

# 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:

### Chicken and Mushroom Pasta and Three Salad Sampler

This month we're featuring summer dishes that can be served for both the lunch and dinner. Tom Bruce of Central Coast Food & Beverage crated 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).

## CHICKEN AND MUSHROOM PASTA

- 1 fl. oz. Olive oil
- 1.5 oz. Veggie Mix for Pasta
- 4 fl. oz. Roasted Chicken Stock
- 1.5 oz. Butter
- 4 fl. oz. Roasted Chicken
- 6 oz. Linguini pasta
- 2 oz. Roma tomatoes
- 1 oz. Parmesan cheese
- 0.3 oz Basil
- 0.1 fl. oz. Black pepper
- 0.2 fl. oz. Kosher salt



### LINE COOK INSTRUCTIONS:

1. Heat the olive oil in a medium sauté pan.
2. Add 1 portion of pre-mixed veggies and toss quickly over high heat.
3. Deglaze with chicken stock and reduce.
4. Blend in the butter and add the pulled chicken.
5. Add the cooked pasta and diced tomatoes.
6. Toss well to blend thoroughly.
7. Add shaved Parmesan, and optionally, season with salt and pepper.
8. Using tongs, remove the pasta and twirl into a warmed pasta dish.
9. Sauce the pasta and garnish with basil for service.

## THREE SALAD SAMPLER

- 1 oz. Butter lettuce
- 3 oz. Fruit Salad
- 3 oz. Cashew Chicken Salad Mix
- 1 ea. Shrimp Salad Mix
- 0.6 oz. Red bell pepper
- 0.6 oz. Green bell pepper

