



MENU & RECIPE PRESENTATION

BOYD'S COFFEE CULINARY CUP CULINARY COMPETITION
PROCEDURES & RULES

Presenter: Kathie Griley, MA. Ed.

Program Chair, Culinary Arts, The Art Institutes of California - Sacramento

Lesson Objective

- Review the approved process for submitting **recipes**, **recipe costing**, and **menu pricing** in the Boyd's Coffee Culinary Cup Culinary Competition.



Standardized Recipes

Terminology

- **Recipe** = a written record of the ingredients and preparation steps needed to make a particular dish.
- **Standardized Recipe** = Recipes for institutional use that follow a format that is clear to anyone who uses them.
 - ▣ A standardized recipe lists the ingredients first, in the order they are to be used, followed by assembly directions or the method for putting the ingredients together

Refer to page 245 in Foundations, Level 1 for more information.

Advantages of Standardized Recipes

- Helps ensure consistency in appearance, taste, and cost
- Yields can be accurately predicted
- Less supervision needed
- Facilitates scheduling by specifying needed equipment, personnel and time
- Yields standard portion size

Terminology

- Competition standardized recipes includes:
 - Name of the recipe
 - Yield (number of portions produced)
 - Portion size
 - Cooking method
 - Recipe source
 - Ingredients
 - Ingredient amounts
 - Temperature, time and equipment
 - Step-by-step directions

Source:

Competition Recipe Example

Menu Item	Ratatouille		
Number of Portions	6	Portion Size	5 ounces
Cooking Method(s)	Sauté		
Recipe Source	Lagasse, E. (n.d.) Retrieved from http://www.foodnetwork.com/recipes/emeril-lagasse/ratatouille-recipe0.html		

Ingredients	
Item	Amount
Olive oil	¼ c
Yellow onion, small dice	1 ½ c
Garlic, minced	1 tsp
Eggplant, medium dice	2 c
Thyme	½ tsp
Green bell pepper, diced	1 c
Red bell pepper, diced	1 c
Zucchini squash, diced	1 c
Yellow squash, diced	1 c
Tomatoes, peeled, seeded, and chopped	1 ½ c
Basil, chiffonade	1 tbsp.
Parsley, chopped	1 tbsp.
Salt and black pepper	TT

Procedure:

Set a large 12-inch sauté pan over medium heat and add the olive oil. Once hot, add the yellow onions and garlic to the pan.

Cook the onions, stirring occasionally, until they are wilted and lightly caramelized, about 5 to 7 minutes.

Remainder of procedures...



A Note on Converting Recipes

Any recipe can be converted to produce more or less portions than the original recipe.

Convert a recipe when the yield of the recipe (the amount it provides) is not the same as the amount of product needed.

- The conversion of the recipe affects the cost of the recipe, but not necessarily the cost of the portion.
- When properly converted and prepared, the quality of the product produced from the recipe should not vary from the original, no matter how many portions it yields.
- Sometimes you must change (or convert) a recipe if the yield is not the amount you need.
- Using basic math skills, it's easy to increase or decrease many recipes.

Yield & Conversion

- Conversion is increasing or decreasing the total amount a recipe produces.
- We need to know the yield of the original recipe (**original yield**) and the desired amount of the converted recipe (**desired yield**).

Conversion

- To replicate a recipe effectively we must convert each individual (**original**) ingredient to the new (**desired**) recipe amount.
- To do this we need a **conversion factor**.

Factor Method

$$\frac{\text{Yield Desired}}{\text{Current Yield}} = \text{Conversion Factor}$$

Using the Factor Method to adjust Standardized Recipe Yields

- Factor Method: recipe conversion factor:

Yield Desired

Current Yield = Conversion Factor

- For example, a 50 portion recipe can be converted to a 125 portion recipe:

$$125 / 50 = 2.5$$

2.5 is multiplied by each ingredient

Let's Practice!



Recipe Costing

Terminology

- **Recipe Cost Card** = a tool used to calculate standard portion cost for a menu item.

