

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:

Three Meat Black Bean Chili and Uptown Grilled Cheese

This month features items developed for a client opening a lodge concept in the Sierras. Tom Bruce of Central Coast Food & Beverage 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.

THREE MEAT BLACK BEAN CHILI

- 1 ea. Three Meat Chili
- 3 ea. Honey Cheddar Muffins
- 1 oz. White corn
- 0.75 oz. Cheddar cheese
- 0.75 oz. Red onions
- 1 oz. Sour cream

LINE COOK INSTRUCTIONS:

1. If the chili is being hot held on the cook's line, place one order in a sauté pan, add the fresh corn, and heat.
2. Plate with muffins, cheddar cheese, and chopped onions.
3. Top with sour cream and chopped red onion for service.



UPTOWN GRILLED CHEESE

- 2 ea. Sourdough slices
- 0.5 fl. oz. Dijon mustard
- 4 oz. Sliced Gruyere
- 2 fl. oz. Sweet Onion Jam
- 0.5 oz. Butter

LINE COOK

INSTRUCTIONS:

1. Evenly spread 2 tsp. of Dijon mustard on a slice of sourdough.
2. Layer 2 ounces of Gruyere on the bread and evenly spread the onion jam across the cheese.
3. Layer an additional 2 ounces of Gruyere and top with a slice of sourdough.
4. Spread the butter evenly on 1 side of the sandwich and place on a medium hot section of the griddle
5. Spread the remaining butter over the top.
6. When the bottom is brown and crusty, carefully turn the sandwich and repeat the process.
7. Cut and stack 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
* Beans, black	6/#10-can	Case	28.50	OZ-wt	408	100%	0.070
* Beef, chuck center	1/15-lb. avg.	LB	2.77	OZ-wt	16	90%	0.192
** Bread, loaf sourdough rustic	1/6-ct.	Bag	12.60	EA	120	100%	0.105
* Broth, beef	12/49-oz.	Case	38.52	OZ-fl	588	100%	0.066
** Butter, solid USDA salted	30/1-lb.	Case	101.24	OZ-wt	480	100%	0.211
* Cheese, cheddar shredded	4/5-lb.	Case	68.68	OZ-wt	320	100%	0.215
** Cheese, Gruyere sliced	2/5-lb.	LB	8.01	OZ-wt	16	100%	0.501
* Chili, powder	1/20-oz.	Each	12.70	OZ-fl	42.6	100%	0.298
* Corn, fresh white	1/48-ct.	Case	17.90	OZ-wt	96	100%	0.186
* Cream, sour	2/5-lb.	Case	13.41	OZ-wt	160	100%	0.084
* Cumin, ground	1/14-oz.	Each	12.91	OZ-fl	33.6	100%	0.384
* Egg, shell large	1/15-dzn.	Box	26.60	EA	180	100%	0.148
* Garlic, granulated	1/25-oz.	Each	9.89	OZ-fl	33.25	100%	0.297
* Garlic, whole peeled	1/5-lb.	Each	25.34	OZ-wt	80	100%	0.317
* Milk, whole	1/6-gal.	Case	25.86	OZ-fl	768	100%	0.034
* Mix, cornbread sweet	1/25-lb.	Case	7.80	OZ-wt	400	100%	0.020
** Mustard, Dijon	2/105-oz.	Case	53.48	OZ-fl	210	100%	0.255
* Oil, salad canola	2/17.5-lb.	Case	38.08	OZ-fl	582.4	100%	0.065
* Onions, red medium	1/25-lb.	Carton	22.03	OZ-wt	400	91%	0.061
*** Onions, yellow fresh	1/50-lb.	Carton	22.83	OZ-wt	800	81%	0.035
* Oregano, leaf	3/1.5-lb.	Case	28.75	OZ-fl	360	100%	0.080
* Paprika, smoked ground	1/17-oz.	Each	18.12	OZ-fl	34.85	100%	0.520
* Pepper, chili green diced	6/#10-can	Case	64.41	OZ-wt	576	100%	0.112
* Pepper, green bell	1/5-lb.	Case	12.84	OZ-wt	80	81%	0.198
* Pork, loin fresh	4/6-lb. avg.	LB	1.68	OZ-wt	16	100%	0.105
** Raisin, seedless golden	1/10-lb.	Case	28.46	OZ-wt	160	100%	0.178
* Salt, granulated plain	1/25-lb.	Bag	6.98	OZ-fl	312	100%	0.022
* Sauce, tomato	6/#10-can	Case	22.33	OZ-fl	576	100%	0.039
* Sausage, Andouille	1/5-lb.	Box	6.90	OZ-wt	16	100%	0.431
** Sugar, brown dark	24/1-lb.	Case	30.96	OZ-fl	602.88	100%	0.051
* Tomato, crushed in sauce	6/#10-can	Case	26.33	OZ-fl	576	100%	0.046
* Tomato, diced in juice	6/#10-can	Case	25.99	OZ-fl	576	100%	0.045
** Vinegar, balsamic	2/5-ltr.	Case	42.29	OZ-fl	338.14	100%	0.125

