

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., tbsps., 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:

Oxtails and Yellow Rice and Mojo Burger

This month's article features menu items Author Chef Tom Bruce discovered while on a three-month road trip from California to the Florida Keys. The Mojo Burger was inspired by Brutus Restaurant and Seafood on Marathon Key. He found the Oxtails, one of his all-time favorites, in a soul-food cafeteria (often referred to as "Meat and Two") in Mississippi.



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MENU ITEMS

Menu items featured in our RecipeMapping department are available online at www.RestaurantOwner.com/recipe.htm.

OXTAILS AND YELLOW RICE

1	ea.	Oxtail Prep
1	oz.	Roma Tomato
1	ea.	Yellow Rice

LINE COOK INSTRUCTIONS:

1. If necessary, place the oxtails in a convection oven to ensure they're very hot.
2. Place the oxtail portion in a large pasta bowl, offset 3/4 cup yellow rice portion.
3. Moisten with reserved sauce.
4. Garnish with julienned Roma tomatoes for service.



MOJO BURGER

6	oz.	Ground Chuck Beef
1	ea.	Burger Bun, split-top
2	oz.	Mojo Pork Prep
0.5	oz.	Spicy Citrus Creme
1	ea.	White Corn and Cucumber Salad
0.33	oz.	Butter Lettuce
1	oz.	Beefsteak Tomato
0.75	oz.	Pickled Onions
0.05	oz.	Seasoning Salt

LINE COOK INSTRUCTIONS:

1. Pre-season the patty with seasoning salt or your own seasoning blend.
2. Place on a medium hot area of the grill or griddle.
3. While the patty is cooking, place the bun on a cooler portion of the griddle, cut side down, to toast.
4. Turn the patty, and drop 1 portion of Mojo pork on the griddle to heat.
5. Build, beginning with toasted bun bottom, burger patty, pork, crème and top bun offset.
6. Layout butter lettuce leaves, add tomato and pickled onions, as shown.
7. Garnish with chilled corn and cucumber salad 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
** Bay leaves, whole	1/8 oz.	Each	16.76	EA	1040	100%	0.016
** Beef, ground chuck	4/5# avg.	LB	2.78	OZ-wt	16	100%	0.174
* Beef, oxtail cut	4/4 lb.	LB	4.90	OZ-wt	16	100%	0.306
* Broth, beef	12/49 oz.	Case	41.89	OZ-fl	588	100%	0.071
** Bun, burger split top	6/12 ct.	Case	17.45	EA	72	80%	0.303
** Cilantro, bunch	1/6 ct.	Box	10.23	OZ-wt	17	46%	1.324
** Corn, fresh white	48 ct.	Case	19.50	EA	48	100%	0.406
** Cream, sour	2/5 lb.	Case	13.98	OZ-fl	150	100%	0.093
** Cucumber, fresh	1/36 ct.	Box	19.41	OZ-wt	360	95%	0.057
** Cumin, ground	1/14 oz.	Each	4.17	OZ-fl	34	100%	0.124
* Flour, all purpose	1/25 lb.	Bag	7.97	OZ-fl	696	100%	0.011
* Garlic, whole peeled	1/5 lb.	Each	19.70	OZ-wt	80	100%	0.246
** Juice, lime pasteurized	6/1 qt.	Case	19.91	OZ-fl	192	100%	0.104
** Juice, orange pasteurized	4/1 gal.	Case	30.27	OZ-fl	512	100%	0.059
** Lettuce, butter	1/3 ct.	Box	9.94	OZ-wt	18	90%	0.614
** Milk, 2% reduced fat	1/6 gal.	Case	23.41	OZ-fl	768	100%	0.030
* Oil, canola	1/35 lb.	Each	26.31	OZ-fl	582	100%	0.045
** Onion, yellow	1/50 lb.	Box	19.45	OZ-wt	800	91%	0.027
** Oregano, leaves	3/1.75 lb.	Case	41.57	OZ-fl	424	100%	0.098
*** Pepper, black ground	3/5 lb.	Case	111.40	OZ-fl	504	100%	0.221
** Pepper, yellow bell	1/5 lb.	Box	11.91	OZ-wt	80	84%	0.177
** Pork butt shoulder, boneless	6-8 lb. avg.	LB	1.70	OZ-wt	16	100%	0.106
** Red pepper flakes	1/13 oz.	Each	9.04	OZ-fl	38	100%	0.235
* Rice, yellow	1/3 lb.	Jar	12.90	OZ-fl	59	100%	0.219
*** Salt, sea	12/26 oz.	Case	36.96	OZ-fl	293.28	100%	0.126
** Salt, seasoning	1/28 oz.	Each	22.69	OZ-wt	28	100%	0.810
** Sauce, chili siracha	12/28 oz.	Case	29.88	OZ-fl	336	100%	0.089
* Sauce, Worcestershire	1/1 gal.	Bottle	7.49	OZ-fl	128	100%	0.059
* Thyme, ground	1/12 oz.	Each	20.71	OZ-fl	39.48	100%	0.525
* Tomato paste	6/# 10 can	Case	32.05	OZ-wt	107	100%	0.300
** Tomato, beefsteak	10# avg.	LB	1.15	OZ-wt	16	96%	0.075
* Tomato, Roma	1/25 lb.	Box	23.41	OZ-wt	400	100%	0.059
** Vinegar, red wine	4/1 gal.	Case	20.66	OZ-fl	512	100%	0.040
** Vinegar, white distilled	4/1 gal	Case	13.60	OZ-fl	512	100%	0.027
*** Water	1/1 gal.	Bottle	0.00	OZ-fl	128	100%	0.000
** Wine, red blend	1/3 liter	Box	14.10	OZ-fl	101.4	100%	0.139

