

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:

Pork Tenderloin Stacker and Nutella Waffle

This month's article features two items Tom Bruce of Central Coast Food & Beverage developed for a grill concept in the Sierras. Tom 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.

PORK TENDERLOIN STACKER

- 1 ea. Ciabatta roll
- 0.5 oz. Salted butter
- 0.1 oz. Granulated Garlic
- 0.5 fl. oz. Spicy Mayo
- 4 oz. Pork Tenderloin Prep
- 1 oz. Pickled Onions
- 1 ea. White Bean Salad
- 0.5 oz. Fresh Basil

LINE COOK INSTRUCTIONS:

1. Split the Ciabatta roll and butter lightly, dust with granulated garlic.
2. Place on a medium hot griddle to toast.
3. Spread the toasted top with spicy mayo (or serve on the side).
4. Cut the pork to order and stack on the toasted roll.
5. Garnish with pickled onions.
6. Serve with white bean salad garnished with freshly cut basil.



NUTELLA WAFFLE

- 2 ea. Waffle
- 2 oz. Chocolate Hazelnut Nutella
- 2 oz. Fresh Peaches
- 1 oz. Fresh Blueberries
- 2 oz. Fresh Strawberries
- 2 ea. Whipped cream

LINE COOK INSTRUCTIONS:

1. Waffles can be made ahead of time if volume dictates. Otherwise, make 2 waffles to order.
2. Spread the Nutella evenly over the 2 waffles and shingle as illustrated.
3. Top with seasonal fruit and garnish with whipped cream 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
* Basil, fresh	1/1-lb.	Box	13.25	OZ-wt	16	56%	1.479
* Beans, white	6/#10-can	Case	31.28	OZ-wt	330	100%	0.095
** Blueberries, fresh	12/6-oz.	Box	50.51	OZ-wt	72	93%	0.754
* Bread, ciabatta roll	48/4.5-oz.	Case	42.78	EA	48	100%	0.891
* Butter, solid salted	30/1-lb.	Case	103.07	OZ-wt	480	100%	0.215
** Cream, heavy 40%	6/.5-gal.	Case	46.90	OZ-fl	384	100%	0.122
* Dressing, Italian	4/1-gal.	Case	35.47	OZ-fl	512	100%	0.069
** Extract, vanilla pure	1/16-oz.	Jar	46.11	OZ-fl	16	100%	2.882
* Garlic, granulated	6/25-oz.	Case	53.76	OZ-wt	150	100%	0.358
* Mayonnaise, all-yolk deluxe	4/1-gal.	Case	52.35	OZ-fl	512	100%	0.102
** Mix, waffle Belgian complete	6/5-lb.	Case	48.96	OZ-wt	480	100%	0.102
* Oil, olive extra-virgin	3/1-gal.	Case	86.05	OZ-fl	384	100%	0.224
* Onions, red	1/25-lb.	Box	17.80	OZ-wt	400	91%	0.049
** Peach, fresh	1/8-lb.	Box	10.25	OZ-wt	128	96%	0.083
* Pepper, red bell fresh	1/5-lb.	Box	15.90	OZ-wt	80	81%	0.245
* Pork, tenderloin fresh	1/10-lb. avg.	LB	28.50	OZ-wt	160	91%	0.196
* Sauce, Sriracha chili hot	12/28-oz.	Case	37.75	OZ-fl	336	100%	0.112
* Seasoning, Montreal steak	6/29-oz.	Case	12.90	OZ-wt	174	100%	0.074
** Spread, chocolate hazelnut Nutella	12/26.5-oz.	Case	99.69	OZ-wt	318	100%	0.313
** Strawberries, fresh	8/1-lb.	Box	22.42	OZ-wt	128	92%	0.190
** Sugar, granulated	1/25-lb.	Bag	17.19	OZ-fl	452	100%	0.038
* Vinegar, apple cider	4/1-gal.	Case	29.74	OZ-fl	512	100%	0.058
* Vinegar, red wine	4/1-gal.	Case	25.16	OZ-fl	512	100%	0.049

*Pork Tenderloin Stackers **Nutella Waffle *** 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:

- Granulated garlic weighs 0.645 oz. per Tbsn.
- Granulated sugar weighs 7.1 ozs. per cup.
- Olive oil weighs 7.7 oz. per cup.
- Peaches average 13.5 ozs. and yielded 13 ozs.
- Pork tenderloin with silver skin removed yielded 91%.
- White beans weighed 330 ozs. per #10 can after draining.

