

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:

Calamari Steak Lunch and Crustless Southwestern Quiche

This month's article is courtesy of Pietro's, Lodi, California. Thanks to Pietro Murdaca and his staff for their assistance with the calamari entree.

Tom Bruce of Central Coast Food & Beverage worked with Pietro's to create 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.

CALAMARI STEAK LUNCH

- 6 oz. Breaded Calamari
- 2 fl. oz. Cottonseed salad oil
- 0.25 ea. Choice lemon
- 2 fl. oz. Sauterne cooking wine
- 0.25 oz. Parmesan cheese
- 0.1 fl. oz. Kosher salt
- 0.17 fl. oz. Lemon juice
- 1 ea. Risotto
- 1.5 oz. Green bell pepper
- 1 oz. Jumbo red onion
- 4 oz. Zucchini
- 1.5 fl. oz. Tartar sauce

LINE COOK INSTRUCTIONS:

1. Preheat a medium sauté pan and add the cottonseed oil.
2. Place the calamari portion in the pan and allow to brown.
3. While the calamari is browning build the risotto portion in an additional pan.



4. When thoroughly browned, plate the calamari. Deglaze the sauté pan with the wine and lemon juice.
5. Add the risotto and grilled veggies, and finish the calamari with the pan sauce.
6. Finish with parmesan dusting, tartar sauce and a lemon wedge for service.

CRUSTLESS SOUTHWESTERN QUICHE

- 1 ea. Southwestern Quiche
- 0.5 oz. Spring mix lettuce
- 1 ea. Citrus Salad Mix
- 0.5 ea. Hass avocado
- 8 ea. Mint leaves

LINE COOK INSTRUCTIONS:

1. Place the individual portion in a medium oven to reheat when ordered.
2. Place the spring mix on a room-temperature plate, top with the citrus salad and garnish with a mint sprig. Finish with a fanned avocado half.
3. Place the heated quiche on the plate and serve.



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
* Avocado, Hass	1/48-ct.	Case	32.19	EA	48	100%	0.671
** Breadcrumb, panko	1/25-lb.	Each	27.10	OZ-wt	400	100%	0.068
** Calamari, steak	6/5-lb.	LB	4.99	OZ-wt	16	100%	0.312
* Cheese, cotija	1/12 0.5-lb.	LB	6.39	OZ-wt	16	100%	0.399
** Cheese, marscapone	4/5-lb.	Case	82.17	OZ-wt	320	100%	0.257
* Cheese, Mexican blend	4/5-lb.	Case	45.21	OZ-wt	320	100%	0.141
** Cheese, parmesan	1/24-lb. avg.	LB	4.97	OZ-wt	16	100%	0.311
* Corn, sweet white	1/48-ct.	Case	22.50	EA	48	100%	0.469
*** Cream, half & half bulk	3/96-oz.	Case	36.65	OZ-fl	288	100%	0.127
* Dressing, citrus vinaigrette	1/1-gal.	Case	14.10	OZ-fl	128	100%	0.110
*** Egg, fresh large	12/15-dzn.	Case	35.01	EA	180	100%	0.195
** Garlic, whole peeled	4/5-lb.	Case	52.00	OZ-wt	320	100%	0.163
** Lemon, choice	1/140-ct.	Case	42.15	EA	140	100%	0.301
** Lemon, juice	1/1-gal.	Each	9.77	OZ-fl	128	100%	0.076
* Lettuce, spring mix	1/3-lb.	Each	6.71	OZ-wt	48	100%	0.140
* Mint, fresh bunch	1/6-ct.	Each	6.44	EA	480	100%	0.013
* Mushrooms, medium white	1/10-lb.	Case	21.30	OZ-wt	16	100%	1.331
* Oil, olive extra-virgin	1/10-ltr.	Each	85.82	OZ-fl	338.1	100%	0.254
** Oil, salad cottonseed	1/35-lb.	Each	31.44	OZ-fl	563.2	100%	0.056
** Onion, red jumbo	1/25-lb.	Bag	19.25	OZ-wt	400	91%	0.053
* Oranges, blood fresh	1/20-lb.	Case	22.56	OZ-wt	320	44%	0.160
* Oranges, Cara Cara	1/20-lb.	Case	23.54	OZ-wt	320	44%	0.167
*** Pepper, bell green	1/25-lb.	Case	31.54	OZ-wt	400	84%	0.094
* Pepper, bell red	1/25-lb.	Case	33.65	OZ-wt	400	84%	0.100
** Pepper, black whole	1/19 0.5-oz.	Each	16.20	OZ-wt	19.5	100%	0.831
* Pepper, hatch	12/28-oz.	Case	39.50	OZ-wt	336	100%	0.118
** Rice, arborio	12/1-kg.	Case	36.00	OZ-wt	422.4	250%	0.034
** Salt, kosher	12/3-lb.	Case	16.98	OZ-fl	307.6	100%	0.055
** Sauce, tartar	1/1-gal.	Each	12.54	OZ-fl	128	100%	0.098
* Sauce, Worcestershire	1/1-gal.	Each	6.67	OZ-fl	128	100%	0.052
** Squash, zucchini	1/5-lb.	Case	7.52	OZ-wt	80	91%	0.103
** Wine, cooking sauterne	1/1-gal.	Each	7.49	OZ-fl	128	100%	0.059