*Three Meat Black Bean Chili **Uptown Grilled Cheese *** 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:

- A Brown sugar weighs 5.1 ozs. per cup.
- Chili powder weighs 0.235 oz. per Tbsn.
- Each cob of corn yields about 2 ozs. of fresh kernels.
- Granulated garlic weighs 0.376 oz. per Tbsn.
- Granulated salt weighs 0.645 oz. per Tbsn.
- Ground cumin weighs 0.208 oz. per Tbsn.
- Ground paprika weighs 0.244 oz. per Tbsn.
- Oil weighs 7.7 oz. per cup.
- Oregano weighs 0.1 oz. per Tbsn.
- Raisins weigh about 5 oz. per cup.
- Sourdough bread yielded 20 slices per loaf.

STEP TWO: PREP STAGES

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

THREE MEAT BLACK BEAN CHILI

Central Coast Food & Beverage			Recipe Cost			
Chili Meat			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Beef, chuck center	1½ lbs.	1. Using a French knife or cimeter, cut the pork and beef into 1" cubes. 2. Use a table top grinder or grinder attachment with a large plate to grind the meat. 3. After processing the batch, run a bit of the ground meat through a second time. This step will ensure that all of the meat is ground including the meat in the grinder. 4. Heat the oil in a large saute pan over high heat. 5. Brown the meat in small batches and drain the fat off using a colander. 6. Continue with the chili recipe or cool and refrigerate for future use.	OZ-wt	24	0.192	\$ 4.62
Pork, loin fresh	1½ lbs.		OZ-wt	24	0.105	\$ 2.52
Oil, salad canola	2 Tbsn.		OZ-fl	1	0.065	\$ 0.07
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
					-	\$ -
TOOLS/EQUIP.: Ounce or pound scale, measuring spoons, French knife or cimeter, bench grinder or grinder attachment, large plate and saute pan. STATION: Prep cook YIELD: One batch of chili SHELF LIFE: 3 days			Total		\$ 7.20	
			RU		EA	
			# of RU		1	
			RU Cost		\$ 7.20	

CHEF'S NOTE: If you do your own meat cutting, this is a great way to use trim. You can also brown the meat on a griddle top which will give it a better color.

