CHAPTER THREE

MENUS AND RECIPES

> My mothers [recipes] don't do me much good as they might because she never included directions. Her reasoning, often expressed, was that any cook worth her salt would know, given a list of ingredients, what to do with them. …Cooking was a matter of born sense, ordinary good judgement, enough experience, materials worth the bothering about, and tasting.
>
> – Eudora Welty, American Author (1909-2001)
> in her introduction to *The Jackson Cookbook,* 1971

After studying this unit

- You will be able to:
  - Appreciate the different types and styles of menus
  - Understand the purpose of standardized recipes
  - Convert recipe yield amounts
  - Appreciate the need for cost controls in any food service operation

The Menu

- A list of food and beverages available for purchase
- The soul of every food service operation
- A sales tool

Types of Menus

- Static or fixed menu
  - All patrons are offered the same foods every day
- Cycle menu
  - Developed for a set period; at the end of the period it repeats
- Market menu
  - Based upon the product that is available in the market
- Hybrid menu
  - Combines the static, the cycle and the market menus

Menu Styles

- À la carte
  - Every food and beverage item is priced and ordered separately
- Semi à la carte
  - Some items are priced and ordered separately and some are priced to include other items
- Table d'hôte or *prix fixe*
  - Offers a complete meal at a set price

Truth in Advertising

- Federal as well as some state laws require that certain menu language be accurate
  - Quality
  - Quantity
  - Grade
  - Freshness
- Nutritional statements
  - Carefully regulated by the FDA
- Consumer safety advisories
  - Local regulations apply

Standardized Recipes

- Should be created for every item
- Will produce a known quality and quantity of food for a specific operation
- Standardized recipes include
  - The type and amount of each ingredient
  - The preparation and cooking procedure
  - The yield and portion size

Measurement Formats

- Weight
  - Refers to the mass or heaviness of a substance
  - Expressed in terms such as grams, ounces, pounds and tons
- Volume
  - Refers to the space occupied by a substance
  - Expressed in cups, gallons, teaspoons, fluid ounces, bushels and liters
- Count
  - Commonly used in purchasing to indicate the size of an individual item

Measurement Systems

- U.S. system
  - Used only in the United States
  - Uses pounds for weight and cups for volume
- Metric system
  - Most common system in the world
  - A decimal system in which grams, liters and meters are the basic units of weight, volume and length, respectively

Converting Grams and Ounces

- 1 ounce equals 28.35 grams
- 1 fluid ounce equals 28.35 milliliters
- 1 kilogram is about 2.2 pounds
- 1 gram is about 1/30 ounce
- 1 pound is about 450 grams
- A liter is slightly more than a quart
- A centimeter is slightly less than ½ inch
- 0°C (32°F) is the freezing point of water
- 100°C (212°F) is the boiling point of water

Recipe Conversions

Recipe conversions used when scaling a recipe up or down.

- Yield
  - The total amount of a product made from a specific recipe; also, the amount of a food item remaining after cleaning and processing
- Conversion factor (C.F.)
  - The number used to increase or decrease ingredients and recipe yields

Converting Total Yield

- **Step 1**
  Divide the desired (new) yield by the recipe (old) yield to obtain the conversion factor (C.F.)

  New Yield ÷ Old Yield = Conversion Factor

- **Step 2**
  Multiply each of the ingredient quantities by the conversion factor to obtain the new quantity

  Old Quantity X Conversion Factor = New Quantity

Converting Portion Size

- **Step 1**

  Determine the total yield of the existing recipe by multiplying the number of portions by the portion's size

  Original Portions X Original Portion Size = Total Yield

- **Step 2**

  Determine the total yield desired by multiplying the new number of portions by the new portion size

  Desired Portions X Desired Portion Size =
  Total (new) Yield

Cont.

Converting Portion Size (cont.)

- **Step 3**

  Obtain the conversion factor as described earlier

  New Total Yield ÷ Total yield = Conversion factor

- **Step 4**

  Multiply each ingredient quantity by the conversion factor

  Old Quantity X Conversion Factor = New Yield

Additional Conversion Problems

- Equipment
- Evaporation
- Recipe errors
- Time

Calculating Unit Cost

Unit cost – the price paid for one of the specified units such as pound, can, gallon, bunch

As Purchased – the condition or cost of an item as it is purchased or received from the supplier

- Convert the as-purchased (A.P.) costs to unit costs or prices

  A.P. $ cost ÷ Number of units = Cost per unit

Yield Percentage

- Many ingredients require cleaning, trimming or boning.
  - These products yield edible portions (E.P.) as well as fat, peels, shells, skin or sinew that is discarded.
- Yield percentage is the ratio of the useable ingredient after cleaning and trimming

Edible Portion (E.P.)