STEP TWO: PREP STAGES

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

PORK TENDERLOIN PREP

Central Coast Food & Beverage			Recipe Cost			
Pork Tenderloin		Batch	RU	# of RU	RU Cost	Cost
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Pork, tenderloin fresh	10 lbs.	1. Remove the tenderloins from the bags and pat dry. 2. Using a boning knife, remove the silver skin and any fat that might be on the tenderloin. 3. Remove the tail and the head of the tenderloin to create a center-cut barrel shaped piece of meat. 4. Season the center-cut pieces liberally with granulated garlic and Montreal steak seasoning. Allow the meat to sit at room temperature a few minutes so the seasonings adhere. 5. Spray the meat with olive oil and place on a hot section of the grill. Cross mark, and turn the meat to cook on all sides. 6. You may want to finish the meat in a 350° oven to desired doneness. I prefer this cut medium rare, but that can be an issue with some guests. 7. Allow the meat to cool, and refrigerate for service. 8. Cut on an angle for sandwiches as ordered.	OZ-wt	160	0.196	\$ 31.32
Garlic, granulated	2 ozs.		OZ-wt	0.5	0.358	\$ 0.18
Seasoning, Montreal steak	1 Tbsn.		OZ-wt	1	0.074	\$ 0.07
Oil, olive extra-virgin	1 tsp.		OZ-fl	1	0.224	\$ 0.22
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Ounce scale, boning knife, and grill tongs.			Total		\$	31.80
STATION: Line cook			RU			OZ-wt
YIELD: 145 ozs. or about 36 4-oz. portions			# of RU			145
SHELF LIFE: 2 days			RU Cost		\$	0.22

CHEF'S NOTE: Pork tenderloin is an under-appreciated cut of meat. Use the trim for pork tenderloin tacos or stir fry. When removing the silver skin, always slip the boning knife under the silver skin about halfway along the tender. Slide the knife towards the denser end and then reverse to remove completely.

Central Coast Food & Beverage			Recipe Cost			
White Bean Salad		Batch	RU	# of RU	RU Cost	Cost
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Beans, white	3 lbs. drained	1. Ensure the beans are well drained, place in a large mixing bowl. 2. Add the diced bell peppers and dressing, toss thoroughly to evenly coat the beans. 3. Refrigerate for at least 2 hours. Adjust seasonings as necessary.	OZ-wt	48	0.095	\$ 4.55
Pepper, red bell fresh	6 ozs. diced		OZ-wt	6	0.245	\$ 1.47
Dressing, Italian	1 cup		OZ-fl	16	0.069	\$ 1.11
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Ounce scale, measuring cup, colander, large mixing bowl, and stainless steel service spoon, or rubber spatula.			Total		\$	7.13
STATION: Prep cook			RU			EA
YIELD: About 17 4-oz. portions			# of RU			17
SHELF LIFE: 4 days			RU Cost		\$	0.42

STEP TWO: PREP STAGES

PORK TENDERLOIN PREP

Central Coast Food & Beverage			Recipe Cost			
Pickled Onions			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Onions, red	2 lbs. sliced with the grain	1. Place the sliced onions in a large stainless steel mixing bowl. 2. Add the vinegars and toss well. 3. Refrigerate for 4-5 hours, tossing once during refrigeration. 4. Remove from the bowl, draining well. Refrigerate for service.	OZ-wt	32	0.049	\$ 1.56
Vinegar, apple cider	1 cup		OZ-fl	8	0.058	\$ 0.46
Vinegar, red wine	1 cup		OZ-fl	8	0.049	\$ 0.39
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Pound scale, cup measure, French knife, stainless steel mixing bowl, and tongs.			Total		\$	2.42
STATION: Pantry			RU		OZ-wt	
YIELD: About 32 1-oz. portions			# of RU			32
SHELF LIFE: 2 days			RU Cost		\$	0.08

