

# 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 Ahi with Pickled Ginger Onion Relish and Beef French Dip with Glazed Onions

This month's article features two items courtesy of the National Onion Association. Author Chef Tom Bruce of Central Coast Food & Beverage created the recipe mapping for these dishes.



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# MENU ITEMS

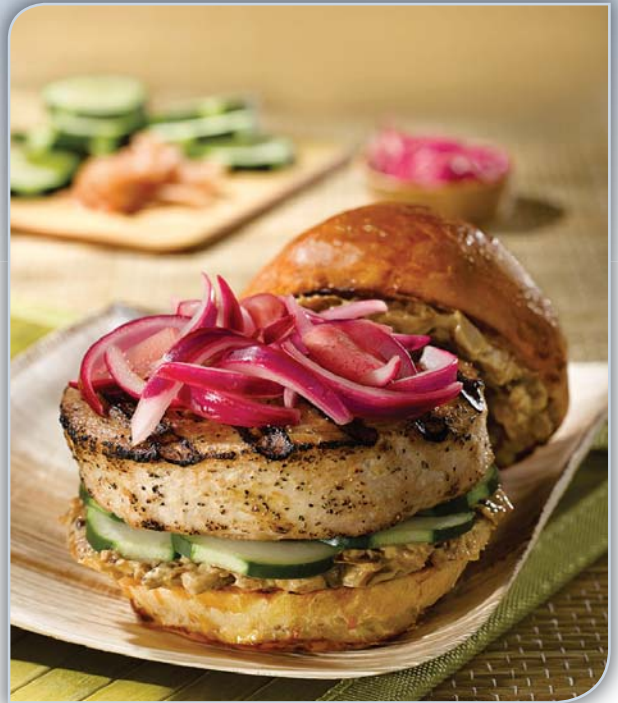
Menu items featured in our RecipeMapping department are available online at [www.RestaurantOwner.com/recipe.htm](http://www.RestaurantOwner.com/recipe.htm).

## GRILLED AHI WITH PICKLED GINGER ONION RELISH

1	ea.	Bun, brioche 4.5
0.25	oz.	Butter, solid unsalted
5	oz.	Ahi Tuna, 5 oz. steaks
.025	oz.	Olive oil, extra-virgin
1	ea.	Onion Wasabi Aioli
0.75	oz.	Cucumber, seedless
1	ea.	Pickled Ginger and Onion Relish

### LINE COOK INSTRUCTIONS:

1. Lightly butter the brioche and brown it on the griddle.
2. While the bun is toasting, lightly oil the tuna and cook it on a very hot section of the grill, take care not to overcook.
3. Spread the onion wasabi on both the top and bottom bun, add a layer of thinly sliced cucumbers to the bottom.
4. Place the grilled steak on the bed of cucumbers and top with the onion ginger relish.
5. Serve with the top bun offset to highlight the relish.



## BEEF FRENCH DIP WITH GLAZED ONIONS

1	ea.	Roll, hoagie 6"
0.25	oz.	Butter, solid unsalted
4	oz.	Tri-Tip Prep
0.5	oz.	Horseradish Dijon
1	ea.	Glazed Onions
1.5	oz.	Cheese, Emmental
2	oz.	Stock for Dips

### LINE COOK INSTRUCTIONS:

1. Lightly butter the Hoagie roll and brown on the griddle.
2. Spread the horseradish Dijon on the top of the roll.
3. Thinly slice 4 oz. of tri-tip and layer on the base.
4. Add an even layer of heated glazed onions over the sliced meat.
5. Top with shredded cheese and briefly place in the salamander to melt the cheese.
6. Serve with 2 oz. of dipping stock on the side.



