab sliced 14-16	1/15-lb.	Box	64.93	OZ-wt	240	50%	0.541
* Bean, black	6/#10-can	Case	24.55	OZ-wt	408	100%	0.060
** Beef, shank, 5"+ cut	1.25-lb. avg	LB	2.70	OZ-wt	16	100%	0.169
** Bones, beef neck	10#	Box	17.50	OZ-wt	160	100%	0.109
* Bones, chicken	20#	Box	19.40	OZ-wt	320	100%	0.061
** Bones, pork neck	1/30-lb.	Box	33.00	OZ-wt	480	100%	0.069
* Carrot, jumbo organic	1/25-lb.	Box	33.39	OZ-wt	400	81%	0.103
** Cheese, parmesan grated	1/5-lb.	Bag	28.69	OZ-wt	80	100%	0.359
* Chicken, split breasts, bone-in	1/20-lb.	Case	28.00	OZ-wt	320	100%	0.088
* Cilantro, fresh herb	12-oz.	Bag	7.35	OZ-wt	12	70%	0.875
* Corn, white fresh	1/48-ct.	Box	49.10	OZ-wt	96	100%	0.511
** Flour, all purpose	1/50-lb.	Bag	15.24	OZ-wt	800	100%	0.019
** Garlic, whole peeled	1/5-lb.	Jar	24.36	OZ-wt	80	100%	0.305
* Lime, fresh	1/48-ct.	Box	13.50	EA	48	100%	0.281
** Milk, 2%	4/1-gal.	Case	14.80	OZ-fl	512	100%	0.029
** Mushroom, white fresh	1/ 10-lb.	Box	20.87	OZ-wt	160	100%	0.130
*** Oil, olive extra-virgin	1/10-ltr.	Box	75.51	OZ-fl	338	100%	0.223
*** Onion, yellow fresh	1/50-lb.	Carton	18.83	OZ-wt	800	91%	0.026
* Pasta, campanelle	1/10-lb.	Box	11.90	OZ-wt	160	270%	0.028
*** Pepper, black table ground	3/5-lb.	Case	66.82	OZ-fl	504	100%	0.133
* Pepper, chili green hatch	1/5-bag	Bag	4.50	OZ-wt	80	88%	0.064
* Pepper, green bell	1/5-lb.	Box	13.80	OZ-wt	80	92%	0.188
** Polenta, corn meal yellow	1/25-lb.	Bag	23.29	OZ-fl	712	100%	0.033
*** Salt, sea fine	12/26-oz.	Case	37.71	OZ-fl	293.28	100%	0.129
** Sauce, Worcestershire	4/ 1- gal.	Case	43.21	OZ-fl	512	100%	0.084
** Tomato, paste	1/ #10-can	Can	7.90	OZ-wt	111	100%	0.071
** Tomato, Roma fresh	1/25-lb.	Box	22.35	OZ-wt	400	93%	0.060
** Wine, red	1/1-liter	Box	7.80	OZ-fl	33.8	100%	0.231

* Hearty Southwestern Style Chicken Soup ** Red Wine Braised Beef Shank *** 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:

- Bacon slab yields 50% after cooking.
- Beef shanks averaged about 20 ozs.
- Black Ground Pepper weighs 0.238 oz. per Tblsn.
- Fresh White Corn yields about 2 ozs. per ear.
- Granulated sugar weighs 7.1 ozs. per cup.
- Olive oil weighs 7.7 oz. per cup.
- Pasta Campanelle yields 270% after cooking.
- Polenta/Corn Meal weighs 4.5 oz. per cup.
- Sea salt weighs 0.534 oz. per Tblsn. .

