

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:

Pork Fajitas with Apple Cilantro Salsa and Apple Soup with Rosemary Roasted Peanuts

This month's article features menu items from the U.S. Apple Association. More information is available at www.usapple.org. Tom Bruce of Central Coast Food & Beverage worked with the U.S. Apple Association to create the recipe mapping for these dishes.



MENU ITEMS

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

PORK FAJITAS WITH APPLE CILANTRO SALSA

- 1 ea. Marinated Pork Tenderloin
- 1 ea. Apple Salsa
- 4 ea. 8" flour tortillas
- 1 oz. Cameo apples

LINE COOK INSTRUCTIONS:

1. Place marinated tenderloin pieces over high heat on the grill to sear.
2. When browned, move to a medium heat section and grill until medium rare/medium. Take care not to overcook or cook too many pieces ahead; they'll dry out if held too long.
3. Let the tenderloin rest for 5 minutes before cutting to hold in the natural moisture.
4. Place tortillas on a medium heat area of the griddle and brown lightly on both sides for service.
5. Cut the tenders diagonally in 1-ounce pieces and arrange on tortillas on a service plate.



6. Add a ramekin of salsa and garnish the fajitas with salsa and sliced apples for service.

APPLE SOUP WITH ROSEMARY ROASTED PEANUTS

- 1 ea. Apple Soup Base
- 0.75 oz. Rosemary Roasted Peanuts
- 1 ea. Hickory Brown Butter

LINE COOK INSTRUCTIONS:

1. Ladle a portion of soup into a heated bowl.
2. Garnish with roasted peanuts and rosemary.
3. Swirl with browned butter.



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
*** Apple, Cameo	1/20-lb.	Case	45.32	OZ-wt	320	74%	0.191
** Apple, cider	12/25-oz.	Case	30.74	OZ-fl	300	100%	0.102
* Avocado, Hass	1/36-ct.	Case	21.33	EA	36	100%	0.593
** Bean, vanilla bulk	1/25-ct.	Case	29.95	EA	25	100%	1.198
** Butter, solid salted	30/1-lb.	Case	75.83	OZ-wt	480	100%	0.158
** Cardamom, pod	1/16-oz.	Case	39.50	EA	48	100%	0.823
* Cilantro, bunch fresh	1/6-ct.	Case	7.16	EA	6	100%	1.193
** Cream, heavy 40%	6/0.5-gal.	Case	33.60	OZ-fl	384	100%	0.088
* Garlic, peeled fresh	4/5-lb.	Case	85.97	OZ-wt	320	100%	0.269
* Juice, lime fresh	6/1-qt.	Case	18.84	OZ-fl	192	100%	0.098
* Oil, olive, extra-virgin	3/1-gal.	Case	66.92	OZ-fl	384	100%	0.174
* Onion, green	4/2-lb.	Case	18.59	OZ-wt	128	83%	0.175
** Onion, white jumbo fresh	1/10-lb.	Case	12.93	OZ-wt	160	91%	0.089
** Parsnip, fresh	1/18-20-lb.	Case	36.34	OZ-wt	304	84%	0.142
** Peanut, dry roast blanched	3/2-lb.	Case	18.68	OZ-wt	96	100%	0.195
* Pepper, black ground	3/5-lb.	Case	63.82	OZ-fl	504	100%	0.127
* Pepper, jalapeno fresh	1/1-lb.	Bag	3.10	OZ-wt	16	94%	0.206
* Pepper, red crushed	3/3.25-lb.	Case	32.57	OZ-fl	28.86	100%	1.129
* Pork, tenderloin	8/1.25-lb.	LB	4.52	OZ-wt	16	90%	0.314
** Rosemary, fresh	1/1-lb.	Case	8.50	EA	16	100%	0.531
*** Salt, sea	6/40-oz.	Case	30.43	OZ-fl	225.6	100%	0.135
* Sugar, granulated	1/50-lb.	Bag	27.29	OZ-fl	904	100%	0.030
** Syrup, hickory	1/1-gal.	Each	131.00	OZ-fl	128	100%	1.023
* Tomato, cherry fresh	12/1-pt.	Case	19.74	OZ-wt	120	100%	0.165
* Tortillas, flour 8"	10/20-ct.	Case	29.68	EA	200	100%	0.148