# 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
* Ahi Tuna, 5 oz. steaks	1/10 # avg.	LB	6.15	OZ-wt	16	100%	0.384
** Beef broth	12/49 oz.	Case	40.34	OZ-fl	588	100%	0.069
** Beef, tri tip peeled	5/12 # avg.	LB	4.35	OZ-wt	16	100%	0.272
** Bones, beef neck	1/25 lb. avg.	LB	2.54	OZ-wt	16	100%	0.159
* Bun, brioche 4.5	36/3.5 oz.	Case	22.70	EA	36	100%	0.631
*** Butter, solid unsalted	36/1 lb.	Case	98.12	OZ-wt	576	100%	0.170
** Cheese, Emmental	2/3.5 #	LB	9.38	OZ-wt	16	100%	0.586
* Cucumber, seedless	1/36 ct.	Case	18.83	OZ-wt	360	95%	0.055
** Garlic, granulated	6/26 oz.	Case	87.10	OZ-wt	207.48	100%	0.420
** Garlic, peeled fresh jar	4/5 lb.	Case	60.49	OZ-wt	320	100%	0.189
* Ginger, pickled	12/12 oz.	Case	32.92	OZ-wt	144	100%	0.229
* Honey, pure clover	6/5 lb.	Case	99.22	OZ-fl	479.33	100%	0.207
** Horseradish, white prepared	1/8 lb.	Each	15.35	OZ-wt	96	100%	0.160
* Mayonnaise, real	4/1 gal.	Case	59.79	OZ-fl	512	100%	0.117
** Mustard, dijon	6/24 oz.	Case	39.98	OZ-fl	144	100%	0.278
*** Oil, olive extra-virgin	3/1 gal.	Case	68.37	OZ-fl	384	100%	0.178
* Onion, yellow jumbo	1/50 lb.	Box	14.29	OZ-wt	800	91%	0.020
* Onions, red jumbo	1/25 lb. avg.	Box	11.81	OZ-wt	400	91%	0.032
* Paste, wasabi pure kosher	12/1 lb.	Case	149.56	OZ-wt	192	100%	0.779
* Pepper, black table ground	3/5 lb.	Case	63.82	OZ-fl	528	100%	0.121
* Pepper, red crushed	6/13 oz.	Case	51.23	OZ-fl	230.88	100%	0.222
** Roll, hoagie 6"	12/6 ct.	Case	26.81	EA	72	100%	0.372
*** Salt, sea fine	12/26 oz.	Case	36.96	OZ-fl	293.28	100%	0.126
* Sauce, soy light	6/½ gal.	Case	40.41	OZ-fl	384	100%	0.105
** Seasoning, steak Montreal	3/7 lb.	Each	38.07	OZ-wt	336	100%	0.113
** Thyme, leaves whole	3/ 27.5 oz.	Case	89.44	OZ-fl	412.5	100%	0.217
** Tomato paste, fancy	6/# 10	Case	31.68	OZ-fl	774	100%	0.041
* Vinegar, rice	4/1 gal.	Case	39.86	OZ-fl	512	100%	0.078
** Vinegar, sherry	2/½ gal.	Case	42.47	OZ-fl	128	100%	0.332

\*Grilled Ahi with Pickled Ginger Onion Relish \*\*Beef French Dip with Glazed Onions \*\*\* 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:

- Garlic Granulated weighs 0.376 oz. per Tbsp.
- Honey weighs 12 oz. per cup.
- Pepper, black ground weighs 0.238 oz. per Tbsp.
- Pepper, red crushed weighs 0.169 oz. per Tbsp.
- Salt, sea fine weighs 0.534 oz. per Tbsp.
- Seasoning, steak Montreal weighs 0.231 oz. per Tbsp.
- Thyme leaves whole weighs 0.1 oz. per Tbsp.
- Tomato paste weighs 9.3 ozs. per cup.

