

Recipes and Menus

Chapter 4

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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

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The Menu

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

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Types of Menus

- Static 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

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Menu Styles

- A la carte
 - Every food and beverage item is priced and ordered separately
- Semi a 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

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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

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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

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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

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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

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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 1/2 inch
- 0°C (32°F) is the freezing point of water
- 100°C (212°F) is the boiling point of water

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Recipe Conversions

- 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

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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

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Converting Portion Size

Step 1

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

$$\text{original portions} \times \text{original portion size} = \text{total yield}$$

Step 2

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

$$\text{desired portions} \times \text{desired portion size} = \text{total (new) yield}$$

Cont.

Converting Portion Size (cont.)

Step 3

Obtain the conversion factor as described earlier

$$\text{new total yield} / \text{total yield} = \text{conversion factor}$$

Step 4

Multiply each ingredient quantity by the conversion factor

$$\text{old quantity} \times \text{conversion factor} = \text{new yield}$$

Additional Conversion Problems

- Equipment
- Evaporation
- Recipe errors
- Time

Calculating Unit Cost

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

$$\text{A.P. cost} / \text{number of units} = \text{cost per unit}$$

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

$$\text{Total recipe cost} / \text{number of portions} = \text{cost per portion}$$

Recipe Costing Form

RECIPE COSTING FORM					
Menu Item	Beef Stew	Date			
Total Yield	2000 lb. oz.	Portion Size	8 lb. oz.		
INGREDIENT	QUANTITY	COST		RECIPE COST	
		A.P. (lb.)	Yield %		
Beef cubes	6 lb.	\$5.60/lb.	85.60%	\$5.60/lb. \$51.60	
Carrots	3 lbs.	0.75/lb.	0.42%	0.25	
Potatoes	1 lb.	0.50/lb.	0.50%	0.50	
Beef stock	2 qt.	0.50/qt.	0.62%	1.00	
Onions, dried	1 lb.	0.65/lb.	0.65%	0.65	
Potatoes, dried	2 lb.	0.50/lb.	0.65%	1.00	
Onions	2	0.50 each	0.65%	1.30	
Salt	1 T.			0.25	
TOTAL RECIPE COST \$				\$5.22	
Number of Portions				25	
Cost per Portion \$				20.88	

*The yield percentage is used to calculate the amount of waste that naturally occurs when cleaning, peeling and processing certain foods. Calculating and applying yield factors is covered in the next text.

Edible Portion (E.P.)

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

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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

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Using the Food Cost Percentage

- **Step 1**
Determine the total cost of all components in a finished plate
- **Step 2**
Divide the total plate cost by the desired food cost percentage

$$\text{plate cost} / \text{food cost \%} = \text{selling price}$$

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Controlling Food Costs

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

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