Central Coast Food & Beverage			Recipe Cost			
Chili Spice			Batch			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost
Chili, powder	¾ cup	1. Place the dry spices in a medium mixing bowl. 2. Mix thoroughly using a service spoon. 3. Store in a food-grade container with a tight-fitting lid.	OZ-fl	6	0.298	\$ 1.79
Paprika, smoked ground	¼ cup		OZ-fl	2	0.520	\$ 1.04
Garlic, granulated	¼ cup		OZ-fl	2	0.297	\$ 0.59
Cumin, ground	¼ cup		OZ-fl	2	0.384	\$ 0.77
Oregano, leaf	¼ cup		OZ-fl	2	0.080	\$ 0.16
Salt, granulated plain	¼ cup		OZ-fl	2	0.022	\$ 0.04
					-	\$ -
				-	\$ -	
				-	\$ -	
				-	\$ -	
				-	\$ -	
TOOLS/EQUIP.: Measuring cups, medium mixing bowl, service spoon and food-grade container with a lid. STATION: Prep cook YIELD: About 2 cups or enough for 3 batches of chili SHELF LIFE: 7 days			Total		\$ 4.40	
			RU		EA	
			# of RU		3	
			RU Cost		\$ 1.47	

CHEF'S NOTE: This is a basic recipe; add cayenne, white pepper, etc. to customize it.

STEP TWO: PREP STAGES

THREE MEAT BLACK BEAN CHILI

Central Coast Food & Beverage Three Meat Chili			Batch		Recipe Cost			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost		
Chili Meat	1 batch	1. Heat the oil in a rondo or heavy bottom pot. 2. When heated, add the onions, garlic and green bell peppers. Cook over medium heat until transparent. 3. Add the pre-cooked chili meat and stir. Add the chili spice and mix thoroughly with a service spoon. 4. Mix in the Andouille. 5. Add the broth to de-glaze the pan, bring to a simmer. 6. Add the diced tomatoes, crushed tomatoes and tomato sauce. Bring to a simmer and cook about 20 minutes. 7. Blend in the diced green chiles and black beans. 8. Return to a simmer and cook until the meat is tender, about an additional 30 minutes. 9. Adjust the seasonings as necessary and remove to hot holding for service.	EA	1	7.202	\$ 7.20		
Sausage, Andouille	¼ lb. chopped		OZ-wt	24	0.431	\$ 10.35		
Chili Spice	½ batch (about 5 fl. oz.)		EA	1	1.465	\$ 1.47		
Broth, beef	1 qt.		OZ-fl	32	0.066	\$ 2.10		
Oil, salad canola	4 Tbsn.		OZ-fl	2	0.065	\$ 0.13		
Onions, yellow fresh	12 ozs. diced		OZ-wt	12	0.035	\$ 0.42		
Garlic, whole peeled	4 ozs. chopped		OZ-wt	4	0.317	\$ 1.27		
Pepper, green bell	8 ozs. chopped		OZ-wt	8	0.198	\$ 1.59		
Tomato, crushed in sauce	3 cups		OZ-fl	24	0.046	\$ 1.10		
Tomato, diced in juice	4 cups		OZ-fl	32	0.045	\$ 1.44		
Pepper, chili green diced	¼ lb.		OZ-wt	4	0.112	\$ 0.45		
Sauce, tomato	2 cups		OZ-fl	16	0.039	\$ 0.62		
Beans, black	1½ lb. drained weight		OZ-wt	24	0.070	\$ 1.68		
					-	\$ -		
TOOLS/EQUIP.: Ounce scale, measuring cups, measuring spoons, a service spoon and rondo or heavy pot.					Total	\$ 29.80		
STATION: Line cook					RU	EA		
YIELD: 192 fl. ozs. or about 19 portions					# of RU	19		
SHELF LIFE: 2 days					RU Cost	\$ 1.57		

CHEF'S NOTE: Good basic recipe, take care not to add too much heat, guests can finish it off with hot sauce.

