

# 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:

### Skewered Lamb Kafta and Grilled Domestic Lamb Burger

This month's article features menu items from the American Lamb Board; more information is available at [www.americanlamb.com](http://www.americanlamb.com). Tom Bruce of Central Coast Food & Beverage worked with the American Lamb Board 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](http://www.RestaurantOwner.com/recipe.htm).

## SKEWERED LAMB KAFTA

- 1 ea. Lamb Mixture for Kafta
- 1 ea. Minted Couscous Salad
- 1 ea. Pita
- 0.16 ea. Navel orange
- 0.75 fl. oz. Extra-virgin olive oil
- 0.05 fl. oz. Ground sumac

### LINE COOK INSTRUCTIONS:

1. Lightly oil the grill or griddle and place the skewers on a medium hot section.
2. During the cooking process turn the skewers occasionally to evenly brown.
3. While the skewers are cooking, cut the pita round into quarters and lightly mist with extra-virgin olive oil.
4. Place under a salamander or on the grill to toast. Immediately dust the toasted pita with the sumac so it adheres.
5. Plate with minted couscous salad and garnish with orange wedges or slice and toasted pita for service.



## GRILLED DOMESTIC LAMB BURGER

- 1 ea. Brioche bun
- 1 ea. Lamb Mixture for Burgers
- 1 ea. Onion and Fennel Relish
- 1 ea. Sun Dried Chipotle Mayo
- 0.25 oz. Arugula
- 0.05 fl. oz. Black pepper
- 0.1 fl. oz. Sea salt

### LINE COOK INSTRUCTIONS:

1. Season the lamb patty liberally with salt and pepper.
2. Place on a medium hot section of the grill. Mark and turn to cross-mark the patty.
3. Turn the patty and finish grilling. Don't press the patty during the grilling process.
4. While the patty is on the grill, split the bun and place on the griddle to toast.
5. Spread the toasted bun with chipotle mayo, add arugula and center the finished patty.
6. Top with onion and fennel relish for service. Serve with the bun off set.



From appetizers to burgers to casseroles, ground American lamb adds a distinctive yet mild flavor and is easy to prepare. In fact, ground American lamb may be mixed with ground beef/pork or used in place of other ground meats in most recipes. Use ground lamb in a variety of savory preparations such as meat loaf, stuffed cabbage rolls, stuffed bell peppers or pasta shells with marinara.

- According to FreshLook data, retail sales of ground lamb have increased 45 percent from 2009 to 2014.
- Lamb burgers are found on more and more menus - up 23 percent in 2015 compared to 2014. (Source: Datassential Menu Trends™)
- Ground lamb should be cooked until no pink remains and juices run clear or to an internal temperature of 160 degrees F.
- There are approximately 80,000 sheep farms and ranches in the United States and the vast majority are family owned and operated. Sheep are raised in every state.
- No artificial growth hormones are used in lamb production in the United States.
- Ground lamb is usually an 80/20 blend.

# 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
* Allspice, ground	1/16-oz.	Each	10.89	OZ-fl	39.36	100%	0.277
** Arugula, fresh	1/4-lb.	Case	12.79	OZ-wt	64	95%	0.210
* Bread, pita	12/10-ct.	Case	26.98	EA	120	100%	0.225
** Bun, Brioche	4/17-ct.	Case	31.76	EA	68	100%	0.467
* Cardamom, ground	1/16-oz.	Each	32.67	OZ-fl	39.04	100%	0.837
* Cinnamon, ground	1/5-lb.	Each	38.83	OZ-fl	160	100%	0.243
* Coriander, ground	1/12-oz.	Each	9.13	OZ-fl	27.48	100%	0.332
* Couscous	1/10-lb.	Case	29.68	OZ-fl	188.8	371%	0.042
* Dressing, Italian	4/1-gal.	Case	37.82	OZ-fl	512	100%	0.074
*** Fennel, whole	1/12-ct.	Case	25.17	OZ-wt	168	56%	0.268
** Honey, pure clover	1/5-lb.	Case	18.08	OZ-fl	53.6	100%	0.337
* Juice, lime	1/25-oz.	Each	3.98	OZ-fl	25	100%	0.159
*** Lamb, ground domestic	2/6-lb. avg.	LB	6.97	OZ-wt	16	100%	0.435
** Lemon	1/165-ct.	Case	37.68	EA	165	100%	0.228
** Mayonnaise, heavy duty	4/1-gal.	Case	37.73	OZ-fl	512	100%	0.074
* Mint, bunch	1/6-ct.	Case	6.44	OZ-wt	20.1	48%	0.667
*** Oil, olive extra-virgin	1/1-gal.	Each	30.10	OZ-fl	128	100%	0.235
*** Onion, red jumbo	1/5-lb.	Case	7.71	OZ-wt	80	91%	0.106
* Orange, navel	1/88-ct.	Case	17.87	EA	88	100%	0.203
* Parsley, Italian	1/6-ct.	Case	7.04	OZ-wt	20.6	54%	0.633
*** Pepper, black ground	1/18-oz.	Each	14.69	OZ-fl	37.8	100%	0.389
* Pepper, cayenne ground	1/14-oz.	Each	7.87	OZ-fl	38.92	100%	0.202
** Pepper, chipotle Adobo	12/7-oz.	Case	16.10	EA	12	100%	1.342
** Pepper, red crushed	1/13-oz.	Each	8.53	OZ-fl	38.48	100%	0.222
** Rosemary, fresh	1/1-lb.	Case	8.50	OZ-wt	16	80%	0.664
*** Salt, sea	8/40-oz.	Case	30.43	OZ-fl	225.6	100%	0.135
* Sumac, ground	1/18-oz.	Each	12.36	OZ-fl	85.68	100%	0.144
** Tomato, sun-dried in oil	12/32-oz.	Case	145.76	OZ-wt	384	100%	0.380