*Pork Fajitas with Apple Cilantro Salsae **Apple Soup with Rosemary Roasted Peanuts *** 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:

- Crushed red pepper weighs 0.169 oz. per Tbsn.
- Granulated sugar weighs 7.1 ozs. per cup.
- Ground black pepper weighs 0.238 oz. per Tbsn.
- Jalapenos yield 94% when stemmed and seeded.
- Peeled parsnips weigh 4.8 ozs. per cup.
- Peeled and cored Cameo apples weigh 8.6 ozs. per cup.
- Pork tenderloin yields 90% when trimmed.
- Sea salt weighs 0.534 oz. per Tbsn.

STEP TWO: PREP STAGES

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

PORK FAJITAS WITH APPLE CILANTRO SALSA

U.S. Apple Association - Recipe Card		
Marinated Pork Tenderloin		Batch
INGREDIENTS	MEASURE	PROCEDURE
Pork, tenderloin	5 lbs. trimmed	1. Ensure that all silver skin has been removed from the tenderloins. Cut the tenders in half to separate the thicker ends from the tail ends for even cooking. Set aside.
Oil, olive, extra-virgin	1 cup	
Water	2 cups	
Juice, lime fresh	1 cup	
Garlic, peeled fresh	6 ozs. chopped	
Cilantro, bunch fresh	2 bunches chopped	2. Combine all remaining ingredients in a large mixing bowl and blend with a wire whisk.
Pepper, red crushed	1 Tbsn.	
Pepper, black ground	2 Tsp.	3. Place the tenderloins in a full #400 pan and cover with the marinade.
Salt, sea	1 Tbsn.	
4 Store under refrigeration for 4-6 hours turning once.		
5. Remove the tenderloins and reserve the marinade. It can be used a second time.		
TOOLS/EQUIP.: Ounce scale, measuring spoons, cup measure, boning knife, large mixing bowl, wire whisk and #400 full pan. STATION: Prep cook YIELD: 14 5-oz. portions SHELF LIFE: 3 days		

Recipe Cost			
RU	# of RU	RU Cost	Cost
OZ-wt	80	0.314	\$ 25.08
OZ-fl	8	0.174	\$ 1.39
OZ-fl	16	-	\$ -
OZ-fl	8	0.098	\$ 0.79
OZ-wt	6	0.269	\$ 1.61
EA	2	1.193	\$ 2.39
OZ-fl	0.5	1.129	\$ 0.56
OZ-fl	0.33	0.127	\$ 0.04
OZ-fl	0.5	0.135	\$ 0.07
		-	\$ -
		-	\$ -
		-	\$ -
Total			\$ 31.93
RU			EA
# of RU			14
RU Cost			\$ 2.28

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

U.S. Apple Association - Recipe Card			
Apple Salsa		Batch	
INGREDIENTS	MEASURE	PROCEDURE	
Apple, Cameo	3 lbs. cored and diced (peel on)	1. Combine all ingredients in a large stainless steel mixing bowl.	
Tomato, cherry fresh	10 ozs. quartered		
Avocado, Hass	1 ea. diced		
Onion, green	4 ozs. finely chopped	2. Cover and refrigerate for 4-6 hours.	
Cilantro, bunch fresh	2 bunches finely chopped		
Sugar, granulated	1 Tbsn.	3. Adjust seasonings and refrigerate for service.	
Juice, lime fresh	2 Tbsn.		
Pepper, jalapeno fresh	1½ ozs. seeded and chopped		
Garlic, peeled fresh	2 ozs. finely chopped		
Pepper, black ground	1 Tsp.		
Salt, sea	2 Tsp.		
TOOLS/EQUIP.: Ounce scale, measuring spoons, French knife and stainless steel mixing bowl. STATION: Pantry YIELD: About 37 2-oz. portions SHELF LIFE: 1 day			

Recipe Cost			
RU	# of RU	RU Cost	Cost
OZ-wt	48	0.191	\$ 9.19
OZ-wt	10	0.165	\$ 1.65
EA	1	0.593	\$ 0.59
OZ-wt	4	0.175	\$ 0.70
EA	2	1.193	\$ 2.39
OZ-fl	0.5	0.030	\$ 0.02
OZ-fl	1	0.098	\$ 0.10
OZ-wt	1.5	0.206	\$ 0.31
OZ-wt	2	0.269	\$ 0.54
OZ-fl	0.16	0.127	\$ 0.02
OZ-fl	0.33	0.135	\$ 0.04
		-	\$ -
Total			\$ 15.54
RU			EA
# of RU			37
RU Cost			\$ 0.42

CHEF'S NOTE: This is also a good garnish for any other spicy pork dish.