CHEF'S NOTE: We blended the vinegars to create a slightly smoother flavor profile. Many veggies are good candidates for pickling. Use them to accent salads and sandwiches.

Central Coast Food & Beverage			Recipe Cost			
Spicy Mayo			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Mayonnaise, all-yolk deluxe	4 cups	1. Place ingredients in a large stainless steel mixing bowl. 2. Using a wire whisk, blend thoroughly. 3. Refrigerate for service.	OZ-fl	32	0.102	\$ 3.27
Sauce, Sriracha chili hot	¼ cup		OZ-fl	6	0.112	\$ 0.67
Vinegar, red wine	¼ cup		OZ-fl	2	0.049	\$ 0.10
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Measuring cup, stainless steel mixing bowl, and wire whisk.			Total		\$	4.04
STATION: Pantry			RU		EA	
YIELD: About 80 1-Tbsn. portions			# of RU			40
SHELF LIFE: 5 days			RU Cost		\$	0.10

STEP TWO: PREP STAGES CONTINUED

NUTELLA WAFFLE

Central Coast Food & Beverage			Whipped Cream		Batch	
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Cream, heavy 40%	3 cups	1. Place the ingredients in a chilled table top mixer bowl. 2. Using the whisk attachment, begin on low speed to dissolve the sugar. 3. Gradually increase the speed until firm peaks form. 4. Remove from the mixer and refrigerate for service.	OZ-fl	24	0.122	\$ 2.93
Extract, vanilla pure	2 Tbsn.		OZ-fl	1	2.882	\$ 2.88
Sugar, granulated	¼ cup		OZ-fl	2	0.038	\$ 0.08
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Measuring cup, measuring spoons, table top mixer, chilled bowl with whisk attachment.					Total	\$ 5.89
STATION: Pantry					RU	EA
YIELD: About 52 ½-oz. portions					# of RU	52
SHELF LIFE: 2 days					RU Cost	\$ 0.11

CHEF'S NOTE: I'm not a fan of pastry bags as they tend to give the cream an off-flavor. You can use less expensive vanilla or more sugar if desired.

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: Pork Tenderloin Stacker					Menu Item: Nutella Waffle				
Item Description: Grilled medium rare on a toasted ciabatta roll with spicy mayo and pickled onions, served with white bean salad.					Item Description: Belgium Waffle, fresh whipped cream and seasonal fruit.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension	Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
EA	1	Bread, ciabatta roll	0.89	0.89	EA	2	Waffle	0.06	0.12
OZ-wt	0.5	Butter, solid salted	0.21	0.11	OZ-wt	2	Spread, chocolate hazelnut Nutella	0.31	0.63
OZ-wt	0.1	Garlic, granulated	0.36	0.04	OZ-wt	2	Peach, fresh	0.08	0.17
EA	0.5	Spicy Mayo	0.10	0.05	OZ-wt	1	Blueberries, fresh	0.75	0.75
OZ-wt	4	Pork Tenderloin	0.22	0.88	OZ-wt	2	Strawberries, fresh	0.19	0.38
OZ-wt	1	Pickled Onions	0.08	0.08	EA	2	Whipped Cream	0.11	0.23
EA	1	White Bean Salad	0.42	0.42				0.00	0.00
OZ-wt	0.05	Basil, fresh	1.48	0.07				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	2.88				Total Cost	2.62
			Menu Price	11.00				Menu Price	8.00
			Gross Profit	8.12				Gross Profit	5.38
			Food Cost %	26.19%				Food Cost %	32.77%