- **Q Factor** = "Q" factor refers to the **quotient** or cost of all other food items served with an entrée.
 - The cost of these food items must be included in the final plate cost for an operation to be profitable.
 - Includes cost of all other items served with entrée
 - All complimentary items

Competition Recipe Cost Example

State Name	Awesome High School		
Educator Name	Chef Robert Brownie Jr.		
Menu Item	Ratatouille		
Number of Portions	6	Portion Size	5 ounces

Ingredient	Purchase Unit	Purchase cost	Unit cost	Amount Needed	Ingredient Cost
Olive oil	51 oz. / 6.375 c	\$16.79	\$2.634 / cup	¼ cup	\$0.658
Yellow onion, small dice	1 lb. / 4 cup	\$1.40	\$0.35 / cup	1 ½ cup	\$0.525
Garlic, minced	1 head	\$0.50	\$0.10 / tsp	1 tsp	\$0.100
Eggplant, medium dice	1 lb. / 3 cup	\$2.05	\$0.683 / cup	2 cup	\$1.367
Thyme	1 bunch / 18 tsp	\$2.09	\$0.116 / tsp	½ tsp	\$0.058
Green bell pepper, diced	1 lb. / 4 cup	\$2.30	\$0.575 / cup	1 cup	\$0.575
Red bell pepper, diced	1 lb. / 4 cup	\$1.07	\$0.268 / cup	1 cup	\$0.268
Zucchini squash, diced	1 lb. / 2.5 cup	\$1.93	\$0.772 / cup		

Subtotal	\$7.057
1 % for small amounts of spices (Q Factor)	\$0.071
Total Recipe Cost	\$7.128
Portion Cost	\$1.188

Terminology

- **Purchase Unit =** (AP “as purchased”) the size of the ingredient unit when purchased.
 - **Example: 5 pounds, 6/12 ounce boxes, 3 gallons**



As Purchases Whole Carrots: include tops, carrot and tips.

** most often will not be the same unit you will need in a recipe, thus conversion will be necessary.*

Terminology

- **Purchase Cost** = The unit cost for each ingredient in the same unit of measure as the amount needed in the recipe (also referred to as Edible Portion cost).

Terminology

- AP “as purchased”
- EP “edible portion”
 - ▣ Common terms used to distinguish between a food item before and after it is trimmed of waste.



As Purchases



Edible Portion

Refer to pages 254 – 257 in Foundations, Level 1 for more information.

Terminology

- **AP** “as purchased” vs. **EP** “edible portion”



As Purchases: whole carrots



Edible Portion: trimmed, cleaned, and cut carrots



Trimmed tops, tips, and skin = waste

As Purchase



- The original amount of a food item as it is ordered and received.

Item	Purchase Unit	Pack Size	Purchase Unit Price
Whole carrots, medium	Bag	25 lb..	\$9.45

$\$9.45 \div 25 \text{ lb..} = .38$ cents per pound of whole carrots, medium with tops and peels

Edible Portion



- The amount of a food item that remains after trimming and is ready to be served or used in a recipe.

Standardized Recipe	Savory Matchstick Carrots
Amount	Ingredient
1 pound	Fresh carrots, cut into Julienne strips

Terminology

- **Yield Percentage** = a measure of the factor by which an item changes due to trimming, draining, and/or cooking.
- For competition you will do this BEFORE you enter the Purchase Unit and Purchase Unit Cost on the Recipe Costing Sheet.
- Yield Percentages can be obtained from the ***Book of Yields***, 8th ed., New Jersey: Wiley & Son

Terminology

□ Yield Percentage Example:



As Purchases: whole carrots = 100%
25 # bag cost \$9.45
1 # cost .38 cents



Edible Portion: trimmed, cleaned, and cut carrots = 60%
.38 cents ÷ 60% yield percentage = .63 cents/pound EP



Trimmed tops, tips, and skin = waste is 40%
Cost of waste is now included in the EP cost

Question-

- How does Yield Percentage impact recipe costs?

Recipe Costing Form: Savory Matchstick Carrots			(amount per pound from purchase invoice)		(AP Unit Cost ÷ Yield %)	(EP Quantity × EP Unit Cost)
Ingredient	EP Quantity	EP Unit of Measure	AP Unit Cost	Yield Percentage	EP Unit Cost	Total Ingredient Cost
Fresh carrots, cut into Julienne strips	1	pound	.38 cents	60%	$.38 \div 60\% = .63 \text{ cents}$	$1 \times .63 \text{ cents} = .63 \text{ cents}$

It will cost .63 cents to produce one pound of prepared carrots for this recipe.

Question -

- When would **AP** and **EP** be the same amount?
- When the food item is served or used in the same form as they are purchased.



