

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:

Grilled Lamburgers with Lemon Rosemary Aioli and Spicy Lamb Meatballs

This month's article features two items courtesy of the American Lamb Board. Author Chef Tom Bruce of Central Coast Food & Beverage created 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.

GRILLED LAMBURGERS WITH LEMON ROSEMARY AIOLI

- 1 ea. Lamburger
- 2 ea. Fresh Eggplant
- 2 oz. Fresh Roma Tomato
- 0.1 oz. Salt, kosher coarse
- 0.25 oz. Olive oil
- 1 ea. Brioche bun
- 1 ea. Lemon Rosemary Aioli

LINE COOK INSTRUCTIONS:

1. Place the lamburger patty on a medium hot section of the grill, turn once to cross-mark.
2. Turn the patty, and repeat the process until cooked to desired temperature.
3. While the patty is grilling, place the split bun on the griddle to toast. When lightly browned, remove from the griddle; baste both the top and bottom with the aioli.
4. After the burger is turned, begin cooking the eggplant and Roma slices on the griddle or grill, take care not to overcook.
5. When completed, build the burger by placing the



patty on the basted bun, add the eggplant, then the Roma's, finish with the bun top.

SPICY LAMB MEATBALLS

- 1 ea. Spicy lamb meatballs
- 1 oz. Meatball cooking stock
- 1 oz. Spicy yogurt dipping sauce
- 0.1 oz. Fresh green onions

LINE COOK INSTRUCTIONS:

1. Using a small sauté pan, heat the cooking stock.
2. Add the meatballs and toss to thoroughly coat.
3. If the meatballs were chilled, place in a low still oven for 2-3 minutes to thoroughly heat.
4. Remove from the pan and drain any remaining stock.
5. Plate on a heated appetizer plate with a small amount of dipping sauce as a garnish.



6. Serve with the remaining sauce on the side, and finish with scallion or chive ribbons.

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 |
| ** Bread, crumbs medium | 2/7.5 lb. | Case | 17.47 | OZ-fl | 552 | 100% | 0.032 |
| * Bun, brioche | 6/12 ct. | Case | 45.54 | EA | 72 | 100% | 0.633 |
| ** Cilantro, fresh bunch | 1/6 ct. | Case | 14.39 | OZ-fl | 42 | 100% | 0.343 |
| ** Cinnamon, ground | 1/16 oz. | Each | 12.48 | OZ-fl | 32 | 100% | 0.390 |
| ** Coriander, ground | 1/14 oz. | Each | 11.99 | OZ-fl | 32 | 100% | 0.375 |
| ** Cumin, ground | 1/14 oz. | Each | 12.91 | OZ-fl | 33.6 | 100% | 0.384 |
| ** Egg, shell large | 1/15 dzn. | Case | 27.19 | EA | 180 | 100% | 0.151 |
| * Eggplant, fresh | 1/25 lb. | Case | 19.13 | OZ-wt | 400 | 84% | 0.057 |
| *** Garlic, fresh peeled | 1/5 lb. | Each | 20.32 | OZ-wt | 80 | 100% | 0.254 |
| ** Honey, clover pure | 1/5 lb. | Each | 18.21 | OZ-fl | 53.6 | 100% | 0.340 |
| * Juice, lemon pasteurized | 1/1 gal. | Each | 12.26 | OZ-fl | 128 | 100% | 0.096 |
| *** Lamb, ground American | 2/5# avg. | LB | 8.03 | OZ-wt | 16 | 100% | 0.502 |
| * Mayonnaise, lite | 4/1 gal. | Case | 68.01 | OZ-fl | 512 | 100% | 0.133 |
| ** Mustard, Dijon | 1/48 oz. | Each | 17.80 | OZ-fl | 48 | 100% | 0.371 |
| * Oil, olive | 3/1 gal. | Case | 73.09 | OZ-fl | 384 | 100% | 0.190 |
| ** Oil, vegetable | 6/1 gal. | Case | 61.28 | OZ-fl | 768 | 100% | 0.080 |
| ** Onions, green fresh | 1/6 ct. | Case | 16.63 | OZ-wt | 126 | 83% | 0.159 |
| ** Onions, red | 1/10 lb. | Case | 11.02 | OZ-wt | 160 | 91% | 0.076 |
| ** Oranges, fresh | 1/113 ct. | Case | 26.17 | EA | 113 | 100% | 0.232 |
| ** Paprika, smoked | 1/17 oz. | Each | 18.12 | OZ-fl | 34 | 100% | 0.533 |
| ** Parsley, Italian fresh | 1/6 ct. | Case | 11.02 | OZ-fl | 61 | 100% | 0.181 |
| *** Pepper, black ground | 1/18 oz. | Each | 17.29 | OZ-fl | 37.5 | 100% | 0.461 |
| ** Pepper, red ground | 1/14 oz. | Each | 9.24 | OZ-fl | 37.1 | 100% | 0.249 |
| * Rosemary, fresh | 1/1 lb. | Case | 12.35 | OZ-fl | 76.8 | 100% | 0.161 |
| *** Salt, kosher coarse | 12/26 oz. | Case | 39.66 | OZ-fl | 296.4 | 100% | 0.134 |
| ** Sauce soy, low sodium | 1/5 gal. | Each | 51.09 | OZ-fl | 640 | 100% | 0.080 |
| ** Sauce, Sriracha chili | 12/17 oz. | Case | 25.26 | OZ-fl | 204 | 100% | 0.124 |
| * Tomato, Roma fresh | 1/25 lb. | Case | 26.22 | OZ-wt | 400 | 91% | 0.072 |
| ** Vinegar, white wine | 1/1 gal. | Each | 6.83 | OZ-fl | 128 | 100% | 0.053 |
| ** Yogurt, plain Greek nonfat | 6/2 lb. | Case | 26.75 | OZ-fl | 178.6 | 100% | 0.150 |

