

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:

Fresh Crab and Seared Shrimp Salad and Slow Roasted Chicken Breast

This month's article features menu items created by Tom Bruce of Central Coast Food & Beverage in Capitola, California.



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MENU ITEMS

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

FRESH CRAB AND SEARED SHRIMP SALAD

- 3 oz. Spring lettuce
- 0.75 oz. Matchstick carrots
- 0.25 ea. Hass Avocado
- 1 oz. Cucumber
- 2 fl. oz. Shallot and Black Pepper Vinaigrette
- 3 oz. Fresh crabmeat
- 1 ea. Shrimp Prep

LINE COOK INSTRUCTIONS:

1. Sear one portion of shrimp for the salad, taking care not to overcook.
2. Place the spring mix on a chilled salad plate.
3. Garnish with shredded carrots and drizzle with dressing.
4. Spread the crab along the dressed greens.
5. Garnish with fanned avocado and thinly sliced cucumbers.
6. Finish with warm shrimp for service.



SLOW ROASTED CHICKEN BREAST

- 1 ea. Slow Roasted Chicken Breast
- 1 ea. Roasted Potatoes and Carrots
- 3 oz. Green beans
- 0.5 fl. oz. Extra-virgin olive oil
- 0.16 oz. Sea salt

LINE COOK INSTRUCTIONS:

1. Place 1 chicken breast and 1 portion of potatoes and carrots in the oven to reheat.
2. While reheating, sauté 1 portion of green beans in olive oil and season lightly with sea salt.
3. Plate as illustrated 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
**	Avocado, Hass	1/48-ct.	Case	65.37	EA	48	100%	1.362
*	Bean, green trimmed fresh	2/5-lb.	Case	22.13	OZ-wt	160	100%	0.138
*	Carrot, whole organic	1/25-lb.	Case	33.20	OZ-wt	400	91%	0.091
**	Carrot, matchstick	1/5-lb.	Each	4.60	OZ-wt	80	100%	0.058
*	Chicken, split breast fresh	1/20-lb.	LB	0.90	EA	0.88	100%	1.023
**	Crabmeat, pasteurized	12/1-lb.	LB	7.85	OZ-wt	16	100%	0.491
**	Cucumber, fresh	1/5-lb.	Case	9.11	OZ-wt	80	95%	0.120
*	Garlic, granulated	1/6.5-lb.	Each	24.03	OZ-wt	104	100%	0.231
***	Garlic, peeled fresh	4/5-lb.	Case	62.68	OZ-wt	320	100%	0.196
**	Lettuce, spring mix	1/3-lb.	Bag	6.48	OZ-wt	48	100%	0.135
***	Oil, olive extra-virgin	3/1-gal.	Case	66.92	OZ-fl	384	100%	0.174
*	Paprika, smoked	1/17-oz.	Each	15.29	OZ-wt	17	100%	0.899
***	Pepper, coarse ground	3/5-lb.	Case	66.38	OZ-wt	240	100%	0.277
*	Potato, baby red	1/50-lb.	Case	56.36	OZ-wt	800	100%	0.070
***	Salt, sea	6/40-oz.	Case	31.04	OZ-wt	240	100%	0.129
*	Seasoning, Montreal chicken	1/23-oz.	Each	10.09	OZ-wt	23	100%	0.439
**	Shallot, peeled fresh	1/4-lb.	LB	12.14	OZ-wt	64	100%	0.190
**	Shrimp, 16-20 peeled and deveined	6/4-lb.	LB	6.90	EA	19	100%	0.363
**	Vinegar, balsamic	4/1-gal.	Case	91.07	OZ-fl	512	100%	0.178
**	Wine, chardonnay	12/750-ml.	Case	76.80	OZ-fl	304	100%	0.253

*Fresh Crab and Seared Shrimp Salad **Slow Roasted Chicken Breast *** 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:

- Fresh carrots yield 91% after trimming.
- Chicken breasts weigh an average of 14 ozs. each.
- Cucumbers yield 95% after trimming.