- The amount of a food item available for consumption or use after trimming or fabrication; a smaller, more convenient portion of a larger or bulk unit

Calculating Yield Percentage

Yield test determines the useable portion

- Divide the weight of the ingredient after it is prepared for cooking (E.P.) by the weight of the ingredient As Purchased (A.P.)

E.P. weight ÷ A.P. weight = Yield percentage

Calculating Quantity to Purchase

Recipes may be written with E.P. quantities. Use Yield Percentage to calculate quantity to purchase (A.P.)

- Divide the E.P. quantity in the recipe by the yield percentage

  E.P. quantity ÷ Yield percentage = A.P. quantity

Calculating Edible Portion Cost

- Because trimming decreases the useable quantity of an ingredient, the cost of the ingredient must be increased by the amount discarded

A.P. cost per pound ÷ Yield percentage =
E.P. cost per pound

Recipe Costs

- **Step 1**
  Determine the cost for the given quantity of each recipe ingredient with the unit costing procedures described earlier

- **Step 2**
  Add all the ingredient costs together to obtain the total recipe cost

Total recipe cost ÷ Number of portions =
$ Cost per portion

Recipe Costing Form

RECIPE COSTING FORM

Menu Item Beef Stew Date

Total Yield 200 fl. oz. Portion Size 12 1/2 fl. oz.

INGREDIENT	QUANTITY	COST			RECIPE COST
		A.P. ($)	Yield %	E.P. ($)	
Beef, cubes	6 lb.			$3.60/lb.	$21.60
Corn oil	3 Tbsp.	6.78/gal.		0.42/c.	0.08
Flour	1 1/2 oz.	13.50/50 lb.		0.27/lb.	0.03
Beef stock	2 qt.	2.50/gal.		0.62/qt.	1.24
Carrots, diced	1 lb.	.56/lb.	82%	0.68/lb.	0.68
Potatoes, diced	2 lb.	.41/lb.	80%	0.51/lb.	1.02
Onions	2	.15 each		0.15 each	0.30
Salt	TT				-0-

TOTAL RECIPE COST $ 24.95

Number of Portions 16

Cost per Portion $ 1.559

Recipe Costing Form

- Can an interactive blank Recipe Costing Form 3.1 OC 5 p. 47 be created so that the instructor can fill out on the computer while showing the PowerPoint slide? This was requested by the reviewers but I do not know whether it is technically possible. If not, please delete this slide.

Selling Prices

- Plate cost
  - The cost of the food that is served
- Overhead cost
  - The associated costs incurred in order to run the business
- Food cost percentage
  - The amount needed to add to the price in order to achieve a profit

Using the Food Cost Percentage to Determine Selling Price

- **Step1**

  Determine the total cost of all components in a finished plate, plate cost

- **Step 2**

  Divide the total plate cost by the desired food cost percentage

Plate cost ÷ Desired cost % = Selling price

Controlling Food Costs

- Menu
- Purchasing
- Receiving
- Storing
- Issuing
- Kitchen procedures
- Establishing standard portions
- Waste
- Sales and service

Menu

Profitable menu design takes into account these factors:

- Customer desires
- Equipment and physical space limitations
- Ingredients available
- Cost of goods
- Employee skills
- Competition

Purchasing

- Techniques impact cost controls
- Parstock, amount of stock necessary to cover operating needs between deliveries
- Inventory and ordering systems
- Purchasing specifications
  - Item, grade, quality, packaging, unit size

Receiving

Standards for receiving goods ensures cost controls

- Confirm product ordered
- Verify item on invoice was delivered
- Verify that quantity delivered
- Verify price billed as ordered
- Maintain proper cold storage temperatures

Storing and Issuing

Proper storing prevents spoilage, theft and waste

- Use FIFO stock rotation
- Limiting store room access and protecting inventory records minimizes waste

Kitchen Procedures

- Establish standard portions
- Eliminate waste
  - Accurately forecast amount to prepare
  - Use prep lists to avoid waste
  - Use leftovers from prep
  - Purchase proper forms to avoid unnecessary waste

Sales and Service

- Proper training on menu items
- Chef and service staff work together to ensure cost efficiencies