Calculating Edible-Portion Unit Costs

- Edible-portion unit cost is the unit cost of a food or beverage item after taking into account the cost of the waste generated by trimming.
- Unless a food item has a yield percentage of 100%, the EP unit cost will always be higher than the AP unit cost.

Let's Practice!

Exercise

- **Exercise: A mashed potato recipe calls for 10 pounds of peeled potatoes. The yield for potatoes is 80, and we pay \$0.50 per lb. for potatoes. How many pounds of potatoes do you need to purchase for this recipe? How much will the potatoes cost?**

Answer

- **AP Quantity = EP Quantity / yield percentage**
 - AP Quantity = 10 pounds / 80%
 - AP Quantity = 10 pounds / .80
 - AP Quantity = 12.5 pounds of potatoes for the recipe

- **EP unit cost = AP unit cost/yield percentage**
 - **EP unit cost = \$0.50 / 80%**
 - **EP unit cost = \$0.625**
 - **EP unit cost = \$0.63 per pound of potatoes**

More!

- A. What is the AP unit cost of coffee per pound if a 5-lb bag of coffee costs \$24.00?
- B. What is the EP unit cost of bell peppers if the AP unit cost is \$1.10 per pound and the yield percentage is 85%?
- C. If a recipe calls for 12 pounds of celery, what is the total cost of celery if the AP unit cost of celery is \$0.80 per pound and the yield percentage is 70%?

Answers:

- A. \$4.80 per lb.. ($\$24.00 / 5 \text{ pounds}$)
- B. \$1.29 per lb.. ($\$1.10 / .85$)
- C. \$13.68 ($\$0.80 \text{ per pound} / .07 = \1.14 per pound ,
and $\$1.14 \text{ per pound} \times 12 \text{ pounds} = \13.68)

For more information:

- Page 247 in Foundations, Level 1

Terminology

- **Ingredient Cost** = The total cost for each ingredient. Calculate by multiplying the Unit Cost by the Amount Needed.

Terminology

- **Portion Cost** = the cost to produce one portion of an item on a standardized recipe.
 - ▣ Calculated by dividing the total cost by the number of portions the recipe produces.

Total Recipe Cost & Portion Cost

State Name	Awesome High School		
Educator Name	Chef Robert Brownie Jr.		
Menu Item	Ratatouille		
Number of Portions	6	Portion Size	5 ounces

Subtotal	\$7.057
1 % for small amounts of spices (Q Factor)	\$0.071
Total Recipe Cost	\$7.128
Portion Cost	\$1.188

Total Ingredient Cost form Recipe Cost Form, last column.

The **quotient** or cost of all other food items served with an entrée.

Total Ingredient Cost plus Q Factor

Total Recipe Cost divided by Number of Portions ($\$7.128 \div 6 = \1.188)

Let's Practice!



Menu Pricing

Selling Price

- How do we decided what to sell a menu item for?
 - Menu Price = needs to be more than the ingredient cost, so you can cover labor, utilities and other costs related to production, and still make a profit.

Selling Price

- To determine selling price, we need to understand Food Cost Percentage (FCP)
 - ▣ FCP is the percentage of sales that are the actual food cost.
 - **Ingredient cost / Sales = Food Cost Percentage**
 - For competition you are to use a 33% Food Cost
 - **Ingredient cost / Food Cost Percentage = Menu Price**

Competition Menu Price Form

Recipe	Portion Cost
Ratatouille	\$1.188
Couscous (from additional recipe and costing sheets)	\$0.972
Garnish (from additional recipe and costing sheets)	\$0.127
	\$2.287

Total Plate Portion Cost	\$2.287
Menu Price at 33% Food Cost	\$6.930

$$2.287 \times 33\% = \$6.93$$

Actual Menu Price

\$6.93

Would you put this price on an actual menu?

- At 33% Food Cost Percentage we assume we will be making a profit.
- If the market will bear it, round up.
- At a \$9 selling price our Food Cost Percentage is now 25%!
 - $\text{Cost per portion} \div \text{Menu Price} = \text{Menu Item Food Cost}$
 - $\$2.287 \div \$9 = 25\%$
 - We just made 8% more money on this item!

Let's Practice!

Thank you!

Kathie Griley, Program Chair – Culinary Arts

The Art Institutes of California – Sacramento

kgriley@aii.edu

916-830-6323