\*Skewered Lamb Kafta \*\*Grilled Domestic Lamb Burger \*\*\* 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:

- Cayenne pepper weighs 0.18 oz. per Tbsn.
- Couscous weighs 6.8 oz. per cup, and yields 371% after cooking.
- Crushed red pepper weighs 0.169 oz. per Tbsn.
- Ground allspice weighs 0.203 oz. per Tbsn.
- Ground cardamom weighs 0.205 oz. per Tbsn.
- Ground cinnamon weighs 0.25 oz. per Tbsn.
- Ground coriander seed weighs 0.218 oz. per Tbsn.
- Ground sumac weighs 0.105 oz. per Tbsn.
- Whole fennel yields 56% after cleaning.

## STEP TWO: PREP STAGES

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

### SKEWERED LAMB KAFTA

American Lamb Board - Recipe Card			Recipe Cost				
Lamb Mixture for Kafta			Batch				
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost	
Lamb, ground domestic	4 lbs.	1. Place ground lamb in a large mixing bowl. 2. Add the lime juice, chopped parsley and diced onion. 3. Mix thoroughly by hand. 4. Add all of the remaining ingredients and mix again. 5. Refrigerate the mixture for 4-6 hours. 6. Portion into 3-oz. patties, flatten slightly and wrap each patty around a stainless steel skewer. 7. Refrigerate for service.	OZ-wt	64	0.435	\$ 27.87	
Onion, red jumbo	8 ozs. finely diced		OZ-wt	8	0.106	\$ 0.85	
Juice, lime	3 ozs.		OZ-fl	3	0.159	\$ 0.48	
Parsley, Italian	7 ozs. stemmed and chopped		OZ-wt	7	0.633	\$ 4.43	
Coriander, ground	¼ tsp.		OZ-fl	0.12	0.332	\$ 0.04	
Cinnamon, ground	¼ tsp.		OZ-fl	0.12	0.243	\$ 0.03	
Pepper, cayenne ground	¼ tsp.		OZ-fl	0.12	0.202	\$ 0.02	
Allspice, ground	¼ tsp.		OZ-fl	0.12	0.277	\$ 0.03	
Cardamom, ground	¼ tsp.		OZ-fl	0.12	0.837	\$ 0.10	
Pepper, black ground	2 tsp.		OZ-fl	0.33	0.389	\$ 0.13	
Salt, sea	1 Tbsn.		OZ-fl	0.5	0.135	\$ 0.07	
<b>TOOLS/EQUIP.:</b> Pound scale, ounce scale, large mixing bowl, measuring spoons, French knife and 24 stainless steel skewers.			Total \$ 34.05				
<b>STATION:</b> Prep cook			RU EA				
<b>YIELD:</b> 12 2-skewer portions			# of RU 12				
<b>SHELF LIFE:</b> 3 days			RU Cost \$ 2.84				

