

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:

Spicy Buttermilk Fried Chicken and Crispy Brussels Sprouts

This month's article features two items developed for the late summer/fall menu for the Grill at Pine Mountain Lake. Author Chef Tom Bruce of Central Coast Food & Beverage created the recipe mapping for these dishes. Thank you to Chef Melchor and his staff for their help.



**CENTRAL COAST
FOOD & BEVERAGE**
OUR SYSTEMS - YOUR SUCCESS

MENU ITEMS

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

SPICY BUTTERMILK FRIED CHICKEN

- 1 ea. Buttermilk Fried Chicken Prep
- 1 ea. Collard Greens Prep
- 0.5 ea. Corn, white
- 0.5 oz. Butter, salted
- 0.1 oz. Seasoning, chili lime
- 1 ea. Redeye Gravy (House Style)
- 0.1 ea. Fresh Lemon
- 0.1 oz. Fresh Parsley

LINE COOK INSTRUCTIONS:

1. When ordered, remove the breast and pat dry with a clean kitchen towel.
2. Dredge in the flour mix, pressing it into the breast.
3. Fry in the deep fryer at 350° until golden brown, remove to a convection oven to finish the process, if necessary.
4. While the chicken is cooking, grill or blanch the corn, baste with butter, and season with chili lime.
5. Plate the breast with a portion of collard greens, the fresh corn, lemon wedge, and a drizzle of Red Eye gravy for service.
6. Garnish with chopped parsley.



CRISPY BRUSSELS SPROUTS

- 1 ea. Brussel Sprouts Prep
- 1 ea. Lemon Chive Aioli
- 0.1 oz. Fresh Chives
- 0.33 ea. Fresh Lemon
- 1 ea. Lemon Chive Aioli
- 0.2 oz. Sea salt

LINE COOK INSTRUCTIONS:

1. Remove the sprouts from the buttermilk and drain briefly using a wire strainer.
2. Use a dredge basket, if possible, to coat the sprouts with the flour mix. They should have a bit of a lumpy coating when done.
3. Fry at 350° until golden brown, about 5-6 minutes, drain well.
4. Plate in a small salad bowl, lightly salt and drizzle with aioli.
5. Garnish with chopped chives and lemon wedge for service.
6. Serve with a second portion of aioli for dipping.



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, 14-18	1/15 lb.	Box	58.02	OZ-wt	240	100%	0.242
** Batter mix, tempura	6/5 lb.	Case	28.32	OZ-wt	480	100%	0.059
* Beer, stout	1/12 oz.	Bottle	0.95	OZ-fl	12	100%	0.079
* Bones, beef neck	1/50 # avg.	LB	1.20	OZ-wt	16	100%	0.075
* Bones, veal assortment	1/30 # avg.	LB	1.88	OZ-wt	16	100%	0.117
* Broth, chicken	12/49 oz.	Case	40.36	OZ-fl	588	100%	0.069
** Brussels sprouts, medium packaged	12/2.5 lb.	Case	33.28	OZ-wt	480	95%	0.073
* Butter, salted USDA	30/1 lb.	Case	81.40	OZ-wt	480	100%	0.170
* Buttermilk, 1% lowfat	6/5 gal.	Case	10.17	OZ-fl	384	100%	0.026
* Chicken, breast airline organic	24/8-10 oz.	LB	5.02	OZ-wt	16	100%	0.314
** Chives, fresh	1/8 oz.	Each	7.93	OZ-wt	8	90%	1.101
* Coffee, brewed	gallon	Bottle	0.00	OZ-fl	128	100%	0.000
* Corn, white	1/48 ct.	Case	16.50	EA	48	100%	0.344
* Cornstarch	24/1 lb.	Case	18.33	OZ-fl	652.8	100%	0.028
* Flour, fry	4/4 lb.	Case	48.22	OZ-wt	256	100%	0.188
* Garlic, peeled fresh jar	4/5 lb.	Case	60.49	OZ-wt	320	100%	0.189
* Greens, collard fresh cleaned	1/24#	Case	27.62	OZ-wt	384	100%	0.072
** Lemon, fresh	1/140 ct.	Box	30.83	EA	140	100%	0.220
** Mayonnaise, heavy duty	4/1 gal.	Case	26.74	OZ-fl	512	100%	0.052
* Onion, yellow medium fresh	1/50 lb.	Carton	17.24	OZ-wt	800	91%	0.024
** Parsley, fresh	1/12 ct.	Case	9.72	OZ-wt	40.8	53%	0.450
*** Pepper, black table ground	3/5 lb.	Case	63.82	OZ-fl	480	100%	0.133
* Pepper, white ground	3/5 lb.	Case	160.12	OZ-fl	424.8	100%	0.377
*** Salt, sea	6/40 oz.	Case	33.58	OZ-fl	225.6	100%	0.149
* Sauce, wing buffalo	4/1 gal.	Case	53.67	OZ-fl	512	100%	0.105
* Seasoning, chili lime	1/20 oz.	Each	16.55	OZ-fl	76.4	100%	0.217
* Shallot, peeled fresh	4/4 lb.	Case	47.16	OZ-wt	256	100%	0.184
* Tomato paste, fancy	6/#10	Case	31.68	OZ-wt	636	100%	0.050

