

# 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.

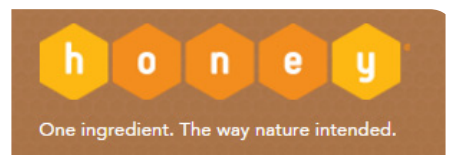
### THIS MONTH'S FEATURES:

#### Chilled Poached Salmon Salad and Grilled Portobello Salad with Honey Vinaigrette

This month's article features menu items from the National Honey Board; more information is available at <http://www.honey.com/foodservice>. Tom Bruce of Central Coast Food & Beverage worked with the National Honey Board 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](http://www.RestaurantOwner.com/recipe.htm).

## CHILLED POACHED SALMON SALAD

- 2.5 oz. Arugula
- 0.5 fl. oz. Balsamic vinegar
- 0.5 fl. oz. Extra-virgin olive oil
- 1 ea. Salmon Prep
- 2 fl. oz. Honey Yogurt Dressing
- 0.1 oz. Dill

### LINE COOK INSTRUCTIONS:

1. Place arugula in a chilled mixing bowl, add balsamic and olive oil, and toss lightly.
2. Arrange to one side of a chilled salad plate and place salmon offset on the greens.
3. Dress the salmon with Honey Yogurt Dressing and garnish with fresh dill for service.



## GRILLED PORTOBELLO SALAD WITH HONEY VINAIGRETTE

- 3 oz. Spring mix
- 1.5 fl. oz. Honey Vinaigrette
- 1 ea. Mushroom Prep
- 0.75 oz. Blue cheese crumbles
- 0.5 oz. Bacon pieces
- 0.15 oz. Chives

### LINE COOK INSTRUCTIONS:

1. Place precooked mushroom cap on a medium-heat portion of the grill to reheat.
2. Remove and cut into 4-5 thick slices.
3. Place lettuce in a chilled mixing bowl and toss with Honey Vinaigrette.
4. Plate the greens on a chilled salad plate and top with mushroom slices.
5. Garnish with cooked bacon pieces, blue cheese and chives for service.



### ABOUT THE NATIONAL HONEY BOARD

The National Honey Board (NHB) is an industry-funded agriculture promotion group that works to educate consumers about the benefits and uses for honey and honey products through research, marketing and promotional programs. The board's work, funded by an assessment on domestic and imported honey, is designed to increase the awareness and usage of honey by consumers, the foodservice industry and food manufacturers. The 10-member board, appointed by the U.S. Secretary of Agriculture, represents producers (beekeepers), packers, importers and a marketing cooperative.

The board provides a number of online educational resources for the public and foodservice operators. Of special interest to restaurateurs is "Chefs Cook with Honey," designed to supply the latest honey menu applications and recipes, culinary education materials and product news and information to encourage operators to consider honey's ingredient benefits — natural sweetener, purity, versatility, distinctive taste and texture — when planning menus. Visit <http://www.honey.com/foodservice/chefs-cook-with-honey> for more information.

Special thanks to Andrea Schepke of EvansHardy+Young Inc., a Santa Barbara, California-based integrated marketing agency, the public relations agency of record for the NHB, who worked with Chef Tom Bruce in producing this issue's RecipeMapping.

# 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
* Arugula, fresh	1/4-lb.	Case	18.45	OZ-wt	64	100%	0.288
** Bacon, 14-16 ct. uncured	1/15-lb.	Case	56.55	OZ-wt	240	50%	0.471
** Cheese, blue crumbles	2/5-lb.	Case	29.59	OZ-wt	160	100%	0.185
** Chive, fresh	1/6-ct.	Case	7.98	OZ-wt	6	94%	1.415
* Dill, bunch	1/6-ct.	Case	6.38	OZ-wt	27	45%	0.525
** Garlic, peeled jar	4/5-lb.	Case	54.45	OZ-wt	320	100%	0.170
*** Honey, pure wildflower	6/5-lb.	Case	87.18	OZ-fl	319.2	100%	0.273
* Lemon, fresh	1/165-ct.	Case	31.54	EA	165	100%	0.191
** Lettuce, spring mix	1/3-lb.	Case	6.53	OZ-wt	48	100%	0.136
** Mushroom, Portobello - 4-inch	1/5-lb.	Case	20.16	EA	40	100%	0.504
*** Mustard, Dijon	2/105-oz.	Case	41.55	OZ-fl	210	100%	0.198
*** Oil, olive extra-virgin	3/1-gal.	Case	76.33	OZ-fl	384	100%	0.199
* Salmon, fresh side-skin on	1/10-lb.	LB	5.16	OZ-wt	16	86%	0.375
*** Salt, sea	12/26-oz.	Case	33.93	OZ-fl	180.48	100%	0.188
* Shallot, peeled	4/4-lb.	Case	64.25	OZ-wt	256	100%	0.251
** Soy sauce, low sodium	4/1-gal.	Case	40.65	OZ-fl	512	100%	0.079
* Spice, bay leaves whole	1/1-lb.	Each	9.47	EA	1000	100%	0.009
*** Vinegar, balsamic	4/1-gal.	Case	91.20	OZ-fl	512	100%	0.178
** Vinegar, rice wine	1/1-gal.	Bottle	8.68	OZ-fl	128	100%	0.068
* Wine, chardonnay	12/750-ml.	Case	75.60	OZ-fl	304.2	100%	0.249
* Yogurt, plain greek	6/32-oz.	Case	26.34	OZ-fl	192	100%	0.137