**CHEF'S NOTE:** These also make a great meatball for appetizers or small plates.

American Lamb Board - Recipe Card			Recipe Cost			
Minted Couscous Salad			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Couscous	5 cups	1. Place water and salt in a medium saucepot and bring to a simmer. 2. Stir in the couscous slowly and return to a simmer. 3. Cover and remove to indirect heat, allow to cook for 10-12 minutes or until just soft. 4. Remove the couscous to a half #400 pan and allow to cool, stirring occasionally. 5. When cooled to room temperature add the dressing, mint, fennel, orange zest and juice. 6. Chill the salad for 2-3 hours and adjust seasonings as necessary.	OZ-fl	40	0.042	\$ 1.69
Water	7 cups		OZ-fl	56	-	\$ -
Salt, sea	1 Tbsn.		OZ-fl	0.5	0.135	\$ 0.07
						\$ -
Mint, bunch	4 ozs. stemmed and torn		OZ-wt	4	0.667	\$ 2.67
Dressing, Italian	1 cup		OZ-fl	8	0.074	\$ 0.59
Fennel, whole	4 ozs. thinly shaved		OZ-wt	4	0.268	\$ 1.07
Orange, navel	2 ea. zested and juiced		EA	2	0.203	\$ 0.41
						\$ -
						\$ -
						\$ -
<b>TOOLS/EQUIP.:</b> Measuring cup, measuring spoons, ounce scale, citrus zester, French knife, medium saucepot with lid and #400 half pan.			Total \$ 6.50			
<b>STATION:</b> Prep cook			RU EA			
<b>YIELD:</b> 18 ¾-cup portions			# of RU 18			
<b>SHELF LIFE:</b> 3 days			RU Cost \$ 0.36			

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

# STEP TWO: PREP STAGES

## GRILLED DOMESTIC LAMB BURGER

American Lamb Board - Recipe Card Lamb Mixture for Burgers			Recipe Cost			
			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Lamb, ground domestic	6 lbs.	1. Place lamb in a large mixing bowl. 2. Add the salt and pepper, mix thoroughly by hand. 3. Portion into 6-oz. patties, separate each patty with portion paper. 4. Refrigerate for service.	OZ-wt	96	0.435	\$ 41.80
Pepper, black ground	1 Tbsn.		OZ-fl	0.5	0.389	\$ 0.19
Salt, sea	1 Tbsn.		OZ-fl	1	0.135	\$ 0.13
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
<b>TOOLS/EQUIP.:</b> Pound scale, measuring spoons, large mixing bowl and portion papers.					Total	\$ 42.13
<b>STATION:</b> Prep cook <b>YIELD:</b> 16 6-oz. portions <b>SHELF LIFE:</b> 3 days					RU	EA
					# of RU	16
					RU Cost	\$ 2.63

**CHEF'S NOTE:** This is a basic recipe, try adding Worcestershire, red pepper flakes, etc., for a more distinct flavor profile.

American Lamb Board - Recipe Card Onion and Fennel Relish			Recipe Cost			
			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Onion, red jumbo	1 lb. thick slices	1. Lightly brush sliced onion and fennel with olive oil, season with salt and pepper and let stand 10 minutes. 2. Place the sliced onion and fennel on a medium hot section of the grill and mark lightly. Move to a cooler section and cook until just soft. 3. Set the onion and fennel aside to cool to room temperature. 4. Cut the cooled fennel and onion to a medium dice. Don't use a random chop as it will break down the cooked veggies. 5. Zest the lemons and set them aside. 6. Place the cooked veggies, lemon zest and remaining ingredients in a large mixing bowl and gently mix by hand. 7. Allow the relish to stand for 2-3 hours, check the flavor profile and season as necessary. 8. Refrigerate for service.	OZ-wt	16	0.106	\$ 1.69
Fennel, whole	1 lb. ¼ inch slices		OZ-wt	16	0.268	\$ 4.28
Oil, olive extra-virgin	¼ cup		OZ-fl	2	0.235	\$ 0.47
Pepper, black ground	1 tsp.		OZ-fl	0.16	0.389	\$ 0.06
Salt, sea	2 tsp.		OZ-fl	0.32	0.135	\$ 0.04
					-	\$ -
Rosemary, fresh	¼ oz. finely chopped		OZ-wt	0.75	0.664	\$ 0.50
Lemon	6 ea.		EA	6	0.228	\$ 1.37
Honey, pure clover	1 Tbsn.	OZ-fl	0.5	0.337	\$ 0.17	
Pepper, red crushed	2 tsp.	OZ-fl	0.32	0.222	\$ 0.07	
				-	\$ -	
				-	\$ -	
<b>TOOLS/EQUIP.:</b> Ounce scale, measuring cup, measuring spoons, citrus zester and large mixing bowl.					Total	\$ 8.66
<b>STATION:</b> Line cook <b>YIELD:</b> 24 1.5-oz. portions <b>SHELF LIFE:</b> 2 days					RU	EA
					# of RU	24
					RU Cost	\$ 0.36

**CHEF'S NOTE:** This is a great multiuse relish, especially well fitted for heavier meat dishes.

