

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:

Gulf's Best Bloody Mary and Late Night Breakfast Stacker

This month's article features menu items created by Tom Bruce of Central Coast Food & Beverage in Capitola, California. Special thanks to John Eales, owner/operator of the London Bridge Pub and Cooper's in Monterey, CA.



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MENU ITEMS

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

GULF'S BEST BLOODY MARY

- 1 ea. Bloody Mary Base
- 1.5 fl. oz. Vodka
- 1 ea. Uncured bacon
- 1 ea. Shrimp Prep
- 2 oz. Fresh celery
- 1 ea. Green olive
- 0.25 ea. Fresh lime

LINE COOK INSTRUCTIONS:

1. Place ice in the pint glass.
2. Add the vodka and Bloody Mary mix at the same time.
3. Add celery and bacon.
4. Add pre-made shrimp skewer.



LATE NIGHT BREAKFAST STACKER

- 0.5 fl. oz. Canola oil
- 1 ea. Hash Browns
- 1 ea. Beef and Pork Sausage
- 1 ea. Sliced cheddar cheese
- 1 ea. Large egg
- 0.5 oz. Butter
- 1 ea. Fruit Salad
- 1 ea. Potato bread
- 1.5 fl. oz. Roasted veggie salsa

LINE COOK INSTRUCTIONS:

1. Place canola oil on the griddle and spread.
2. Place hash brown portion on the griddle and compact the sides with a spatula.
3. Place the sausage patty on the griddle to cook.
4. When brown turn hash browns, sausage patty should also be ready to turn.
5. Add cheese slice to the patty.
6. Using an omelet pan, heat and add the butter.
7. Cook egg to order over low heat.
8. Begin the stack: hash browns, sausage patty with cheese and egg.
9. Garnish with fruit bowl, buttered toast and salsa portion 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, 14-16 uncured	1/15-lb.	Box	61.35	EA	225	100%	0.273
** Beef, ground 80/20	4/5-lb.	Case	64.39	OZ-wt	320	100%	0.201
** Blueberries, fresh	12/6-oz.	Case	34.67	OZ-wt	72	100%	0.482
** Bread, potato sliced	12/20-oz.	Case	38.51	EA	288	100%	0.134
** Butter, salted	30/1-lb.	Case	101.24	OZ-wt	480	100%	0.211
* Celery, fresh	1/24-ct.	Box	22.87	OZ-wt	768	69%	0.043
** Cheese, cheddar sliced	4/2.5-lb.	Case	39.46	EA	214	100%	0.184
** Egg, shell large	1/15-dzn.	Box	38.69	EA	180	100%	0.215
* Horseradish, prepared	6/32-oz.	Case	31.04	OZ-fl	192	100%	0.162
* Juice, tomato	8/32-oz.	Case	17.22	OZ-fl	256	100%	0.067
* Lemon, fresh	1/40-ct.	Box	55.51	EA	140	100%	0.397
* Lime, fresh	1/200-ct.	Box	39.05	EA	200	100%	0.195
** Oil, salad canola	3/1-gal.	Case	30.16	OZ-fl	384	100%	0.079
* Olive, green pitted jumbo	1/1-gal.	Jar	68.50	EA	253	100%	0.271
** Onion, yellow fresh	1/25-lb.	Carton	15.05	OZ-wt	400	91%	0.041
** Pepper, jalapeno fresh	1/5-lb.	Box	12.98	OZ-wt	80	94%	0.173
*** Pepper, white ground	6/18-oz.	Case	29.11	OZ-fl	191.16	100%	0.152
** Pineapple, fresh	1/3-ct.	Box	13.78	OZ-wt	204	45%	0.150
** Potato, russet	1/50-lb.	Box	20.37	OZ-wt	800	100%	0.025
** Salsa, roasted veggie	6/16-oz.	Case	20.92	OZ-fl	96	100%	0.218
* Salt, celery	1/33-oz.	Each	16.22	OZ-fl	32.01	100%	0.507
*** Salt, sea coarse	6/36-oz.	Case	36.95	OZ-fl	203.04	100%	0.182
* Sauce, hot	1/1-gal.	Each	13.20	OZ-fl	128	100%	0.103
*** Sauce, Worcestershire	3/1-gal.	Case	37.41	OZ-fl	384	100%	0.097
** Sausage, pork breakfast	4/5-lb.	Case	40.24	OZ-wt	320	100%	0.126
* Seasoning, seafood	1/1-lb.	Each	7.13	OZ-fl	15.52	100%	0.459
* Shrimp, gulf 21-25 tail-on	4/2.5-lb.	Case	69.44	EA	220	100%	0.316
** Strawberries, fresh	8/1-lb.	Case	27.73	OZ-wt	128	92%	0.235
* Vodka	1/1-ltr.	Bottle	22.49	OZ-fl	33.8	100%	0.665
* Wine, white	12/750-ml.	Case	71.50	OZ-fl	304	100%	0.235