STEP TWO: PREP STAGES

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

HEARTY SOUTHWESTERN STYLE CHICKEN SOUP

Central Coast Food & Beverage			Recipe Cost			
Chicken Stock		Batch	RU	# of RU	RU Cost	Cost
INGREDIENTS	MEASURE	PROCEDURE				
Bones, chicken	10 lbs.	1. Place the chicken bones in a roasting pan and roast at 350° for 30 minutes or until lightly browned. 2. Transfer the roasted bones to a stockpot and place on the range. 3. Add the onions, garlic, and water. Bring to a simmer. 4. Continue to cook over low heat for 3 hours. Occasionally remove any scum that comes to the top with a ladle. 5. Drain the stock into a saucepot using a medium mesh strainer. If necessary, reduce to about 4 gallons of finished stock. 6. Cool and refrigerate overnight. Remove any fat from the top of the stock before using.	OZ-wt	160	0.061	\$ 9.70
Onion, yellow fresh	1 lb. quartered		OZ-wt	16	0.026	\$ 0.41
Garlic, whole peeled	6 ozs.		OZ-wt	6	0.305	\$ 1.83
Water	5 gals.		OZ-fl	640	-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Ounce scale, pound scale, quart measure, roasting pan, stockpot, saucepot and medium mesh strainer.			Total		\$	11.94
STATION: Prep cook			RU			OZ-fl
YIELD: About 4 gallons or 512 fl. ozs.			# of RU			512
SHELF LIFE: 5 days			RU Cost		\$	0.02

CHEF'S NOTE: Roasting the bones is an extra step but will produce a clear, lightly colored stock without the typical cloudiness. You can also use bones from roasted chicken.

Central Coast Food & Beverage			Recipe Cost			
Southwestern Chicken Soup Blend		Batch	RU	# of RU	RU Cost	Cost
INGREDIENTS	MEASURE	PROCEDURE				
Bean, black	20 ozs. drained and rinsed	1. Place the drained beans in a large mixing bowl. 2. Add the shucked corn to the mix. 3. Blanch and cool the carrots, they should be just fork tender. Cut into random pieces about ½ oz. each. Add to the mix. 4. Dice the green bells. Chop the cleaned and seeded hatch chilis. 5. Combine all ingredients and mix well, add the stock to keep the mixture moist. 6. Remove to refrigerated storage for service.	OZ-wt	20	0.060	\$ 1.20
Corn, white fresh	10 ozs.		OZ-wt	10	0.511	\$ 5.11
Carrot, jumbo organic	20 ozs. drained and rinsed		OZ-wt	20	0.103	\$ 2.06
Pepper, green bell	8 ozs.		OZ-wt	8	0.188	\$ 1.50
Pepper, chili green hatch	2 ozs.		OZ-wt	2	0.064	\$ 0.13
Chicken Stock	2 cups		OZ-fl	16	0.023	\$ 0.37
					-	\$ -
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
TOOLS/EQUIP.: French knife, ounce scale, cup measure, medium mixing bowl and stainless steel service spoon.			Total		\$	10.38
STATION: Prep cook			RU			EA
YIELD: 20-3 oz. portions mixed			# of RU			20
SHELF LIFE: 2 days			RU Cost		\$	0.52

CHEF'S NOTE: Split bone-in breasts will yield about 46% after cooking.