STEP TWO: PREP STAGES

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

FRESH CRAB AND SEARED SHRIMP SALAD

C. C. F. & B. - Recipe Card			Recipe Cost			
Shrimp Prep			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Shrimp, 16-20 peeled and deveined	60 shrimp	1. Place all the ingredients except the shrimp in a large mixing bowl, blend thoroughly with a wire whisk. 2. Add the shrimp and toss gently to coat evenly. 3. Allow to stand 1 hour then toss a second time. 4. Hold the shrimp under refrigeration for service.	EA	60	0.363	\$ 21.79
Oil, olive extra-virgin	½ cup		OZ-fl	4	0.174	\$ 0.70
Garlic, peeled fresh	2 ozs. slivered		OZ-wt	2	0.196	\$ 0.39
Shallot, peeled fresh	1 oz. slivered		OZ-wt	1	0.190	\$ 0.19
Wine, chardonnay	1 cup		OZ-fl	8	0.253	\$ 2.02
Salt, sea	½ oz.		OZ-wt	0.5	0.129	\$ 0.06
Pepper, coarse ground	¼ oz.		OZ-wt	0.16	0.277	\$ 0.04
					-	\$ -
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
TOOLS/EQUIP.: Cup measure, ounce scale, large mixing bowl and wire whisk.			Total		\$	25.20
STATION: Line cook			RU		EA	
YIELD: 20 3-shrimp portions			# of RU		20	
SHELF LIFE: 1 day			RU Cost		\$	1.26

CHEF'S NOTE: Be careful to remove the garlic and shallot pieces before cooking.

C. C. F. & B. - Recipe Card			Recipe Cost			
Shallot and Black Pepper Vinaigrette			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Oil, olive extra-virgin	3 cups	1. Place all ingredients in a large mixing bowl. 2. Blend thoroughly with a wire whisk. 3. Let stand for 30 minutes then adjust seasonings. 4. Refrigerate for service.	OZ-fl	24	0.174	\$ 4.18
Vinegar, balsamic	1 ½ cups		OZ-fl	12	0.178	\$ 2.13
Shallot, peeled fresh	1 ½ ozs. finely chopped		OZ-wt	1.5	0.190	\$ 0.28
Pepper, coarse ground	¼ oz.		OZ-wt	0.75	0.277	\$ 0.21
Salt, sea	½ oz.		OZ-wt	0.5	0.129	\$ 0.06
					-	\$ -
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
TOOLS/EQUIP.: Measuring cup, ounce scale, large mixing bowl and wire whisk.			Total		\$	6.87
STATION: Pantry			RU		OZ-fl	
YIELD: About 18 2-oz. portions			# of RU		36	
SHELF LIFE: 2 days			RU Cost		\$	0.19

CHEF'S NOTE: Adjust the pepper to fit your clientele's tastes.

STEP TWO: PREP STAGES

SLOW ROASTED CHICKEN BREAST

C. C. F. & B. - Recipe Card			Recipe Cost			
Poultry Rub					Batch	
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Seasoning, Montreal chicken	2 lbs.	1. Using an ounce scale, measure the ingredients into a large mixing bowl. 2. Blend well using a stainless steel serving spoon. 3. Cover and store at room temperature.	OZ-wt	32	0.439	\$ 14.04
Garlic, granulated	½ lb.		OZ-wt	8	0.231	\$ 1.85
Paprika, smoked	¼ lb.		OZ-wt	4	0.899	\$ 3.60
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Ounce scale, large mixing bowl, stainless steel service spoon and food-grade container with lid.			Total \$ 19.48			
STATION: Prep cook			RU OZ-wt			
YIELD: 88 ½-oz. portions			# of RU 44			
SHELF LIFE: 7 days			RU Cost \$ 0.44			

CHEF'S NOTE: A single menu item may have several "subrecipes," and a recipe card should be created for each step.