\*Chilled Poached Salmon Salad \*\*Chilled Portobello 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 units 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:

- Bacon yields 50% after cooking.
- Dill yields 45% after trimming.
- Honey weighs 12 ozs. per cup.
- Leeks yield 44% when retaining white stalk only.
- Portobello mushrooms weigh an average of 2 ozs.
- Salmon yields 86% after trimming and skinning.
- Sea salt weighs 0.534 oz. per Tbsn.





## STEP TWO: PREP STAGES CONTINUED

### GRILLED PORTOBELLO SALAD WITH HONEY VINAIGRETTE

National Honey Board - Recipe Card			Recipe Cost			
Honey Vinaigrette			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Oil, olive extra-virgin	2 cups	1. Place vinegar, mustard and soy in an industrial blender. 2. Blend on low speed until thoroughly mixed. Add honey in a steady stream until incorporated. 3. Continue on low speed and add the oil in a steady stream until incorporated. 4. Refrigerate for service.	OZ-fl	16	0.199	\$ 3.18
Vinegar, rice wine	2 cups		OZ-fl	16	0.068	\$ 1.09
Honey, pure wildflower	2½ cups		OZ-fl	20	0.273	\$ 5.46
Soy sauce, low sodium	¼ cup		OZ-fl	6	0.079	\$ 0.48
Mustard, Dijon	½ cup		OZ-fl	4	0.198	\$ 0.79
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
<b>TOOLS/EQUIP.:</b> Measuring cups and industrial blender.  <b>STATION:</b> Pantry <b>YIELD:</b> About 31 2-oz. portions <b>SHELF LIFE:</b> 7 days			<b>Total</b> \$ 11.00 <b>RU</b> OZ-fl <b># of RU</b> 62 <b>RU Cost</b> \$ 0.18			

**CHEF'S NOTE:** Dressing may require blending again for service.

## 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: Chilled Poached Salmon Salad				
Item Description: Arugula, fresh Atlantic salmon and housemade honey yogurt dressing.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
OZ-wt	2.5	Arugula, fresh	0.29	0.72
OZ-fl	0.5	Vinegar, balsamic	0.18	0.09
OZ-fl	0.5	Oil, olive extra-virgin	0.20	0.10
EA	1	Salmon Prep	2.17	2.17
OZ-fl	2	Honey Yogurt Dressing	0.19	0.39
OZ-wt	0.1	Dill, bunch	0.53	0.05
			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)	0.25	0.25
			<b>Total Cost</b>	3.77
			<b>Menu Price</b>	17.00
			<b>Gross Profit</b>	13.23
			<b>Food Cost %</b>	22.17%

Menu Item: Grilled Portobello Salad with Honey Vinaigrette				
Item Description: Mixed lettuces, housemade dressing, local applewood bacon and crumbled blue cheese.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
OZ-wt	3	Lettuce, spring mix	0.14	0.41
OZ-fl	1.5	Honey Vinaigrette	0.18	0.27
EA	1	Mushroom Prep	0.82	0.82
OZ-wt	0.75	Cheese, blue crumbles	0.18	0.14
OZ-wt	0.5	Bacon, 14-16 ct. uncured	0.47	0.24
OZ-wt	0.15	Chive, fresh	1.41	0.21
			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)	0.25	0.25
			<b>Total Cost</b>	2.33
			<b>Menu Price</b>	13.00
			<b>Gross Profit</b>	10.67
			<b>Food Cost %</b>	17.95%