*Crustless Southwestern Quiche **Calamari Steak Lunch *** 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:

- Both oranges yielded 44% after peeling and cutting.
- Kosher salt weighs 0.534 oz. per Tbsn.
- Mint yields about 80 garnish leaves per bunch.

STEP TWO: PREP STAGES

CRUSTLESS SOUTHWESTERN QUICHE

C. C. F. & B. - Recipe Card			Recipe Cost			
Veggie Mix for Quiche			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Corn, sweet white	8 ears	1. Shuck the corn and place on a medium hot area of the grill. 2. Turn the corn to lightly brown on all sides. 3. Remove corn from the heat and allow to cool. 4. Lightly grill the red and green peppers, allowing them to char slightly. Remove from the heat and allow to cool. 5. Using a French knife, remove the corn kernels from the ears into a medium mixing bowl. 6. Chop the peppers and add to the corn. 7. Blend in the sliced mushroom and hatch peppers.	EA	8	0.469	\$ 3.75
Pepper, bell red	6 ozs. sectioned		OZ-wt	6	0.100	\$ 0.60
Pepper, bell green	4 ozs. sectioned		OZ-wt	4	0.094	\$ 0.38
					-	\$ -
Mushrooms, medium white	6 ozs. halved and thinly sliced		OZ-wt	6	1.331	\$ 7.99
Pepper, hatch	10 ozs. lightly drained		OZ-wt	10	0.118	\$ 1.18
					-	\$ -
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
TOOLS/EQUIP.: Ounce scale, tongs, French knife and medium mixing bowl.						
STATION: Prep cook						
YIELD: 4 Quiches						
SHELF LIFE: 2 days						
			Total		\$	13.89
			RU			EA
			# of RU			1
			RU Cost		\$	13.89

CHEF'S NOTE: If you prefer a less browned corn, simply peel back only part of the husk before grilling.