# STEP TWO: PREP STAGES

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

## GRILLED AHI WITH PICKLED GINGER ONION RELISH

National Onion Association			Recipe Cost			
Onion Wasabi Aioli			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Onion, yellow jumbo	2 lbs. chopped	1. Place the garlic cloves in a saute pan and roast at 300° until soft and lightly browned. Cool and crush the garlic, hold for later use. 2. Using a medium mixing bowl, blend the chopped onions, olive oil, salt and pepper. 3. Place the mixture on a sheet pan and roast at 400° in a still oven for 30-35 minutes stirring occasionally. Onions should be lightly browned and very tender. 4. Remove from the oven and cool to room temperature. Using a French knife, chop the cooked onions until finely cut. 5. Using a large mixing bowl, combine the chopped onions, mayonnaise, wasabi, roasted garlic and soy, blend thoroughly. 5. Place under refrigeration for 2-3 hours, taste and adjust ingredients as needed.	OZ-wt	32	0.020	\$ 0.63
Oil, olive extra-virgin	¼ cup		OZ-fl	2	0.178	\$ 0.36
Salt, sea fine	1 Tbsp.		OZ-fl	0.5	0.126	\$ 0.06
Pepper, black table ground	2 Tbsp.		OZ-fl	0.33	0.121	\$ 0.04
Mayonnaise, real	1-½ cups		OZ-fl	12	0.117	\$ 1.40
Garlic, peeled fresh jar	4 ozs.		OZ-wt	4	0.189	\$ 0.76
Paste, wasabi pure kosher	1-½ ozs.		OZ-wt	1.5	0.779	\$ 1.17
Sauce, soy light	2 Tbsp.		OZ-fl	1	0.105	\$ 0.11
					-	\$ -
					-	\$ -
<b>TOOLS/EQUIP.:</b> Ounce scale, measuring spoons, measuring cup, French knife, saute pan, medium mixing bowl, large mixing bowl, stainless steel service spoon and sheet pan.			<b>Total</b>		\$ 4.52	
<b>STATION:</b> Prep cook			<b>RU</b>		EA	
<b>YIELD:</b> About 24-2 oz. portions			<b># of RU</b>		24	
<b>SHELF LIFE:</b> 2 days			<b>RU Cost</b>		\$ 0.19	

**CHEF'S NOTE:** When working with wasabi, always let the finished product stand for a few hours before adjusting flavor profiles. Wasabi will intensify as it ages.

National Onion Association			Recipe Cost			
Pickled Ginger and Onion Relish			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Onions, red jumbo	2 lbs.	1. Coarsely chop the ginger, retaining the juice, set aside. 2. Cross-cut the onions about 1/8" thick and place in a medium mixing bowl. Cover with water and ice, chill for 10-15 minutes, then drain thoroughly in a colander. 3. While the onions are soaking, combine the vinegar, honey, salt and pepper in a medium sauce pot. Bring the mixture to a low boil, stirring frequently with a wire whisk, then remove from the heat. 4. Place the drained onions in a medium mixing bowl and pour the vinegar mixture over them. Stir in the chopped ginger and blend well. 5. Refrigerate for 24 hours before using.	OZ-wt	32	0.032	\$ 1.04
Vinegar, rice	1-½ cups		OZ-fl	12	0.078	\$ 0.93
Honey, pure clover	¼ cup		OZ-fl	2	0.207	\$ 0.41
Salt, sea fine	2 tsp.		OZ-fl	0.33	0.126	\$ 0.04
Pepper, red crushed	¼ tsp.		OZ-fl	0.04	0.222	\$ 0.01
Ginger, pickled	½ lb.		OZ-wt	8	0.229	\$ 1.83
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
<b>TOOLS/EQUIP.:</b> Ounce scale, measuring cup, measuring spoons, French knife, medium mixing bowl and colander.			<b>Total</b>		\$ 4.27	
<b>STATION:</b> Pantry			<b>RU</b>		EA	
<b>YIELD:</b> About 24-1.5 oz. portions			<b># of RU</b>		24	
<b>SHELF LIFE:</b> 3 days			<b>RU Cost</b>		\$ 0.18	