STEP TWO: PREP STAGES

APPLE SOUP WITH ROSEMARY ROASTED PEANUTS

U.S. Apple Association - Recipe Card		
Apple Soup Base		Batch
INGREDIENTS	MEASURE	PROCEDURE
Apple, Cameo	4¼ lbs. peeled and cubed	<ol style="list-style-type: none"> Place the vanilla beans, cardamom, and rosemary in cheesecloth and tie with string to make a spice bag. Place all of the ingredients, except the butter, in a large saucepot. Place over medium heat and simmer until the parsnips are fork-tender. Remove from heat and allow to cool slightly. Remove the spice bag and puree using an industrial blender. As the soup blends add the butter slowly, a few cubes at a time. Add the salt to taste. If necessary strain through a medium strainer. Remove to hot holding for service.
Parsnip, fresh	2 lbs. peeled and cubed	
Onion, white jumbo fresh	½ lb. peeled and diced	
Bean, vanilla bulk	2 ea. split and scraped	
Cardamom, pod	8 ea.	
Apple, cider	2 qts.	
Cream, heavy 40%	1 qt.	
Rosemary, fresh	6 sprigs	
Butter, solid salted	2 lbs. cold and cubed	
Salt, sea	2 Tbsn.	
TOOLS/EQUIP.: Ounce scale, measuring cup, measuring spoons, vegetable peeler, French knife, string, cheesecloth, large saucepot, medium strainer and industrial blender. STATION: Prep cook YIELD: About 32 portions SHELF LIFE: 2 days		

Recipe Cost			
RU	# of RU	RU Cost	Cost
OZ-wt	68	0.191	\$ 13.01
OZ-wt	32	0.142	\$ 4.55
OZ-wt	8	0.089	\$ 0.71
EA	2	1.198	\$ 2.40
EA	8	0.823	\$ 6.58
OZ-fl	64	0.102	\$ 6.56
OZ-fl	32	0.088	\$ 2.80
EA	6	0.531	\$ 3.19
OZ-wt	32	0.158	\$ 5.06
OZ-fl	1	0.135	\$ 0.13
		-	\$ -
		-	\$ -
Total		\$	44.99
RU			EA
# of RU			32
RU Cost		\$	1.41

CHEF'S NOTE: Use additional cider to thin as necessary.

U.S. Apple Association - Recipe Card		
Rosemary Roasted Peanuts		Batch
INGREDIENTS	MEASURE	PROCEDURE
Butter, solid salted	1 lb.	<ol style="list-style-type: none"> Place the butter in a large sauté pan and place over medium heat. As the butter melts begin stirring it with a wire whisk. When the butter begins to foam the milk solids are browning. Continue to stir constantly. The butter will become aromatic and begin to smell like roasting nuts. Immediately remove from the heat and strain through a fine mesh strainer into a stainless steel mixing bowl. Reserve the browned milk solids for later use. Place the strained butter in another large sauté pan and heat. Add the peanuts and toss, browning lightly. Add the finely chopped rosemary and toss again. Remove from the heat and spread out on a half sheet pan to cool. Hold at room temperature for service.
Peanut, dry roast blanched	1½ lb.	
Rosemary, fresh	4 bunches, coarsely chopped	
Salt, sea	1 tsp.	
TOOLS/EQUIP.: Ounce scale, measuring spoons, French knife, 2 large saute pans, mesh strainer, wire whisk, and a half sheet pan. STATION: Line cook YIELD: About 2 lbs. of browned peanuts. SHELF LIFE: 2 days		

Recipe Cost			
RU	# of RU	RU Cost	Cost
OZ-wt	16	0.158	\$ 2.53
OZ-wt	24	0.195	\$ 4.67
EA	4	0.531	\$ 2.13
OZ-fl	0.33	0.135	\$ 0.04
		-	\$ -
		-	\$ -
		-	\$ -
		-	\$ -
		-	\$ -
		-	\$ -
		-	\$ -
		-	\$ -
		-	\$ -
Total		\$	9.37
RU			OZ-wt
# of RU			32
RU Cost		\$	0.29

CHEF'S NOTE: Be careful when browning butter as it will burn quickly. This is also a great base for lemon brown butter; don't strain out the solids, however.