*Oxtails and Yellow Rice **Mojo Burger *** 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:

- Bay leaves are 130 each per wt. oz.
- Cilantro bunch is about 2.8 ozs., pre-trim weight.
- Cucumbers average about 10 ozs. each.
- Cumin, ground weighs 0.208 oz. per Tbsp
- Flour, all-purpose weighs 4.6 ozs. per cup
- Lettuce, 5" butter heads weigh about 6 ozs.
- Oregano, whole leaf weighs 0.1 oz. per Tbsp.
- Pepper, red crushed/flakes weighs 0.169 oz. per Tbsp
- Rice weighs 6.5 ozs. per cup
- Salt, sea weighs 0.534 oz. per Tbsp.
- Sour Cream weighs 8.54 ozs. per cup.
- Thyme leaves whole weighs 0.1 oz. per Tbsp.
- Tomato, large Beefsteak average 12 ozs.

STEP TWO: PREP STAGES

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

OXTAILS WITH YELLOW RICE

Central Coast Food & Beverage			Recipe Cost			
Oxtail Prep		Batch	RU	# of RU	RU Cost	Cost
INGREDIENTS	MEASURE	PROCEDURE				
Beef, oxtail cut	16# case	1. Spread the oxtails on a sheet pan. Season on all sides with seasoning salt and let stand for a few minutes. 2. Evenly dust the pieces with flour and place them in a rondo or brazier. The pieces shouldn't touch so you may want to use 2 pans. 3. Place the pan(s) in a 325° convection oven and roast for 15- 20 minutes. Turn the oxtails and continue to roast until evenly browned on all sides. 4. Remove from the oven and allow to cool slightly. The roasting process will release lots of fat which should be drained off. 5. If you used 2 pans, combine the tails into 1 pan, add the hot braising stock, and place back in the oven. 6. Turn the fan off and continue to cook at 325° for about 4 hours or until done. 7. If the sauce begins to reduce too much or get overly brown, cover during the cooking process. 8. Taste the sauce and adjust seasonings, as necessary. 9. Place the oxtail pieces in a #400 full pan and add enough stock to keep it moist. Place in the steam-table for service. 10. De-fat the remaining sauce and hold on the steam-table for finishing the dish.	OZ-wt	256	0.306	\$ 78.40
Salt, seasoning	1 oz.		OZ-wt	1	0.810	\$ 0.81
Flour, all purpose	1 cup		OZ-fl	8	0.011	\$ 0.09
Red Wine and Roasted Tomato Sauce	1 batch		EA	1	13.049	\$ 13.05
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Ounce scale, cup measure, sheet pan, roasting pan(s), tongs and #400 full pan.			Total		\$	92.35
STATION: Line cook			RU		EA	
YIELD: 14 portions			# of RU		14	
SHELF LIFE: 2 days			RU Cost		\$	6.60

CHEF'S NOTE: if you're a roux fan, you can use the drained fats from the roasting process. Oxtails require getting your fingers messy at the table, so keep that in mind.

Central Coast Food & Beverage			Recipe Cost			
Red Wine and Roasted Tomato Sauce		Batch	RU	# of RU	RU Cost	Cost
INGREDIENTS	MEASURE	PROCEDURE				
Onion, yellow	1 lb. coarsely chopped	1. Place the oil, onions, garlic and tomatoes in a brazier or rondo. 2. Roast in a 375° convection oven, stirring once or twice, until browned 3. Remove the pan to the stovetop and add the broth, wine, Worcestershire, paste and thyme. 4. Bring to a boil and blend thoroughly with a wire whisk. Continue to simmer for about 30 minutes. 5. If you want to thicken the sauce slightly, thoroughly blend the water and flour to form a slurry. Whisk in the slurry in 2-3 batches, return to a simmer between additions. When the sauce has reached the desired consistency, continue to cook for an additional 20 minutes. 6. Using an immersion blender, blend the mixture until smooth but some veggie chunks should be visible. 7. Use the stock to immediately cook the oxtails, or cool and refrigerate for future use.	OZ-wt	16	0.027	\$ 0.43
Garlic, whole peeled	4 ozs. cloves		OZ-wt	4	0.246	\$ 0.99
Tomato, Roma	1-½ lb.		OZ-wt	24	0.059	\$ 1.40
Oil, canola	¼ cup		OZ-fl	2	0.045	\$ 0.09
Broth, beef	8 cups		OZ-fl	64	0.071	\$ 4.56
Wine, red blend	4 cups		OZ-fl	32	0.139	\$ 4.45
Sauce, Worcestershire	2 Tbsp.		OZ-fl	1	0.059	\$ 0.06
Tomato paste	3 ozs.		OZ-wt	3	0.300	\$ 0.90
Thyme, ground	1 tsp.		OZ-fl	0.16	0.525	\$ 0.08
Flour, all purpose	1 cup		OZ-fl	8	0.011	\$ 0.09
Water	1 cup	OZ-fl	8	-	\$ -	
TOOLS/EQUIP.: Ounce scale, measuring cups, measuring spoons, brazier or rondo, wire whisk and immersion blender.			Total		\$	13.05
STATION: Prep cook			RU		EA	
YIELD: About 1 gallon of braising stock			# of RU		1	
SHELF LIFE: 5 days			RU Cost		\$	13.05