*Grilled Lamburgers with Lemon Rosemary Aioli **Spicy Lamb Meatballs *** 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:

- Cilantro fresh produces 5 Tbsp. per ounce.
- Cinnamon ground weighs 0.25 oz per Tbsp.
- Coriander ground weighs 0.218 oz per Tbsp.
- Cumin ground weighs 0.208 oz per Tbsp.
- Italian parsley weighs about 0.113 oz.perTbsp.
- Onion chopped weighs 4 oz per cup.
- Paprika ground weighs 0.244 oz per Tbsp.
- Pepper ground weighs 0.189 oz per Tbsp.
- Rosemary fresh weighs 0.15 oz per Tbsp.
- Salt kosher coarse weighs 0.534 oz per Tbsp.

STEP TWO: PREP STAGES

SPICY LAMB MEATBALLS

| American Lamb Board | | | Recipe Cost | | | |
|---|--------------------------|---|----------------|---------|----------|----------|
| Spicy Lamb Meatballs | | | Batch | | | |
| INGREDIENTS | MEASURE | PROCEDURE | RU | # of RU | RU Cost | Cost |
| Oil, vegetable | ½ cup | 1. Using a large saute pan or brazier heat the oil over medium heat. 2. Add the onions and cook until lightly browned, stirring or tossing frequently. 3. Add the minced garlic and cook for 1 additional minute. Add the Moroccan spice blend and cook 1 minute. Remove from the heat and cool to room temperature. 4. Using a large mixing bowl combine the onion mixture, bread crumbs, eggs, salt and orange zest, blend thoroughly. 5. Add the ground lamb and mix by hand until all ingredients are incorporated. 6. Place the mixture under refrigeration for 1-2 hours before portioning. 7. Using a 1 oz. scoop portion the meatballs on to sheet pans lined with parchment paper. Be sure to leave sufficient space between each meatball for even cooking. 8. Place in a 325° convection oven for 25-30 minutes. The meatballs should be lightly browned and firm with an internal minimum temperature of 165°. 9. Cool and refrigerate or hot hold for service. | OZ-fl | 4 | 0.080 | \$ 0.32 |
| Onions, red | 1-½ lbs. | | OZ-wt | 24 | 0.076 | \$ 1.82 |
| Garlic, fresh peeled | 5 ozs., minced | | OZ-wt | 5 | 0.254 | \$ 1.27 |
| Moroccan Spice Blend | 1 batch | | EA | 1 | 4.243 | \$ 4.24 |
| Bread, crumbs medium | 2 cups | | OZ-fl | 16 | 0.032 | \$ 0.51 |
| Egg, shell large | 8 ea., beaten | | EA | 8 | 0.151 | \$ 1.21 |
| Salt, kosher coarse | 3 Tbsn. | | OZ-fl | 1.5 | 0.134 | \$ 0.20 |
| Oranges, fresh | 2 ea., zested | | EA | 2 | 0.232 | \$ 0.46 |
| Lamb, ground American | 7 lbs. | | OZ-wt | 112 | 0.502 | \$ 56.23 |
| Sauce soy, low sodium | 2 cups | | OZ-fl | 16 | 0.080 | \$ 1.28 |
| Honey, clover pure | ¼ cup | | OZ-fl | 6 | 0.340 | \$ 2.04 |
| Cilantro, fresh bunch | ¾ cup, cleaned & chopped | | OZ-fl | 6 | 0.343 | \$ 2.06 |
| Sauce, Sriracha chili | ¼ cup | | OZ-fl | 2 | 0.124 | \$ 0.25 |
| TOOLS/EQUIP.: Ounce scale, measuring cup, large saute pan or brazier, stainless steel service spoon, large mixing bowl, 1 oz. scoop, sheet pan(s) and parchment paper. | | | Total | | \$ 71.88 | |
| STATION: Prep cook | | | RU | | EA | |
| YIELD: 48 portions, 3 each meatballs | | | # of RU | | 48 | |
| SHELF LIFE: 3 days | | | RU Cost | | \$ 1.50 | |