STEP TWO: PREP STAGES

RED WINE BRAISED BEEF SHANK WITH PARMESAN POLENTA

Central Coast Food & Beverage			Recipe Cost			
Braising Stock			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Bones, beef neck	3 lbs.	1. Place the neck bones in a large roasting pan and place in 350° oven. 2. Roast until well browned, about 30 minutes. Using a stainless steel service spoon, turn the bones. 3. Continue to roast an additional 20 minutes then add the garlic and onions. 4. Cook an additional 20 minutes, then add the tomato paste and stir until all ingredients are well mixed. 5. Cook an additional 20 minutes. Remove to stock pot. 6. Place on range and add the water, bring to a simmer, and continue to cook on low heat for a minimum of 8-10 hours. 7. Using a medium-mesh strainer drain the stock pot into a sauce pot. Place on the range and reduce to about 2-1/2 gallons. 8. Cool and refrigerate overnight. Any fats in the stock will rise to the top and solidify, making them easier to remove.	OZ-wt	48	0.109	\$ 5.25
Bones, pork neck	3 lbs.		OZ-wt	48	0.069	\$ 3.30
Onion, yellow fresh	1 lb., peeled & quartered		OZ-wt	16	0.026	\$ 0.41
Garlic, whole peeled	4 ozs.		OZ-wt	4	0.305	\$ 1.22
Tomato, paste	4 ozs.		OZ-wt	4	0.071	\$ 0.28
Water	5 gal.		OZ-fl	640	-	\$ -
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Pound scale, ounce scale, quart measure, roasting pan, stainless steel service spoon, medium mesh strainer, and sauce pot.			Total		\$	10.47
STATION: Prep cook			RU		EA	
YIELD: About 320 fl. ozs. or 2-1/2 gallons			# of RU		320	
SHELF LIFE: 6 days			RU Cost		\$ 0.03	

CHEF'S NOTE: You add flour to the roasting process to slightly thicken the stock.

Central Coast Food & Beverage			Recipe Cost			
Red Wine Braised Beef Shank			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Beef, shank, 5"+ cut	12 ea. @ 20 ozs. ea.	1. Season the shanks on both sides with salt and pepper. 2. Heat the olive oil in a rondo until medium hot. 3. Place the shanks flat in the pan and brown well. Turn and brown the other side. Take care not to burn the bottom of the pan. 4. Remove the shanks and place on a sheet pan. 5. Reduce the heat and add the onions, cook until soft, then add the garlic and continue to cook for 3-4 minutes. 6. Add the red wine and braising stock, bring to a simmer. 7. Combine the water and flour in a medium mixing bowl and blend with a wire whisk until lump free. This mix is referred to as a <i>slurry</i> . 8. With the stock simmering slowly add the slurry and blend with the wire whisk to avoid lumps. Blend in the tomato paste and Worcestershire. 9. Continue to simmer the sauce for 10-15 minutes, then add the shanks and place in a medium oven, at about 300° 10. Cover and continue to simmer slowly for 6-8 hours, or until the shanks are tender. Don't increase heat, it won't cook any faster and the shanks will fall apart. Add stock or wine as needed. 11. Remove the shanks, place any marrow remaining in the bones in the sauce, discard the bones. Strain the sauce through a medium-mesh strainer. 12. Hot hold the sauce and boneless shanks separately for service	OZ-wt	240	0.169	\$ 40.50
Pepper, black table ground	3 Tbsn.		OZ-fl	1	0.133	\$ 0.13
Salt, sea fine	1/4 cup		OZ-fl	2	0.129	\$ 0.26
Oil, olive extra-virgin	1 cup		OZ-fl	8	0.223	\$ 1.79
Onion, yellow fresh	8 ozs. medium dice		OZ-wt	8	0.026	\$ 0.21
Garlic, whole peeled	4 ozs. chopped		OZ-wt	4	0.305	\$ 1.22
Wine, red	1 qt.		OZ-fl	32	0.231	\$ 7.38
Braising Stock	6 qts.		EA	192	0.033	\$ 6.28
Water	2 cups		OZ-fl	16	-	\$ -
Flour, all purpose	12 ozs.		OZ-wt	2	0.019	\$ 0.04
Tomato, paste	4 ozs.		OZ-wt	4	0.071	\$ 0.28
Sauce, Worcestershire	3 Tbsn.		OZ-fl	1	0.084	\$ 0.08
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
TOOLS/EQUIP.: Ounce scale, cup measure, measuring spoons, rondo w/ lid, tongs, wire whisk, mixing bowl and medium mesh strainer.			Total		\$	58.17
STATION: Line cook			RU		EA	
YIELD: 12 portions			# of RU		12	
SHELF LIFE: 1 day			RU Cost		\$ 4.85	

CHEF'S NOTE: I prefer using a slurry as it's a bit simpler and more dependable than a roux for this type of application. Braising is a lost art, take your time with this and you'll get a great product, don't rush it.