C. C. F. & B. - Recipe Card			Recipe Cost				
Slow Roasted Chicken Breast					Batch		
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost	
Chicken, split breast fresh	20 breasts	1. Place chicken breasts on two sheet pans. 2. Season liberally with poultry rub. 3. Cover with plastic wrap and refrigerate for 6-8 hours. 4. Remove from refrigeration and mist the breasts with olive oil, allow to warm slightly. 5. Place the breasts in a 425° convection oven for 10-15 minutes, until well browned. 6. Reduce heat to 225° and continue to cook for 50-60 minutes, breast temperature should reach 170°. 7. Remove to the cook's line and hot hold for service.	EA	20	1.023	\$ 20.45	
Poultry Rub	10 ozs.		OZ-wt	10	0.443	\$ 4.43	
Oil, olive extra-virgin	¼ cup		OZ-fl	2	0.174	\$ 0.35	
						-	\$ -
						-	\$ -
						-	\$ -
						-	\$ -
TOOLS/EQUIP.: Ounce scale, measuring cup, two full sheet pans and spray bottle.			Total \$ 25.23				
STATION: Prep cook			RU EA				
YIELD: 20 portions			# of RU 20				
SHELF LIFE: 1 shift			RU Cost \$ 1.26				

CHEF'S NOTE: This also makes a great lighter lunch special when paired with a house salad. Leftover product can be recycled as pulled chicken in a number of applications.

STEP TWO: PREP STAGES CONTINUED

ROASTED PORK LOIN

C. C. F. & B. - Recipe Card			Recipe Cost			
Roasted Potatoes and Carrots			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Potato, baby red	5 lbs. washed and dried	1. Place potatoes in a large mixing bowl. Add the olive oil, salt and pepper. 2. Mix thoroughly and let stand for 2-3 hours. 3. Divide the mixture into 2 #200 pans. 4. Roast in a 375° oven for 20-25 minutes. 5. Add the carrot pieces and toss with the potatoes. 6. Continue to cook another 20 minutes or until the potatoes are soft. 7. Remove from the oven and allow to cool slightly. 8. Remove the vegetables from the oil and hot hold for service.	OZ-wt	80	0.070	\$ 5.64
Oil, olive extra-virgin	½ cup		OZ-fl	4	0.174	\$ 0.70
Carrot, whole organic	3 lbs. cut into large pieces		OZ-wt	48	0.091	\$ 4.38
Garlic, peeled fresh	4 ozs. cut in half		OZ-wt	4	0.196	\$ 0.78
Salt, sea	1 oz.		OZ-wt	1	0.129	\$ 0.13
Pepper, coarse ground	½ oz.		OZ-wt	0.5	0.277	\$ 0.14
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Pound scale, ounce scale, measuring cup, large mixing bowl and 2 #200 pans.			Total \$ 11.76			
STATION: Line cook			RU EA			
YIELD: About 25 5-oz. portions			# of RU 25			
SHELF LIFE: 1 shift			RU Cost \$ 0.47			

CHEF'S NOTE: I like to serve the roasted garlic pieces along with the potatoes. It will take some experimentation to get the timing right. You may want to roast the potatoes and carrots separately.

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: Fresh Crab and Seared Shrimp Salad				
Item Description: Spring greens, avocado and cucumber with shallot and black pepper balsamic vinaigrette.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
OZ-wt	3	Lettuce, spring mix	0.14	0.41
OZ-wt	0.75	Carrot, matchstick	0.06	0.04
EA	0.25	Avocado, Hass	1.36	0.34
OZ-wt	1	Cucumber, fresh	0.12	0.12
OZ-fl	2	Shallot and Black Pepper Vinaigrette	0.19	0.38
OZ-wt	3	Crabmeat, pasteurized	0.49	1.47
EA	1	Shrimp Prep	1.26	1.26
			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)	0.35	0.35
			Total Cost	4.37
			Menu Price	18.00
			Gross Profit	13.63
			Food Cost %	24.29%

Menu Item: Slow Roasted Chicken Breast				
Item Description: House rub, roasted new potatoes, organic carrots and sauteed green beans.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
EA	1	Slow Roasted Chicken Breast	1.26	1.26
EA	1	Roasted Potatoes and Carrots	0.47	0.47
OZ-wt	3	Bean, green trimmed fresh	0.14	0.41
OZ-fl	0.5	Oil, olive extra-virgin	0.17	0.09
OZ-wt	0.16	Salt, sea	0.13	0.02
			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
			0.00	0.00
EA	1	Plate cost (Q-cost)	0.35	0.35
			Total Cost	2.60
			Menu Price	15.00
			Gross Profit	12.40
			Food Cost %	17.37%