C. C. F. & B. - Recipe Card			Recipe Cost			
Southwestern Quiche			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Veggie Mix for Quiche	1 batch	1. Lightly oil 4 ten-inch pie pans. Divide the veggie mix equally among the pans. 2. Using a wire whisk, blend the eggs, half and half and Worcestershire in a mixing bowl. 3. Add the cheeses and mix thoroughly. 4. Ladle the quiche mixture equally into the 4 pie pans. 5. Bake in a still oven at 350° for 20-25 minutes or until the quiche begins to brown. 6. Reduce the heat to 325° and continue to bake for an additional 50-60 minutes or until firm to the touch. 7. Remove from the oven and allow to cool prior to service. 8. Portion quiche 6 cuts per pan.	EA	1	13.889	\$ 13.89
Oil, olive extra-virgin	¼ cup		OZ-fl	2	0.254	\$ 0.51
Sauce, Worcestershire	1 Tbsn.		OZ-fl	0.5	0.052	\$ 0.03
Egg, fresh large	16 ea.		EA	16	0.195	\$ 3.11
Cream, half & half bulk	4 cups		OZ-fl	32	0.127	\$ 4.07
Cheese, cotija	8 ozs. crumbled		OZ-wt	8	0.399	\$ 3.20
Cheese, Mexican blend	12 ozs.		OZ-wt	12	0.141	\$ 1.70
					-	\$ -
				-	\$ -	
				-	\$ -	
				-	\$ -	
TOOLS/EQUIP.: Ounce scale, cup measure, wire whisk, mixing bowl and 4 ten-inch pie pans.						
STATION: Prep cook						
YIELD: 24 portions						
SHELF LIFE: 2 days						
			Total		\$	26.50
			RU			EA
			# of RU			24
			RU Cost		\$	1.10

CHEF'S NOTE: This is a great light brunch item; for a more substantial meal cut into 4 portions per pan.

STEP TWO: PREP STAGES CONTINUED

GRILLED DOMESTIC LAMB BURGER

C. C. F. & B. - Recipe Card			Recipe Cost			
Citrus Salad Mix			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Oranges, blood fresh	12 ozs. peeled	1. Section the oranges using a paring knife. 2. Place the sections in a medium mixing bowl and add the dressing. 3. Carefully blend the mixture to avoid breaking up the oranges. 4. Lightly chill or hold at room temperate for service.	OZ-wt	12	0.160	\$ 1.92
Oranges, Cara Cara	12 ozs. peeled		OZ-wt	12	0.167	\$ 2.01
Dressing, citrus vinaigrette	½ cup		OZ-fl	4	0.110	\$ 0.44
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Ounce scale, measuring cup, paring knife and medium mixing bowl.						
STATION: Pantry						
YIELD: 10 3-oz. portions						
SHELF LIFE: 1 shift						
			Total		\$ 4.37	
			RU		EA	
			# of RU		10	
			RU Cost		\$ 0.44	

CHEF'S NOTE: This is a great light salad option and can be used as a garnish on any number of menu items.

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: Calamari Steak Lunch					Menu Item: Crustless Southwestern Quiche				
Item Description: Calamari steak, lightly breaded and grilled, finished with lemon and white wine.					Item Description: Roasted corn, bell peppers, mushrooms and hatch peppers with 4 cheeses. Served with a blood orange and avocado salad.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension	Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
OZ-wt	6	Breaded Calamari	0.31	1.88	EA	1	Southwestern Quiche	1.10	1.10
OZ-fl	2	Oil, salad cottonseed	0.06	0.11				0.00	0.00
EA	0.25	Lemon, choice	0.30	0.08	OZ-wt	0.5	Lettuce, spring mix	0.14	0.07
OZ-fl	2	Wine, cooking sauterne	0.06	0.12	EA	1	Citrus Salad Mix	0.44	0.44
OZ-wt	0.25	Cheese, parmesan	0.31	0.08	EA	0.5	Avocado, Hass	0.67	0.34
OZ-fl	0.1	Salt, kosher	0.06	0.01				0.00	0.00
OZ-fl	0.17	Lemon, juice	0.08	0.01	EA	8	Mint, fresh bunch	0.01	0.11
EA	1	Risotto	1.32	1.32				0.00	0.00
OZ-wt	1.5	Pepper, bell green	0.09	0.14				0.00	0.00
OZ-wt	1	Onion, red jumbo	0.05	0.05				0.00	0.00
OZ-wt	4	Squash, zucchini	0.10	0.41				0.00	0.00
OZ-fl	1.5	Sauce, tartar	0.10	0.15				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)	0.35	0.35	EA	1	Plate cost (Q-cost)	0.35	0.35
			Total Cost	4.71				Total Cost	2.40
			Menu Price	15.00				Menu Price	12.50
			Gross Profit	10.29				Gross Profit	10.10
			Food Cost %	31.38%				Food Cost %	19.23%