STEP TWO: PREP STAGES CONTINUED

APPLE SOUP WITH ROSEMARY ROASTED PEANUTS

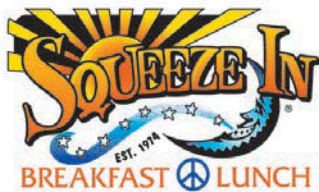
U.S. Apple Association - Recipe Card Hickory Brown Butter Batch			Recipe Cost		
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	
Butter, solid salted	1 lb.	1. Section the oranges using a paring knife. 2. Place the sections in a medium mixing bowl and add the dressing. 3. Carefully blend the mixture to avoid breaking up the oranges. 4. Lightly chill or hold at room temperate for service.	OZ-wt	16	
Syrup, hickory	2 cups		RU Cost	0.158	\$ 2.53
			Cost	1.023	\$ 16.38
				-	\$ -
				-	\$ -
				-	\$ -
				-	\$ -
				-	\$ -
				-	\$ -
				-	\$ -
TOOLS/EQUIP.: Ounce scale, measuring cup, medium sauté pan, wire whisk, mesh strainer and stainless steel mixing bowl.			Total \$ 18.90		
STATION: Line cook			RU EA		
YIELD: About 48 portions			# of RU 48		
SHELF LIFE: 2 days			RU Cost \$ 0.39		

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: Pork Fajitas with Apple Cilantro Salsa				
Item Description: Our house marinade, grilled medium rare and served with flour tortillas.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
EA	1	Marinated Pork Tenderloin	2.28	2.28
EA	1	Apple Salsa	0.42	0.42
EA	4	Tortillas, flour 8"	0.15	0.59
OZ-wt	1	Apple, Cameo	0.19	0.19
			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
			0.00	0.00
			0.00	0.00
EA	1	Plate cost (Q-cost)	0.35	0.35
			Total Cost	3.84
			Menu Price	13.00
			Gross Profit	9.16
			Food Cost %	29.51%

Menu Item: Apple Soup with Rosemary Roasted Peanuts				
Item Description: Finished with brown butter and fresh vanilla.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
EA	1	Apple Soup Base	1.41	1.41
OZ-wt	0.75	Rosemary Roasted Peanuts	0.29	0.22
EA	1	Hickory Brown Butter	0.39	0.39
			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
			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
			Total Cost	2.37
			Menu Price	8.00
			Gross Profit	5.63
			Food Cost %	29.62%



“THEIR RESOURCES HELPED US DEVELOP GOOD RESTAURANTS FOR OUR COMMUNITY AND A GREAT BUSINESS FOR OUR FAMILY.”

In 2003 Gary and Misty Young decided to become restaurateurs by investing in and becoming owners of Squeeze In. Since then the business has grown from one location to five with prospects of more to come. Squeeze In has also become a family business with daughter and son-in-law Shila and Chad Morris helping to grow and expand the business. The essence of Squeeze In has always been great food, served by genuinely happy people in a super-fun environment with a focus on community involvement.

Shila, President and co-owner, also gives a lot of credit to **Restaurantowner.com** and **Restaurant Start-up & Growth** magazine for providing down-to earth,

solid information that provides insights, articles and useful online access. She says “We knew we needed systems if we were ever going to be successful in this industry and didn’t want to start from scratch. That’s why we were thrilled to find the excellent resources from **Restaurantowner.com** and **RS&G** magazine.

Thousand of independent restaurant operators who want to own a successful business and also have a life outside their restaurant are members of **Restaurantowner.com** and readers of **RS&G** magazine. Our training programs and resources can help build a restaurant that’s highly efficient, customer focused and more dependent on systems that allow you a life away from your business.

To learn more please visit us at www.RestaurantOwner.com or call 877.533.4449