*Gulf's Best Bloody Mary **Late Night Breakfast Stacker *** 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:

- Celery averages 32 oz. per bunch.
- Celery salt weighs 0.513 oz. per Tbsn.
- Cheddar cheese averages 0.75 oz. per slice.
- Coarse sea salt weighs 0.534 oz. per Tbsn.
- Jalapenos yield 94% when seeded and chopped.
- Old Bay seasoning weighs 0.513 oz. per Tbsn.
- Pineapple averages 67 oz. each and yields 45% when peeled and cored.
- White ground pepper weighs 0.282 oz per Tbsn.

STEP TWO: PREP STAGES

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

GULF'S BEST BLOODY MARY

Central Coast Food & Beverage			Recipe Cost			
Bloody Mary Base			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Juice, tomato	4 cups	1. Place all ingredients in an industrial blender. 2. Blend on low speed until well mixed. 3. Place in a store 'n pour and refrigerate for use.	OZ-fl	32	0.067	\$ 2.15
Sauce, Worcestershire	3 Tbsn.		OZ-fl	1.5	0.097	\$ 0.15
Sauce, hot	3 fl. ozs.		OZ-fl	3	0.103	\$ 0.31
Lemon, fresh	4 ea. Juiced		EA	4	0.397	\$ 1.59
Horseradish, prepared	2 Tbsn.		OZ-fl	1	0.162	\$ 0.16
Salt, celery	1 tsp.		OZ-fl	0.16	0.507	\$ 0.08
Pepper, white ground	1 tsp.		OZ-fl	0.16	0.152	\$ 0.02
					-	\$ -
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Measuring spoons, measuring cup, paring knife, industrial blender and store 'n pour. STATION: Prep cook YIELD: About 8 Bloody Mary's SHELF LIFE: 3 days			Total \$ 4.46 RU EA # of RU 8 RU Cost \$ 0.56			

CHEF'S NOTE: The mix will get stronger as it sits so you may want to adjust the amounts or add tomato juice, if necessary. This base makes a great marinade for a brunch or late-night steak.

Central Coast Food & Beverage			Recipe Cost			
Shrimp Prep			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Shrimp, gulf 21-25 tail-on	2½-lb. box	1. Combine the water, salt, wine, lemon juice and seasoning in a medium saucepot with lid. 2. Bring to a rolling boil and add the shrimp. 3. Stir once with a perforated spoon to separate any shrimp that may be stuck together. Cover with lid. 4. As soon as the stock comes to a light simmer around the edges turn off the heat. 5. Allow to stand 3-4 minutes to absorb the flavors in the stock. 6. Drain in a colander and allow to cool. Do not rinse with cold water. 7. Cover and refrigerate.	EA	55	0.316	\$ 17.36
Water	1 gal.		OZ-fl	128	-	\$ -
Salt, sea coarse	3 Tbsn.		OZ-fl	1.5	0.182	\$ 0.27
Wine, white	1 cup		OZ-fl	8	0.235	\$ 1.88
Lemon, fresh	4 ea. Juiced		EA	4	0.397	\$ 1.59
Seasoning, seafood	1 Tbsn.		OZ-fl	0.5	0.459	\$ 0.23
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Gallon measure, cup measure, measuring spoons, medium saucepot with lid and colander. STATION: Line cook YIELD: 55 cooked shrimp SHELF LIFE: 3 days			Total \$ 21.33 RU EA # of RU 55 RU Cost \$ 0.39			

