

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:

Roasted Vegan Hasselback Idaho Potato and Mediterranean Seafood & Grilled Idaho Potato Salad

This month's article features two items supplied by the Idaho Potato Commission. 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.

ROASTED VEGAN HASSELBACK IDAHO POTATO

1	ea.	Hasselback Potato Prep
0.1	oz.	Olive Oil, extra-virgin
1	oz.	Red Pepper Jelly
0.1	oz.	Cilantro, fresh
0.1	oz.	Mint, fresh
0.1	oz.	Parsley, fresh

LINE COOK INSTRUCTIONS:

1. Unwrap the baked Hasselback and place on an oven pan.
2. Mist the potato lightly with olive oil and place in a hot convection oven to crisp.
3. The potato slices will separate slightly in the oven.
4. Plate and top with red pepper jelly.
5. Garnish with mint, cilantro and parsley for service.



MEDITERRANEAN SEAFOOD & GRILLED IDAHO POTATO SALAD

1	ea.	Seafood Prep
1	oz.	Mediterranean Veggie Prep
1	ea.	Mediterranean Dressing
0.16	ea.	Lemon, fresh
0.1	oz.	Parsley, fresh

LINE COOK INSTRUCTIONS:

1. Place the cod portion on the grill surface, mark and turn.
2. While the cod is cooking, place the potato and veggie mix in a medium oven to heat.
3. After turning the cod, add the shrimp and scallops to the grill pan, sear and turn-taking care not to overcook.
4. Quickly sear the tomatoes and remove from the heat.
5. Plate the cod portion first, then arrange the potato and veggie salad around it.
6. Add the seared seafood and dress with Mediterranean dressing.
7. Garnish with chopped parsley and a lemon wedge 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
*	Apple pectin powder	1/16 oz.	Box	44.00	OZ-fl	48	100%	0.917
**	Bean, green cut packaged	12/2 lb.	Case	25.16	OZ-wt	384	100%	0.066
*	Butter, vegan	1/2 lb.	Carton	9.64	OZ-fl	32.5	100%	0.297
*	Cilantro, fresh	1/6 ct.	Each	8.49	OZ-wt	17	47%	1.075
**	Cod, Alaskan	3/15 lb.	Case	268.04	OZ-wt	720	94%	0.396
**	Garlic, whole peeled	1/5 lb.	Jar	19.95	OZ-wt	80	100%	0.249
***	Lemon, fresh	165 ct.	Case	31.85	EA	165	100%	0.193
*	Mint, fresh	1/8 oz.	Each	6.76	OZ-wt	8	42%	2.012
***	Oil, olive extra-virgin	3/1 gal.	Case	77.15	OZ-fl	384	100%	0.201
**	Onion, red	1/25 lb.	Bag	10.66	OZ-wt	400	91%	0.029
*	Onion, yellow	1/50 lb.	Case	11.97	OZ-wt	800	91%	0.016
**	Oregano, dried flakes	1/20 oz.	Jar	14.22	OZ-fl	100	100%	0.142
**	Oregano, fresh	1/8 oz.	Each	6.86	OZ-wt	8	78%	1.099
***	Parsley, fresh	1/12 ct.	Each	9.93	OZ-wt	21	53%	0.892
**	Pepper, black ground	3/5 lb.	Case	63.82	OZ-fl	504	100%	0.127
*	Pepper, red bell	1/25 lb.	Case	24.16	OZ-wt	400	85%	0.071
*	Pepper, red crushed	6/13 oz.	Case	53.27	OZ-fl	231	100%	0.231
***	Potato, russet	70 ct.	Box	27.60	EA	68	100%	0.406
***	Salt, fine sea	12/26 oz.	Case	37.71	OZ-fl	283	100%	0.133
**	Scallops, sea	2/5 lb.	Case	143.46	EA	120	100%	1.196
**	Shrimp, 21-25 EZ Peel	6/3 lb.	LB	4.99	EA	22	100%	0.227
*	Sugar, granulated	4/10 lb.	Case	22.84	OZ-fl	723	100%	0.032
**	Tomato, cherry	12/1 pt.	Case	26.40	EA	12	100%	2.200
*	Vinegar, apple cider	4/1 gal.	Case	25.96	OZ-fl	512	100%	0.051
**	Water	gallon	Bottle	0.00	OZ-fl	128	100%	0.000