*Spicy Buttermilk Fried Chicken **Crispy Brussel Sprouts *** 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:

- Brewed coffee should be a day old, refrigerated.
- Chili lime seasoning weighs 0.131 oz. per Tbsp.
- Cornstarch weighs 4.7 oz. per cup.
- Parsley weighs about 3.4 ozs per bunch.
- Pepper white ground weighs 0.282 oz. per Tbsp.
- Pepper, black ground weighs 0.238 oz. per Tbsp.
- Salt, sea weighs 0.534 oz. per Tbsp.

STEP TWO: PREP STAGES

SPICY BUTTERMILK FRIED CHICKEN

Grill at Pine Mountain Lake Redeye Grave (House Style)			Batch			
INGREDIENTS			MEASURE		PROCEDURE	
Coffee, brewed	3 cups	1. Combine the day old coffee and dark beer in a medium sauce pan. 2. Reduce over high heat, stirring with a whisk until reduced by half. 3. Add the demi to the reduction and bring to a simmer. Simmer for 10-12 minutes, then remove and place on the hotline for service.	OZ-fl	24	-	\$ -
Beer, stout	2 bottles		OZ-fl	24	0.079	\$ 1.90
Housemade Demi Base	1 cup		OZ-fl	8	0.069	\$ 0.56
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Measuring cup, sauce pan, and wire whisk.						
STATION: Line cook						
YIELD: About 16-1½ oz. portions						
SHELF LIFE: 1 day						
					Total	\$ 2.46
					RU	EA
					# of RU	16
					RU Cost	\$ 0.15

CHEF'S NOTE: Add 1 oz. of wing sauce at the end to add a bit more kick.

Grill at Pine Mountain Lake Housemade Demi Base			Batch			
INGREDIENTS			MEASURE		PROCEDURE	
Bones, beef neck	5 lbs.	1. Arrange the bones in a single layer in a roasting pan. Place in a 350° still oven. 2. Roast the bones for 30-40 minutes or until browned. Turn once with a paddle. 3. Continue to roast an additional 30 minutes, then add the onion, garlic and shallots 4. Roast an additional 20 minutes, then turn to mix in the onions, garlic and shallots 5. Add the tomato paste and roast for 10-20 minutes longer then remove from the oven and allow to cool slightly. 6. Place the roasted mixture in a stock pot or steam kettle with a spout at the bottom 7. Bring to a simmer and continue to simmer for 12-14 hours 8. Drain into a medium sauce pot using a fine strainer. Reduce over medium/high heat until there are about 2 gallons remaining. 9. Add salt and pepper to taste and cool. Once cooled and refrigerated, the stock will form a layer of fat on top. Remove the fat and discard, keep the demi refrigerated for service.	OZ-wt	80	0.075	\$ 5.99
Bones, veal assortment	5 lbs.		OZ-wt	80	0.117	\$ 9.40
Onion, yellow medium fresh	1 lb. coarsely chopped		OZ-wt	16	0.024	\$ 0.38
Garlic, peeled fresh jar	4 ozs.		OZ-wt	4	0.189	\$ 0.76
Shallot, peeled fresh	4 ozs.		OZ-wt	4	0.184	\$ 0.74
Tomato paste, fancy	6 ozs.		OZ-wt	6	0.050	\$ 0.30
Water	5 gallons		EA	640	-	\$ -
Pepper, black table ground	1 Tbsp.		OZ-fl	0.5	0.133	\$ 0.07
Salt, sea	2 Tbsp.		OZ-fl	1	0.149	\$ 0.15
					-	\$ -
				-	\$ -	
				-	\$ -	
				-	\$ -	
TOOLS/EQUIP.: Pound scale, ounce scale, gallon measure, measuring spoons, roasting pan, stainless steel paddle, stock pot w/spigot, wire strainer and medium sauce pot.						
STATION: Prep cook						
YIELD: About 2 gals. of finished demi base						
SHELF LIFE: 5 days						
					Total	\$ 17.77
					RU	OZ-fl
					# of RU	256
					RU Cost	\$ 0.07

CHEF'S NOTE: If you're using marrow bones, you can split them with a cleaver and remove the marrow prior to roasting. Freeze the marrow pieces, then finely chop and add to pan sauces to enhance the flavor. I'm not a fan of celery and carrots in beef stock. Also, not a fan of aromatic dry herbs in stocks, it makes the kitchen smell good, but that's about it.