Central Coast Food & Beverage Honey Cheddar Muffins			Batch		Recipe Cost			
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost		
Mix, cornbread sweet	2 lbs.	1. Combine all of the ingredients in a large mixing bowl. 2. Blend with a rubber spatula to mix, don't overmix. 3. Divide the mix evenly into 2 24-count non-stick muffin pans. 4. Bake at 375° for about 12 minutes. 5. Cool slightly and turn-out, store at room temperature for service.	OZ-wt	32	0.020	\$ 0.62		
Milk, whole	1½ cups		OZ-fl	21	0.034	\$ 0.71		
Oil, salad canola	1 cup		OZ-fl	8	0.065	\$ 0.52		
Egg, shell large	2 ea.		EA	2	0.148	\$ 0.30		
Cheese, cheddar shredded	8 ozs.		OZ-wt	8	0.215	\$ 1.72		
					-	\$ -		
				-	\$ -			
				-	\$ -			
				-	\$ -			
				-	\$ -			
				-	\$ -			
				-	\$ -			
TOOLS/EQUIP.: Ounce scale, measuring cups, large mixing bowl, rubber spatula and 2 24-count muffin pans.					Total	\$ 3.87		
STATION: Prep cook					RU	EA		
YIELD: Enough for 16 3-muffin portions					# of RU	48		
SHELF LIFE: 1 shift					RU Cost	\$ 0.08		

CHEF'S NOTE: Don't overfill the pans; about 3/4 capacity is good.

STEP TWO: PREP STAGES CONTINUED

UPTOWN GRILLED CHEESE

Central Coast Food & Beverage			Sweet Onion Jam		Batch		Recipe Cost				
INGREDIENTS	MEASURE	PROCEDURE	RU	# of RU	RU Cost	Cost					
Onions, yellow fresh	2 lbs. finely cut	1. Heat the butter in a heavy-bottom saucepot. 2. Add the onions and cook until transparent, reduce heat as necessary to avoid browning. 3. Add the sugar, vinegar and raisins. Blend using a service spoon. 4. Continue to cook until glazed, about 15 minutes. 5. Cool and refrigerate for service.	OZ-wt	32	0.035	\$ 1.13					
Butter, solid USDA salted	1½ ozs.		OZ-wt	1.5	0.211	\$ 0.32					
Sugar, brown dark	½ cup		OZ-fl	4	0.051	\$ 0.21					
Vinegar, balsamic	½ cup		OZ-fl	4	0.125	\$ 0.50					
Raisin, seedless golden	3 ozs.		OZ-wt	3	0.178	\$ 0.53					
					-	\$ -					
					-	\$ -					
					-	\$ -					
					-	\$ -					
					-	\$ -					
					-	\$ -					
					-	\$ -					
TOOLS/EQUIP.: Ounce scale, cup measure, heavy-bottom saucepot and service spoon.							Total		\$	2.68	
STATION: Line cook							RU		OZ-fl		
YIELD: About 12 2-oz. portions							# of RU		24		
SHELF LIFE: 2 days							RU Cost		\$	0.11	

CHEF'S NOTE: This recipe was provided courtesy of the National Onion Association.

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: Three Meat Black Bean Chili				
Item Description: House ground lean pork and beef with local Andouille sausage. Finished with sweet corn and served with honey cheddar muffins.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
EA	1	Three Meat Chili	1.57	1.57
EA	3	Honey Cheddar Muffins	0.08	0.24
OZ-wt	1	Corn, fresh white	0.19	0.19
OZ-wt	0.75	Cheese, cheddar shredded	0.21	0.16
OZ-wt	0.75	Onions, red medium	0.06	0.05
OZ-wt	1	Cream, sour	0.08	0.08
			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	2.64
			Menu Price	12.00
			Gross Profit	9.36
			Food Cost %	21.97%

Menu Item: Uptown Grilled Cheese				
Item Description: Crusty sourdough, Gruyere and sweet onion jam.				
Recipe Unit	Quantity	Ingredient	Unit Cost	Extension
EA	2	Bread, loaf sourdough rustic	0.11	0.21
OZ-fl	0.5	Mustard, Dijon	0.25	0.13
OZ-wt	4	Cheese, Gruyere sliced	0.50	2.00
OZ-fl	2	Sweet Onion Jam	0.11	0.22
OZ-wt	0.5	Butter, solid USDA salted	0.21	0.11
			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	3.02
			Menu Price	10.00
			Gross Profit	6.98
			Food Cost %	30.19%