### LINE COOK INSTRUCTIONS:

1. Line a pre-chilled salad plate with butter lettuce leaves.
2. Add 1 portion of fruit salad in a side dish.
3. Add 1 portion of chicken salad and 1 portion of shrimp salad.
4. Garnish with bell pepper confetti 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  |
| ** Apple, Fuji fresh                      | 1/88-ct.       | Case               | 35.43         | OZ-wt                 | 800         | 75%     | 0.059 |
| * Basil, fresh                            | 1/1-lb.        | Each               | 13.25         | OZ-wt                 | 16          | 56%     | 1.479 |
| ** Blackberries, fresh                    | 12/0.5-pt.     | Carton             | 35.81         | OZ-wt                 | 60          | 100%    | 0.597 |
| * Bone, chicken                           | 1/1-lb.        | LB                 | 0.00          | OZ-wt                 | 16          | 100%    | 0.000 |
| * Butter, solid salted                    | 30/1-lb.       | Case               | 101.24        | OZ-wt                 | 480         | 100%    | 0.211 |
| * Cheese, Parmesan shaved                 | 2/5-lb.        | Case               | 58.02         | OZ-wt                 | 150         | 100%    | 0.387 |
| *** Chicken, breast bone-in skin-on       | 4/10-lb. avg.  | Case               | 2.10          | OZ-wt                 | 16          | 100%    | 0.131 |
| ** Cilantro, fresh                        | 1/6-ct.        | Case               | 10.48         | OZ-wt                 | 16.8        | 46%     | 1.356 |
| ** Dressing, creamy raspberry vinaigrette | 4/1-gal.       | Case               | 91.54         | OZ-fl                 | 512         | 100%    | 0.179 |
| * Garlic, whole peeled                    | 1/5-lb.        | Each               | 25.46         | OZ-wt                 | 80          | 100%    | 0.318 |
| ** Lettuce, butter fresh                  | 1/24-ct.       | Case               | 48.25         | OZ-wt                 | 144         | 80%     | 0.419 |
| ** Mango, chunk frozen                    | 2/12-pk.       | Case               | 25.98         | OZ-wt                 | 120         | 100%    | 0.217 |
| * Mushroom, brown                         | 1/10-lb.       | Case               | 21.63         | OZ-wt                 | 160         | 100%    | 0.135 |
| ** Nut, cashew pieces unsalted            | 3/2-lb.        | Case               | 110.55        | OZ-wt                 | 96          | 100%    | 1.152 |
| * Oil, olive extra-virgin                 | 3/1-gal.       | Case               | 73.04         | OZ-fl                 | 384         | 100%    | 0.190 |
| * Onion, yellow fresh                     | 1/50-lb.       | Bag                | 17.60         | OZ-wt                 | 800         | 91%     | 0.024 |
| * Pasta, linguini imported                | 2/10-lb.       | Case               | 24.44         | OZ-wt                 | 360         | 270%    | 0.025 |
| * Pepper, black ground                    | 6/18-oz.       | Case               | 18.70         | OZ-fl                 | 226.8       | 100%    | 0.082 |
| ** Pepper, green bell fresh               | 1/5-lb.        | Case               | 15.09         | OZ-wt                 | 80          | 81%     | 0.233 |
| *** Pepper, red bell fresh                | 1/5-lb.        | Case               | 15.90         | OZ-wt                 | 80          | 81%     | 0.244 |
| * Pepper, yellow bell fresh               | 1/5-lb.        | Case               | 14.88         | OZ-wt                 | 80          | 81%     | 0.230 |
| ** Pineapple, fresh                       | 1/5-ct.        | Box                | 14.65         | OZ-wt                 | 210         | 100%    | 0.070 |
| *** Salt, kosher flake                    | 12/3-lb.       | Case               | 21.98         | OZ-fl                 | 489.6       | 100%    | 0.045 |
| *** Seasoning, poultry                    | 6/12-oz.       | Case               | 15.49         | OZ-fl                 | 275         | 100%    | 0.056 |
| ** Seasoning, seafood                     | 1/1-tin.       | Each               | 7.37          | OZ-fl                 | 15.5        | 100%    | 0.475 |
| ** Shrimp, p&d 21-25                      | 6/3-lb.        | LB                 | 6.93          | EA                    | 23          | 100%    | 0.301 |
| ** Strawberries, fresh                    | 8/1-lb.        | Carton             | 17.84         | OZ-wt                 | 96          | 91%     | 0.204 |
| * Tomato, Roma fresh                      | 1/25-lb.       | Case               | 24.46         | OZ-wt                 | 400         | 91%     | 0.067 |
| ** Vinegar, rice natural                  | 4/1-gal.       | Case               | 46.91         | OZ-fl                 | 512         | 100%    | 0.092 |
| ** Wine, white                            | 12/750-ml.     | Case               | 62.30         | OZ-fl                 | 304.2       | 100%    | 0.205 |

\*Chicken and Mushroom Pasta \*\*Three Salad Sampler \*\*\* 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:

- Basil weighs 2.5 oz. per bunch and yields 56%.
- Blackberries weigh 5 ozs. per cup.
- Butter lettuce weighs 6 oz. per head
- Each pineapple averaged 42 ozs. of useable product.
- Ground black pepper weighs 0.238 oz. per Tbsn.
- Kosher flake salt weighs 0.588 oz per Tbsn.
- Poultry seasoning weighs 0.131 oz. per Tbsn.
- Seafood seasoning weighs 0.513 oz. per Tbsn.