**CHEF'S NOTE:** This also works well as an addition to a number of other sandwiches.

# STEP TWO: PREP STAGES

## BEEF FRENCH DIP WITH GLAZED ONIONS

National Onion Association			Recipe Cost			
Tri-Tip Prep		Batch	RU	# of RU	RU Cost	Cost
INGREDIENTS	MEASURE	PROCEDURE				
Beef, tri tip peeled	10 lbs.	1. Combine all dry spices in a small mixing bowl and blend. 2. Spread the tri-tips out on a sheet pan and liberally season with 1/2 of the dry rub. Allow to sit at room temperature for 20 minutes. 3. Turn the tri-tips over and season the other side with the remaining dry rub. 4. Mark on a hot area of the grill and remove to a roasting pan. 5. Roast the tri-tips in a still oven or <i>cook and hold</i> set at 300° until it reaches the desired internal temperature. 6. Let the cooked meat stand at room temperature or on the hotline for at least 20 minutes prior to cutting to order.	OZ-wt	160	0.272	\$ 43.46
Seasoning, steak Montreal	4 ozs.		OZ-wt	4	0.113	\$ 0.45
Garlic, granulated	4 ozs.		OZ-wt	4	0.420	\$ 1.68
Salt, sea fine	2 Tbsp.		OZ-fl	1	0.126	\$ 0.13
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
<b>TOOLS/EQUIP.:</b> Ounce scale, measuring spoons, small mixing bowl, grill tongs, sheet pan and roasting pan.			<b>Total</b>		\$	45.72
<b>STATION:</b> Line cook			<b>RU</b>		OZ-wt	
<b>YIELD:</b> About 34-4 oz. portions			<b># of RU</b>			136
<b>SHELF LIFE:</b> 1 day			<b>RU Cost</b>		\$	0.34

**CHEF'S NOTE:** Tri-tip should be cooked to rare/medium rare for best results. Based on an estimated yield of 85% after cooking.

National Onion Association			Recipe Cost			
Stock for Dips		Batch	RU	# of RU	RU Cost	Cost
INGREDIENTS	MEASURE	PROCEDURE				
Bones, beef neck	10 lbs.	1. Arrange the bones in a large roasting pan, they should form 1 layer. 2. Place the bones in 350° convection oven and roast until evenly browned on top. 3. Turn the bones and continue to roast until lightly browned. 4. Layer the cut onions and garlic cloves over the roasted bones and return to the oven. Roast until lightly browned. 5. Remove from the oven and allow to cool to room temperature. Place the bones, garlic and onions in a large stock with a spigot. 6. Place the pot on a low burner and add the broth, water, salt and thyme. Bring to a simmer and add the tomato paste. 7. The stock needs to cook a minimum of 12 hours at a low simmer, keep it covered to minimize evaporation. 8. Drain the stock into a large sauce pot using a medium mesh strainer. Bring to a low boil and reduce by about 1/2. 9. Adjust the seasonings if necessary and cool, refrigerate overnight. Any residual fats in the stock will rise to the top and form a solid layer. Remove the fat layer and use as needed.	OZ-wt	160	0.159	\$ 25.38
Garlic, peeled fresh jar	4 ozs.		OZ-wt	4	0.189	\$ 0.76
Onion, yellow jumbo	2 lbs. peeled and quartered		OZ-wt	32	0.020	\$ 0.63
Tomato paste, fancy	1 cup		OZ-fl	8	0.041	\$ 0.33
Beef broth	2 cans		OZ-fl	98	0.069	\$ 6.72
Water	3 gallons		OZ-fl	384	-	\$ -
Salt, sea fine	¼ cup		OZ-fl	2	0.126	\$ 0.25
Thyme, leaves whole	2 Tbsp.		OZ-fl	1	0.217	\$ 0.22
					-	\$ -
					-	\$ -
<b>TOOLS/EQUIP.:</b> Ounce scale, measuring cup, measuring spoons, large roasting pan, large stock pot w/spigot, medium mesh strainer and large sauce pot.			<b>Total</b>		\$	34.28
<b>STATION:</b> Prep cook			<b>RU</b>		OZ-fl	
<b>YIELD:</b> About 80-3 fl. oz. portions			<b># of RU</b>			240
<b>SHELF LIFE:</b> 4 days			<b>RU Cost</b>		\$	0.14

**CHEF'S NOTE:** We used neck bones as they tend to have more meat than marrow bones. This is a great base for braising and building other sauces as well.