CHEF'S NOTE: Meatballs are a great, inexpensive appetizer option. You can incorporate sausage, etc. to mix it up a bit.

| American Lamb Board | | | Recipe Cost | | | |
|---|---------|--|----------------|---------|---------|---------|
| Moroccan Spice Blend | | | Batch | | | |
| INGREDIENTS | MEASURE | PROCEDURE | RU | # of RU | RU Cost | Cost |
| Cumin, ground | ½ cup | 1. Place all dry ingredients in a pre-heated cast iron skillet over medium/low heat. 2. Roast the spices until they begin to smoke, stir frequently. 3. Remove the skillet from the heat and place the roasted spices in a medium mixing bowl. 4. Use a stainless steel service spoon to thoroughly blend the spices. Allow to cool thoroughly. 5. Place blended spices in a food grade container with a tight-fitting lid, store at room temperature. | OZ-fl | 4 | 0.384 | \$ 1.54 |
| Coriander, ground | ¼ cup | | OZ-fl | 2 | 0.375 | \$ 0.75 |
| Paprika, smoked | ¼ cup | | OZ-fl | 2 | 0.533 | \$ 1.07 |
| Cinnamon, ground | 2 Tbsn. | | OZ-fl | 1 | 0.390 | \$ 0.39 |
| Pepper, black ground | 2 Tbsn. | | OZ-fl | 1 | 0.461 | \$ 0.46 |
| Pepper, red ground | 1 tsp. | | OZ-fl | 0.16 | 0.249 | \$ 0.04 |
| | | | | | - | \$ - |
| | | | | | - | \$ - |
| | | | | | - | \$ - |
| | | | | | - | \$ - |
| | | | | | - | \$ - |
| | | | | | - | \$ - |
| TOOLS/EQUIP.: Measuring spoons, measuring cup, medium mixing bowl, stainless steel service spoon, and food grade container with lid. | | | Total | | \$ 4.24 | |
| STATION: Prep cook | | | RU | | EA | |
| YIELD: Enough for 1 batch of meat ball mix | | | # of RU | | 1 | |
| SHELF LIFE: 7 days | | | RU Cost | | \$ 4.24 | |

CHEF'S NOTE: Cumin, coriander and paprika will release more flavor with light roasting, a bit more effort, but worth it.