## STEP TWO: PREP STAGES

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

### CHICKEN AND MUSHROOM PASTA

| Central Coast Food & Beverage   |         |   | Recipe Cost    |         |          |          |
|---|---------|---|----------------|---------|----------|----------|
| Roasted Chicken   |         |   | Batch          |         |          |          |
| INGREDIENTS   | MEASURE | PROCEDURE   | RU             | # of RU | RU Cost  | Cost     |
| Chicken, breast bone-in skin-on   | 10 lbs. | 1. Place the breasts in a roasting pan skin side up and season liberally with poultry seasoning.<br>2. Place the chicken in a 350° convection oven.<br>3. The roasting process should take 30-40 minutes. Ensure you've hit an internal temperature of 165° or higher.<br>4. Remove from the oven and allow to cool to room temperature.<br>5. Pull the chicken by removing the skin and pulling the breast off the bones. Keep the bones for roasted chicken stock.<br>6. Cover the chicken and refrigerate for service. | OZ-wt          | 160     | 0.131    | \$ 20.95 |
| Seasoning, poultry  | ¼ cup   |   | OZ-fl          | 2       | 0.056    | \$ 0.11  |
|   |         |   |                |         | -        | \$ -     |
|   |         |   |                |         | -        | \$ -     |
|   |         |   |                |         | -        | \$ -     |
|   |         |   |                |         | -        | \$ -     |
|   |         |   |                |         | -        | \$ -     |
|   |         |   |                |         | -        | \$ -     |
|   |         |   |                |         | -        | \$ -     |
|   |         |   |                |         | -        | \$ -     |
| <b>TOOLS/EQUIP.:</b> Ounce/pound scale, measuring cup, roasting pan and food service thermometer. |         |   | <b>Total</b>   |         | \$ 21.06 |          |
| <b>STATION:</b> Prep cook   |         |   | <b>RU</b>      |         | OZ-fl    |          |
| <b>YIELD:</b> About 4½ lbs. pulled chicken  |         |   | <b># of RU</b> |         | 74       |          |
| <b>SHELF LIFE:</b> 2 days   |         |   | <b>RU Cost</b> |         | \$ 0.28  |          |

**CHEF'S NOTE:** Roasting whole chickens will yield about 28% while the breasts yield about 46% and are generally only a bit more expensive so a better option. Just a reminder, always wear gloves for this procedure.

| Central Coast Food & Beverage  |                  |   | Recipe Cost    |         |         |         |
|--|------------------|---|----------------|---------|---------|---------|
| Roasted Chicken Stock  |                  |   | Batch          |         |         |         |
| INGREDIENTS  | MEASURE          | PROCEDURE   | RU             | # of RU | RU Cost | Cost    |
| Bone, chicken  | 6 lbs.           | 1. Combine all the ingredients in a large stockpot.<br>2. Bring to a boil, then reduce to a simmer.<br>3. Continue to simmer for 3-4 hours, turn off heat and allow to cool slightly.<br>4. Using a mesh strainer, strain the stock into a medium saucepot.<br>5. Bring the stock to a boil and reduce to about 1 gallon.<br>6. Cool and refrigerate for service. | OZ-wt          | 96      | -       | \$ -    |
| Onion, yellow fresh  | 2 lbs. quartered |   | OZ-wt          | 32      | 0.024   | \$ 0.77 |
| Garlic, whole peeled   | 4 ozs. crushed   |   | OZ-wt          | 4       | 0.318   | \$ 1.27 |
| Water  | 2 gals.          |   | OZ-fl          | 256     | -       | \$ -    |
|  |                  |   |                |         | -       | \$ -    |
|  |                  |   |                |         | -       | \$ -    |
| <b>TOOLS/EQUIP.:</b> Pound/ounce scale, gallon measure, French knife, large stockpot, mesh strainer and medium saucepot. |                  |   | <b>Total</b>   |         | \$ 2.05 |         |
| <b>STATION:</b> Prep cook  |                  |   | <b>RU</b>      |         | OZ-fl   |         |
| <b>YIELD:</b> 1 gallon of finished stock   |                  |   | <b># of RU</b> |         | 128     |         |
| <b>SHELF LIFE:</b> 5 days  |                  |   | <b>RU Cost</b> |         | \$ 0.02 |         |