CHEF'S NOTE: There are lots of opinions regarding roux vs. slurry. In a first step process like this, I prefer a slurry, easier to work with and the dish will have plenty of flavor without the extra fats.

STEP TWO: PREP STAGES CONTINUED

MOJO BURGER

Central Coast Food & Beverage White Corn and Cucumber Salad			Batch				Recipe Cost			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost				
Corn, fresh white	16 each	1. Shuck and clean the corn. 2. Invert a small mixing bowl in a large mixing bowl. Place the ear of corn with the stalk side down on the inverted bowl. Using a paring knife, clean the ear from top to bottom, removing the kernels into the larger bowl. 3. Remove the small bowl and add the diced bells and sliced cucumbers. 4. Add about ¼ cup of the lime juice and toss with a mixing spoon. 5. If necessary, add the remaining lime juice and salt to taste. 6. Hold under refrigeration for service.	EA	16	0.406	\$ 6.50				
Pepper, yellow bell	10 ozs. diced		OZ-wt	10	0.177	\$ 1.77				
Cucumber, fresh	20 ozs. quartered and sliced		OZ-wt	20	0.057	\$ 1.14				
Cilantro, bunch	1-½ ozs. finely chopped		OZ-wt	1.5	1.324	\$ 1.99				
Juice, lime pasteurized	1 cup		OZ-fl	8	0.104	\$ 0.83				
Salt, sea	1 Tbsp.		OZ-fl	0.5	0.126	\$ 0.06				
					-	\$ -				
					-	\$ -				
					-	\$ -				
					-	\$ -				
					-	\$ -				
					-	\$ -				
TOOLS/EQUIP.: Ounce scale, measuring spoons, measuring cup, small and large stainless steel mixing bowls, paring knife and stainless steel service spoon.					Total		\$ 12.29			
STATION: Pantry					RU		EA			
YIELD: About 23-3 oz. portions					# of RU		23			
SHELF LIFE: 2 days					RU Cost		\$ 0.53			

CHEF'S NOTE: Our fresh white corn yielded about 2 ozs. per ear. You can also char the corn lightly, however, I prefer not to cook white corn for cold service. We did this article during the late summer; you can substitute cold black beans for corn in the winter months.

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: Oxtails and Yellow Rice				
Item Description: This is a classic! Slow cooked for four hours in a roasted tomato and red wine sauce. Served with southern style yellow rice.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
EA	1	Oxtail Prep	6.60	6.60
OZ-wt	1	Tomato, Roma	0.06	0.06
OZ-wt	1	Yellow Rice	0.44	0.44
			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
			Total Cost	7.44
			Menu Price	19.00
			Gross Profit	11.56
			Food Cost %	39.17%

Menu Item: Mojo Burger				
Item Description: Our hand pressed burger with slow cooked Cuban style pork shoulder. Served with white corn and cucumber salad, and finished with spicy citrus crème.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
OZ-wt	6	Beef, ground chuck	0.17	1.04
EA	1	Bun, burger split top	0.30	0.30
OZ-wt	2	Mojo Pork Prep	0.21	0.41
OZ-fl	0.5	Spicy Citrus Crème	0.07	0.04
EA	1	White Corn and Cucumber Salad	0.53	0.53
OZ-wt	0.33	Lettuce, butter	0.61	0.20
OZ-wt	1	Tomato, beefsteak	0.07	0.07
EA	0.75	Pickled Onions	0.05	0.04
OZ-wt	0.05	Salt, seasoning	0.81	0.04
			0.00	0.00
			0.00	0.00
EA	1	Plate cost (Q-cost)	0.35	0.35
			Total Cost	3.03
			Menu Price	14.00
			Gross Profit	10.97
			Food Cost %	21.67%

CHEF'S NOTE: Burgers are a key component of many of our reader's concepts, here are some of my thoughts: Use fore-quarter meat like ground chuck, hand patty - if time allows. If you're cooking to temp use an 8-ounce patty, otherwise, a 6-ounce is usually sufficient. Buns are important, but secondary, they should be soft and slightly smaller than the cooked patty. Buns should be toasted, but never buttered or oiled. Never press a burger patty to speed up the cooking process unless it's ordered well done. Use leaf lettuce, not shredded, and a thick single slice of tomato.