

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:

Spicy Onion Panini and Grilled Buffalo Burger

This month's article features menu items from the National Onion Association, more information is available at onions-usa.org.

Tom Bruce of Central Coast Food & Beverage worked with the National Onion Association 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.

SPICEY OINION PANINI

- 1 ea. Ciabatta roll
- 1 ea. Aioli for Spicy Onion Panini
- 0.33 oz. Fresh basil
- 1 ea. Spicy Onions
- 1 oz. Roasted red peppers
- 1 oz. Pitted Kalamata olives
- 0.5 oz. Prosciutto ham
- 1.5 oz. Sharp cheddar cheese

LINE COOK INSTRUCTIONS:

1. Split the Panini roll, brush the inside surfaces with aioli.
2. Layer the bottom of the Panini with basil leaves, then onion mixture.
3. Layer with roasted red peppers, then sliced cheese.
4. Layer with prosciutto, then add olives.
5. Place the top on the sandwich and grill until browned and the cheese is melted.
6. Plate for service.



GRILLED BUFFALO BURGER

- 1 ea. Sesame hamburger bun
- 1 ea. Buffalo Burger Mix
- 1 oz. Mild cheddar cheese
- 1 ea. Chipotle Mayo
- 1 ea. Chardonnay Braised Onions
- 0.2 ea. Fresh butter lettuce
- 0.5 oz. Green tomato
- 3 oz. Roma tomato

LINE COOK INSTRUCTIONS:

1. Place the patty on the grill, cross mark, and cook to desired doneness.
2. Near the end of the cooking process add the cheddar.
3. While the patty is cooking, place the bun on a medium section of the griddle to toast.
4. Remove the bun and spread the bottom with mayo.
5. Place burger on the bun and top with braised onions.



6. Offset the top of the bun for visual impact.
7. Plate with lettuce leaves, red and green tomato sections 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 herb	1/1-lb.	Case	11.39	OZ-wt	16	56%	1.271
** Buffalo, ground bulk	2/5-lb.	Case	126.55	OZ-wt	160	100%	0.791
** Bun, hamburger sesame	10/6-ct.	Case	21.84	EA	60	100%	0.364
** Cheese, cheddar mild	1/10-lb.	Case	30.62	OZ-wt	160	100%	0.191
* Cheese, cheddar sharp	1/10-lb.	Case	37.18	OZ-wt	160	100%	0.232
* Garlic, whole peeled	4/5-lb.	Case	77.26	OZ-wt	320	100%	0.241
** Ground chuck, bulk 80/20	2/#10-can	Case	58.4	OZ-wt	320	100%	0.183
* Ham, prosciutto sliced	6/16-oz.	Case	96.83	OZ-wt	96	100%	1.009
** Lettuce, butter fresh	1/24-ct.	Case	48.25	EA	24	100%	2.010
** Mayonnaise, heavy-duty	4/1-gal.	Case	43.08	OZ-fl	512	100%	0.084
*** Oil, olive extra-virgin	3/1-gal.	Case	79.83	OZ-fl	384	100%	0.208
* Olive, kalamata pitted large	2/1-gal.	Case	44.74	OZ-wt	256	65%	0.269
*** Onion, yellow jumbo fresh	1/10-lb.	Case	9.24	OZ-wt	160	91%	0.063
*** Pepper, black ground	6/18-oz.	Case	39.89	OZ-fl	226.8	100%	0.176
** Pepper, chipotle in adobo sauce	12/7-oz.	Case	23.28	OZ-wt	84	100%	0.277
* Pepper, red bell fresh	1/5-lb.	Case	13.38	OZ-wt	80	81%	0.206
* Pepper, red crushed	6/12-oz.	Case	51.92	OZ-fl	213.12	100%	0.244
* Roll, ciabatta sliced	1/96-ct.	Case	32.87	EA	96	100%	0.342
*** Salt, kosher	12/3-lb.	Case	20.9	OZ-fl	541.44	100%	0.039
** Thyme, fresh herb	1/1-lb.	Each	13.07	OZ-wt	16	65%	1.257
** Tomato, green bulk	1/#10-can	Case	14.1	OZ-wt	160	93%	0.095
** Tomato, Roma fresh	1/25-lb.	Case	29.78	OZ-wt	400	94%	0.079
* Vinegar, white wine	4/1-gal.	Case	23.08	OZ-fl	512	100%	0.045
** Wine, white	12/750-ml.	Case	78.5	OZ-fl	304.8	100%	0.258

*Spicy Grilled Panini **Grilled Buffalo 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:

- Basil yields 56% when stemmed.
- Coarse kosher salt weighs 0.534 oz. per Tbsn.
- Crushed red pepper weighs 0.169 oz. per Tbsn.
- Ground black pepper weighs 0.238 oz. per Tbsn.
- Kalamata olives yield 65% when drained.
- Thyme yields 65% when stemmed.

STEP TWO: PREP STAGES

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

SPICEY GRILLED PANINI

National Onion Association			Recipe Cost			
Aioli for Spicy Onion Panini			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Oil, olive extra-virgin	1½ cups	1. Place the olive oil in a commercial blender, begin blending on low speed. 2. As the oil creates a vortex, slowly add the vinegar. 3. Add the split garlic cloves and continue to blend on medium speed until emulsified. 4. Season with salt and pepper, refrigerate for service.	OZ-fl	12	0.208	\$ 2.49
Vinegar, white wine	3 Tbsn.		OZ-fl	1.5	0.045	\$ 0.07
Garlic, whole peeled	2 ozs. split		OZ-wt	2	0.241	\$ 0.48
Pepper, black ground	1 Tsp.		OZ-fl	0.16	0.176	\$ 0.03
Salt, kosher	2 Tsp.		OZ-fl	0.33	0.039	\$ 0.01
					-	\$ -
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TOOLS/EQUIP.: Measuring cup, measuring spoons, ounce scale, industrial blender.			Total		\$	3.09
STATION: Pantry			RU		EA	
YIELD: 14 2-Tbsn. Portions			# of RU		14	
SHELF LIFE: 3 days			RU Cost		\$	0.22

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

National Onion Association			Recipe Cost				
Spicy Onions			Batch				
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost	
Onion, yellow jumbo fresh	4½ lbs.	1. Peel and thinly slice the onions using a China cut, set aside. 2. Heat a rondo or large sauté pan over medium heat, add the olive oil. 3. When the pan is moderately hot, add the onions and stir with a service spoon. Don't overheat the rondo. 4. Continue to cook over medium heat, stirring often, take care not to let the onions over-brown. 5. When the onions are evenly browned and fully cooked, add the red pepper flakes. 6. Continue to cook another 4-5 minutes to release the heat from the pepper. 7. Remove from the heat and place in a ½ pan for service.	OZ-wt	72	0.063	\$ 4.57	
Oil, olive extra-virgin	6 Tbsn.		OZ-fl	3	0.208	\$ 0.62	
Pepper, red crushed	1 Tbsn.		OZ-fl	0.5	0.244	\$ 0.12	
						-	\$ -
						-	\$ -
						-	\$ -
						-	\$ -
					-	\$ -	
					-	\$ -	
					-	\$ -	
TOOLS/EQUIP.: Ounce scale, measuring spoons, French knife, rondo/large saute pan, ½ deep pan.			Total		\$	5.31	
STATION: Line cook			RU		EA		
YIELD: About 12 6-oz. portions			# of RU		12		
SHELF LIFE: 1 shift			RU Cost		\$	0.44	

CHEF'S NOTE: This is an easy and versatile use of onions, try them on a burger or grilled cheese. Caramelized onions held at room temperature need to be discarded after 4 hours.