STEP TWO: PREP STAGES CONTINUED

SPICY LAMB MEATBALLS

| American Lamb Board | | | Recipe Cost | | | |
|--|-----------------------|---|----------------|---------|---------|---------|
| Spicy Yogurt Dipping Sauce | | | RU | # of RU | RU Cost | Cost |
| INGREDIENTS | MEASURE | PROCEDURE | | | | |
| Mayonnaise, lite | 2 cups | 1. Place the mayonnaise in a commercial food processor. 2. Add the parsley and garlic, <i>bump</i> the processor several times to incorporate the ingredients. 3. Add the mustard and vinegar, blend on low speed for 2-3 minutes until smooth. 4. Add the yogurt in 4 ea. ¼ cup batches, blending between each addition. 5. Remove to a medium mixing bowl and blend in the chopped green onions with a service spoon. 6. Let stand under refrigeration for 1-2 hours, then add salt and pepper to taste. | OZ-fl | 16 | 0.133 | \$ 2.13 |
| Onions, green fresh | 2 ozs. finely chopped | | OZ-wt | 2 | 0.159 | \$ 0.32 |
| Parsley, Italian fresh | 1 cup chopped | | OZ-fl | 8 | 0.181 | \$ 1.45 |
| Garlic, fresh peeled | 1-½ ozs. roasted | | OZ-wt | 1.5 | 0.254 | \$ 0.38 |
| Mustard, Dijon | ¼ cup | | OZ-fl | 2 | 0.371 | \$ 0.74 |
| Yogurt, plain Greek nonfat | 4 cups | | OZ-fl | 32 | 0.150 | \$ 4.79 |
| Vinegar, white wine | ½ cup | | OZ-fl | 4 | 0.053 | \$ 0.21 |
| Salt, kosher coarse | 1 Tbsn. | | OZ-fl | 0.5 | 0.134 | \$ 0.07 |
| Pepper, black ground | 2 tsp. | | OZ-fl | 0.33 | 0.461 | \$ 0.15 |
| | | | | | - | \$ - |
| | | | | - | \$ - | |
| | | | | - | \$ - | |
| TOOLS/EQUIP.: Ounce scale, cup measure, quart measure, measuring spoons, French knife, commercial blender, medium mixing bowl, and stainless steel service spoon. | | | Total | | \$ | 10.24 |
| STATION: Pantry | | | RU | | OZ-fl | |
| YIELD: 64-1 fl oz. portions | | | # of RU | | | 64 |
| SHELF LIFE: 2 days | | | RU Cost | | \$ | 0.16 |

CHEF'S NOTE: Chives can be substituted for green onions, however, either of these ingredients should be added at the end, and always hand cut scallions and chives.

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: Grilled Lamburgers with Lemon Rosemary Aioli | | | | |
|--|----------|----------------------|---------------------|-----------|
| Item Description: American lamb, eggplant and Roma tomatoes served on a brioche bun. | | | | |
| Recipe Unit | Quantity | Ingredient | Unit Cost | Extension |
| EA | 1 | Lamburger | 3.04 | 3.04 |
| OZ-wt | 2 | Eggplant, fresh | 0.06 | 0.11 |
| OZ-wt | 2 | Tomato, Roma fresh | 0.07 | 0.14 |
| OZ-fl | 0.1 | Salt, kosher coarse | 0.13 | 0.01 |
| OZ-fl | 0.25 | Oil, olive | 0.19 | 0.05 |
| EA | 1 | Bun, brioche | 0.63 | 0.63 |
| EA | 1 | Lemon Rosemary Aioli | 0.08 | 0.08 |
| | | | 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 | 4.42 |
| | | | Menu Price | 14.00 |
| | | | Gross Profit | 9.58 |
| | | | Food Cost % | 31.60% |

| Menu Item: Spicy Lamb Meatballs | | | | |
|---|----------|-----------------------------|---------------------|-----------|
| Item Description: American lamb, Moroccan spice, honey and Sriracha sauce. Served with housemade herbed yogurt dipping sauce. | | | | |
| Recipe Unit | Quantity | Ingredient | Unit Cost | Extension |
| EA | 1 | Spicy Lamb Meatballs | 1.50 | 1.50 |
| OZ-fl | 1 | Cooking Stock for Meatballs | 0.20 | 0.20 |
| OZ-fl | 1 | Spicy Yogurt Dipping Sauce | 0.16 | 0.16 |
| OZ-wt | 0.1 | Onions, green fresh | 0.16 | 0.02 |
| | | | 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) | 0.00 | 0.00 |
| | | | Total Cost | 1.87 |
| | | | Menu Price | 7.00 |
| | | | Gross Profit | 5.13 |
| | | | Food Cost % | 26.78% |