**CHEF'S NOTE:** Don't salt the stock as it will pick up salt in the pasta dish.

# STEP TWO: PREP STAGES

## THREE SALAD SAMPLER

| Central Coast Food & Beverage   |                        |  | Recipe Cost    |         |         |          |
|---|------------------------|--|----------------|---------|---------|----------|
| Fruit Salad   |                        | Batch  | RU             | # of RU | RU Cost | Cost     |
| INGREDIENTS   | MEASURE                | PROCEDURE  |                |         |         |          |
| Strawberries, fresh   | 2 lbs. cleaned and cut | 1. Using a large stainless steel mixing bowl combine the pineapple and strawberries.<br>2. Cover with plastic wrap and refrigerate for 2 hours.<br>3. Just prior to service, add the room temperature blackberries and toss gently.<br>4. Refrigerate for service. | OZ-wt          | 32      | 0.204   | \$ 6.53  |
| Pineapple, fresh  | 2 lbs. cleaned and cut |  | OZ-wt          | 32      | 0.070   | \$ 2.23  |
| Blackberries, fresh   | 2 lbs.                 |  | OZ-wt          | 32      | 0.597   | \$ 19.10 |
|   |                        |  |                |         | -       | \$ -     |
|   |                        |  |                |         | -       | \$ -     |
|   |                        |  |                |         | -       | \$ -     |
|   |                        |  |                |         | -       | \$ -     |
|   |                        |  |                |         | -       | \$ -     |
|   |                        |  |                |         | -       | \$ -     |
|   |                        |  |                |         | -       | \$ -     |
| <b>TOOLS/EQUIP.:</b> Ounce scale, paring knife and stainless steel mixing bowl. |                        |  | <b>Total</b>   |         | \$      | 27.87    |
| <b>STATION:</b> Pantry  |                        |  | <b>RU</b>      |         |         | OZ-wt    |
| <b>YIELD:</b> About 32 3-oz. portions   |                        |  | <b># of RU</b> |         |         | 96       |
| <b>SHELF LIFE:</b> 1 day  |                        |  | <b>RU Cost</b> |         | \$      | 0.29     |

**CHEF'S NOTE:** Personally, I don't think fruit salads need dressing. Dress with a bit of pomegranate vinaigrette if your clientele expects a dressing.

| Central Coast Food & Beverage   |                         |  | Recipe Cost    |         |         |          |
|---|-------------------------|--|----------------|---------|---------|----------|
| Cashew Chicken Salad Mix  |                         | Batch  | RU             | # of RU | RU Cost | Cost     |
| INGREDIENTS   | MEASURE                 | PROCEDURE  |                |         |         |          |
| Roasted Chicken   | 5 lbs. chopped          | 1. Place the chopped chicken in a large stainless steel mixing bowl.<br>2. Add the dressing and toss gently.<br>3. Add the apples and cashews and toss again.<br>4. Let stand 1 hour under refrigeration prior to serving. | OZ-fl          | 80      | 0.285   | \$ 22.77 |
| Nut, cashew pieces unsalted   | 8 ozs.                  |  | OZ-wt          | 8       | 1.152   | \$ 9.21  |
| Apple, Fuji fresh   | 18 ozs. cored and diced |  | OZ-wt          | 18      | 0.059   | \$ 1.07  |
| Dressing, creamy raspberry vinaigrette  | 3 cups                  |  | OZ-fl          | 24      | 0.179   | \$ 4.29  |
|   |                         |  |                |         | -       | \$ -     |
|   |                         |  |                |         | -       | \$ -     |
|   |                         |  |                |         | -       | \$ -     |
|   |                         |  |                |         | -       | \$ -     |
|   |                         |  |                |         | -       | \$ -     |
|   |                         |  |                |         | -       | \$ -     |
| <b>TOOLS/EQUIP.:</b> Ounce/pound scale, measuring cup, paring knife, French knife, stainless steel mixing bowl and service spoon. |                         |  | <b>Total</b>   |         | \$      | 37.34    |
| <b>STATION:</b> Pantry  |                         |  | <b>RU</b>      |         |         | OZ-wt    |
| <b>YIELD:</b> About 43 3-oz. portions   |                         |  | <b># of RU</b> |         |         | 130      |
| <b>SHELF LIFE:</b> 1 day  |                         |  | <b>RU Cost</b> |         | \$      | 0.29     |

**CHEF'S NOTE:** Once the apples and cashews are added the salad they will have a fairly short shelf life. You can make the salad base and add the apples and cashews as needed for lower volume operations.