CHEF'S NOTE: Overcooking seafood is a common problem. Shrimp need to reach an internal temperature of 145°.

STEP TWO: PREP STAGES

LATE NIGHT BREAKFAST STACKER

Central Coast Food & Beverage			Recipe Cost			
Hash Browns			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Potato, russet	12 lbs.	1. Using a steamer or large pot boil the potatoes until fork tender. 2. Remove from the heat and place them in a single layer on a sheet pan, cool to room temperature. 3. Refrigerate overnight. 4. Peel the cooked potatoes and shred into a large mixing bowl. 5. Add the shredded onions, salt and pepper. 6. Mix well by hand but don't break up the potatoes. 7. Refrigerate for service.	OZ-wt	192	0.025	\$ 4.89
Onion, yellow fresh	12 oz. shredded		OZ-wt	12	0.041	\$ 0.50
Salt, sea coarse	4 Tbsn.		OZ-fl	2	0.182	\$ 0.36
Pepper, white ground	2 Tbsn.		OZ-fl	1	0.152	\$ 0.15
					-	\$ -
					-	\$ -
					-	\$ -
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
TOOLS/EQUIP.: Pound scale, ounce scale, measuring spoons, large pot/steamer, shredder and large mixing bowl.					Total	\$ 5.90
STATION: Prep cook YIELD: About 33 5-oz. portions SHELF LIFE: 3 days					RU	EA
					# of RU	33
					RU Cost	\$ 0.18

CHEF'S NOTE: I prefer a pre-cooked potato for hash browns, however, a number of chefs prefer to use raw peeled. When par boiling potatoes, always allow them to sit overnight under refrigeration. This will prevent the problematic "gummy" texture often found in potato salads, etc. Peeled and shredded potatoes yield about 80% of uncooked weight so always begin with a bit more than you'll need for finished goods.

Central Coast Food & Beverage			Recipe Cost			
Beef and Pork Sausage			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Beef, ground 80/20	5 lbs.	1. Place the beef and pork in a large mixing bowl and blend well by hand. 2. Add the remaining ingredients and blend well again by hand. 3. Cover and place under refrigeration for 1-2 hours. 4. Cook a small portion on the flat top, allow to cool, then taste. Adjust seasonings as necessary. 5. Form into 5 oz. patties and refrigerate for service.	OZ-wt	80	0.201	\$ 16.10
Sausage, pork breakfast	3 lbs.		OZ-wt	48	0.126	\$ 6.04
Onion, yellow fresh	8 ozs. finely chopped		OZ-wt	8	0.041	\$ 0.33
Pepper, jalapeno fresh	2 ozs. seeded and chopped		OZ-wt	2	0.173	\$ 0.35
Salt, sea coarse	1 Tbsn.		OZ-fl	0.5	0.182	\$ 0.09
Sauce, Worcestershire	2 Tbsn.	OZ-fl	1	0.097	\$ 0.10	
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
TOOLS/EQUIP.: Pound scale, ounce scale, measuring spoons and large mixing bowl.					Total	\$ 23.00
STATION: Prep cook YIELD: About 28 5-oz. patties SHELF LIFE: 2 days					RU	EA
					# of RU	28
					RU Cost	\$ 0.82

CHEF'S NOTE: Whenever using a new recipe with blended meats, such as sausage or meatloaf, let the mixture stand then do a taster to make sure you have the correct flavor profile. Try adding a cup of Bloody Mary base for a unique flavor profile.