*Roasted Vegan Hasselback Idaho Potato **Mediterranean Seafood and Grilled Idaho Potato Salad ***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 weighs 0.028 oz. per Tbsp.
- Mint, fresh weighs 0.108 oz. per Tbsp.
- Oregano, fresh weighs 0.065 oz. per Tbsp.
- Pepper, ground black weighs 0.238 oz. per Tbsp.
- Pepper, red crushed weighs 0.169 per Tbsp.
- Salt, sea weighs 0.534 oz. per Tbsp.
- Sugar, granulated weighs 7.1 oz. per cup.

STEP TWO: PREP STAGES CONTINUED

MEDITERRANEAN SEAFOOD & GRILLED IDAHO POTATO SALAD

Idaho Potato Commission			Recipe Cost			
Mediterranean Dressing			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Garlic, whole peeled	4 ozs.	1. Using a fine grater, zest the lemons, set the zest aside. 2. Juice the zested lemons. 3. Combine the lemon juice, garlic, olive oil, oregano, salt and pepper in an industrial blender. 4. Blend until all ingredients are incorporated and the dressing is emulsified. 5. Add the lemon zest and "bump" the blender 2-3 times to incorporate. 6. Let stand for 20 minutes then check the flavor profile, adjust the seasonings if necessary. 7. Refrigerate for service.	OZ-wt	4	0.249	\$ 1.00
Lemon, fresh	8 ea.		EA	8	0.193	\$ 1.54
Oil, olive extra-virgin	¾ cup		OZ-fl	6	0.201	\$ 1.21
Oregano, dried flakes	1 tsp.		OZ-fl	0.16	0.142	\$ 0.02
Salt, fine sea	2 tsp.		OZ-fl	0.33	0.133	\$ 0.04
Pepper, black ground	1 tsp.		OZ-fl	0.16	0.127	\$ 0.02
					-	\$ -
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
TOOLS/EQUIP.: Ounce scale, measuring cup, measuring spoons, fine grater/zester and industrial blender.			Total		\$	3.83
STATION: Pantry			RU		EA	
YIELD: Enough for about 16 salad portions			# of RU		16	
SHELF LIFE: 3 days			RU Cost		\$ 0.24	

CHEF'S NOTE: This is a good multi-purpose dressing, try it on roasted or grilled veggies.

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: Roasted Vegan Hasselback Idaho Potato				
Item Description: Housemade red pepper jelly and caramelized onions finished with vegan butter.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
EA	1	Hasselback Potato Prep	0.66	0.66
OZ-fl	0.1	Oil, olive extra-virgin	0.20	0.02
OZ-fl	1	Red Pepper Jelly	0.19	0.19
OZ-wt	0.1	Cilantro, fresh	1.08	0.11
OZ-wt	0.1	Mint, fresh	2.01	0.20
OZ-wt	0.1	Parsley, fresh	0.89	0.09
			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)	0.25	0.25
			Total Cost	1.52
			Menu Price	8.00
			Gross Profit	6.48
			Food Cost %	18.96%

Menu Item: Mediterranean Seafood and Grilled Idaho Potato Salad				
Item Description: Pan grilled shrimp, scallops and cod with warm potato, onion and cherry tomatoes.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
EA	1	Seafood Prep	3.88	3.88
OZ-fl	1	Mediterranean Veggie Prep	0.63	0.63
EA	1	Mediterranean Dressing	0.24	0.24
EA	0.16	Lemon, fresh	0.19	0.03
OZ-wt	0.1	Parsley, fresh	0.89	0.09
			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
			Total Cost	5.22
			Menu Price	19.00
			Gross Profit	13.78
			Food Cost %	27.48%

CHEF'S NOTE: I would suggest using a grill pan for the seafood as opposed to actual grilling. The grill pan will help retain the moisture and may cook more quickly.