Unit 6

Menu Planning, Recipes, and Cost Management

Unit 6 Objectives

- **Describe different types of menus**
- **Measure ingredients and portions**
- **Discuss the structure and functions of standardized recipes**
- **Convert recipes to higher or lower yields**
- **Calculate raw food costs**
- **Perform yield-cost analysis**
- **Explain the principles of receiving, storage and inventory control**

Menu Planning Components/ Considerations

- Type of Institution

(hotel, hospital, employee food service, catering, banquet, fast-food and take-out, full- service restaurants)

Can you think of others?

Menu Planning Components/ Considerations

- Kind of Meal

(breakfast, lunch, dinner, brunch)

Again, can you think of others?

Types of Menus

- Static and Cycle menus
- À la carte and Table d’hôte
- Prix Fixe
- Tasting Menu

The Modern Menu

- First Courses
  (appetizer, soup, fish, salad)
- Main Dish
  (meat, poultry, fish with vegetable accompaniment)
- Dessert Dishes
  (fruit and cheese, sweets)

Major
Menu Planning Considerations

Variety and Balance

- Flavors
- Textures
- Appearance
- Nutrients

Major Menu Planning Considerations, cont.

- Kitchen capacity
- Equipment limitations
- Availability of foods
- Personnel limitations

Major Menu Planning Considerations, cont.

Food Item Concerns

- Point of origin
- Grade or quality
- Cooking method
- Size of portion

Terms Related to Menu Planning

- “Fresh”
- “Imported”
- “Homemade”
- “Organic”

Recipes

- What is a “recipe?”

A recipe is a set of instructions for the production of a certain dish.

- What type of information does a recipe provide?

Some recipes supply extensive information and some very little, you always have to use judgment!

Recipes, cont.

- What and why are you “judging?”
  - Food products are not uniform
  - Kitchens have different equipment
  - It is really impossible for a recipe to provide instructions for all variables

Standardized Recipes

- Menu development and recipe development are joint activities.
- A standardized recipe should produce:
  - a known *quality*
  - a known *quantity*
- A standardized recipe specifies:
  - Type and amount of each ingredient
  - Preparation and cooking procedures
  - Yields and portion size

Instructional Recipes vs. Standardized Recipes

- The purpose of an instructional recipe is to teach the basics of cooking .
- Instructional Recipes are structured differently than Standardized Recipes.
- Instructional Recipes are more complete than Standardized Recipes.

Instructional Recipes Include:

- Instructions for preparation – to help you learn and think about techniques
- Variations and optional ingredients – to help you learn to see a pattern behind each recipe

Cooking with Judgment

- When you use a recipe, apply your knowledge by asking yourself the following questions:
  - What basic cooking methods are being used?
  - What are the cooking times?
  - What are the characteristics of the ingredients?
  - What are the functions of the ingredients?

Measurement

- Ingredient Measurement
  - ✓ Volume - liquids
  - ✓ Count
  - ✓ Weight (most accurate)
  - ✓ Even distribution
  - ✓ Standard fill

Measurement, cont.

- Portion Control – the measurement of portions to ensure that the correct amount of an item is served.

✓ *Portion control begins with measuring ingredients.*

The Metric System

- The metric system is the most common measuring system in the world.
- If a recipe is written using the metric system, use metric system measuring equipment.
- If the recipe is written in the U.S. system, use the U.S. measurement equipment.

Metric System Measurement

1. Volume - Liter
2. Weight - Gram
3. Length – Meter
4. Temperature - Degree Celsius

Common Equivalents

- Dash = 1/8 tsp
- 3 tsp = 1 tbsp
- 2 tbsp = 1 fl. oz
- 4 tbsp = 1/4 cup (2 fl. oz)
- 5 1/3 tbsp = 1/3 cup (2 2/3 fl oz)
- 16 tbsp = 1 cup
- 2 cups = 1 pint
- 2 cups = 1 pint (16 fl oz)
- 2 pints = 1 quart (32 fl. oz)
- 4 quarts = 1 gallon (128 fl. oz)
- 2 Gallons = 1 peck
- 4 pecks = 1 bushel
- 1 fl. oz = 28.35 grams
- 454 grams = 1 lb
- 2.2 lbs = 1 kilogram (1000 grams)
- 1 tsp = 5 milliliters

Framework for Judging Conversions

- A kilogram is about 2.2 pounds
- A gram is about 1/30 ounce
- A pound is about 454 grams
- A liter is slightly more than a quart
- A centimeter is slightly less than ½ inch
- 0 degrees Celsius is the freezing point of water (32 degrees Fahrenheit)
- 100 Celsius is the boiling point of water (212 degrees Fahrenheit)

Problems with Converting Recipes

- For the most part, conversion works well.
- Very large conversions are a problem.
- Consider the following:
  - ✓Measurement
  - ✓Surface and volume
  - ✓Equipment
  - ✓Time

Additional Conversion Problems

- ✓Evaporation
- ✓Recipe Errors
- ✓Language Challenges

Food Cost

- Factors to Consider:

✓ Menu
✓ Purchasing/ordering
✓ Receiving
✓ Storing
✓ Issuing
✓ Kitchen procedure (portion control and standards, waste, sales and service)

Controlling Food Costs

- A critical part of the food service business is controlling costs.
- The cost control system is a pathway to successful cost control and potential profits.

Food Cost Percentage

- Always determined by the enterprises budget
- See formula below:

$$\text{Percentage} = \frac{\text{food cost}}{\text{menu price}}$$

Yield Cost Analysis

- Determines the difference between the AP (as purchased) price of an item and the EP (edible portion) of the item.

✓ *As Purchased* is the way an item is purchased untrimmed and un-fabricated.

✓ *Edible Portion* is the item that has been fabricated and all the unusable (for this recipe) parts taken away.

Purchasing Considerations

- Par stock
- Written specifications
- Price quotes
- Receiving
- Storing
- Measuring
- Serving

The Control System
"A Well Planned Menu"

- Use all edible trim.
- Don't add items unless you can use the trimmings.
- Plan production to avoid leftovers.
- Plan ahead for use of leftovers.
- Avoid minimum-use ingredients.