A Taste of What's Cooking at US Foods

Menu Profitbuilder Pro Online

Recipe/Menu Item Pre-Work

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US. FOODS™
KEEPING KITCHENS COOKING.™

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Introduction

Welcome to the menu profit builder pro online training. This document will walk you through the key steps for the pre-work suggested prior to creating recipes or menu items in MPP, including recipe and menu item preparation, creation of non-US Foods products, weight to volume conversion, and menu item categories.

It is strongly recommended that you follow these procedures before beginning.

Before you begin….

These steps will help ensure a successful introduction of Menu ProfitBuilder Pro to your customer.

1. **Start by identifying your most important recipes and menu items.**
   We recommend starting off with your most popular items first so that you are working on the recipes and menu items that can benefit most from MPP's analysis.

2. **Fill out worksheets for recipes and menu items.**
   Completing a worksheet helps to identify ingredients that may require additional steps prior to adding them.

3. **Identify all non- US Foods items that need to be created.**
   MPP allows the user to create and use ingredients that are sourced from other vendors. Non-USF products must be created in MPP prior to using them in recipes or menu items.

4. **Determine all ingredients that use volumes as their unit of measure.**
   (Not necessary if ingredients are entered in pounds or ounces)
   If a recipe uses an ingredient with a volume as its unit of measure, such as cups, pints, tablespoons etc., it may be necessary to convert the ingredient from a weight-based unit of measure to a volume.

5. **Create menu item categories.**
   Menu item categories are used to group similar menu items together, such as appetizers, salads, entrees etc. for the purpose of analysis and comparison.

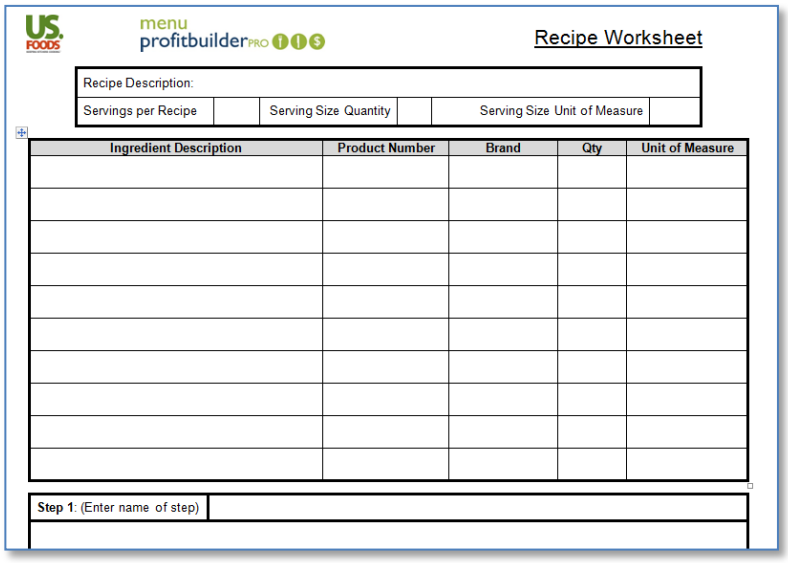
Step 1 – Identify Your Most Important Recipes and Menu Items

Before starting work with MPP, we recommend that you consider the eighty-twenty principle. This principle is based on the concept that in general, 20% of the items on any menu produce approximately 80% of the revenue.

By focusing on these items, you will ensure that your initial work will have the greatest impact. Additional items can be added later as desired. This also lets you learn MPP without having to take on the task of entering *all* of your recipes and menu items before realizing the benefits of the program.

In general, it's best to examine sales reports, or if available, point-of-sales data to determine your top selling menu items. For recipes, look for those that are used in multiple items, or have the highest cost to produce. Make a note of these to enter them into MPP first.

Step 2 – Complete Worksheets for Recipes and Menu Items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Recipe Worksheet

Recipe Description:					
Servings per Recipe		Serving Size Quantity		Serving Size Unit of Measure	

Ingredient Description	Product Number	Brand	Qty	Unit of Measure

Step 1: (Enter name of step)	

Recipe and menu item worksheets are Microsoft Word documents you can use to list all ingredients and preparation steps. In this example, we will use a recipe worksheet for lasagna, a recipe we will create in another tutorial. First, we will enter the basic recipe information.

1. Enter the recipe/menu item basic information.
2. Enter the ingredients needed for the recipe. Feel free to leave product numbers blank as we will locate them by searching the product catalog. Include quantity and unit of measure. Be sure to identify items not purchased from US Foods.

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Recipe Worksheet

Recipe Description:	Lasagna 9X13 Pan					1
Servings per Recipe	12	Serving Size Quantity	1	Serving Size Unit of Measure	EA	

Ingredient Description	Product Number	Brand	Qty	Unit of Measure
Ground Beef			1	Pound
Lasagna Noodles			1	Pound
Shredded Mozzarella			8	Cups
Grated Parmesan		Non-US Foods	1	Cup
Olive Oil			1	Tablespoon
Fresh Garlic			2	Ounces
Italian Seasoning			2	Tablespoons
Ricotta Cheese			3	Cups
Marinara Sauce			8	Cups

2

3. Enter the name of the first instructional step. MPP allows the creation of unlimited instructional steps.
4. Enter all of the preparation/handling directions to be included in this step.
5. MPP enables the user to include critical control points or CCP's within a step. We will cover the use of CCP's in a later exercise.

Step 1: (Enter name of step)	Instructions 3
4	1. Preheat oven to 375 degrees 2. Bring a large pot of lightly salted water to a boil. Add noodles and cook for 8 to 10 minutes or until al dente. Drain and set aside. 3. Cook meat in olive oil over medium high heat until evenly brown. Stir in marinara sauce. Simmer over medium-low heat for 30 minutes, stirring occasionally. 4. In a large bowl, combine ricotta cheese with seasonings. 5. In a 9x13 inch baking dish, place 2 layers of noodles on the bottom of dish; layer 1/2 of the cheese mixture, 1/2 of the mozzarella cheese and 1/2 of the sauce; repeat layers. Cover with aluminum foil and bake in preheated oven for 30 to 40 minutes. Remove foil and bake for another 5 to 10 minutes; let stand for 10 minutes before cutting; serve.
5 Optional CCP:	

Step 3 – Identify All Non-US Foods Items that Need to be Created

MPP allows the user to include ingredients sourced from other suppliers when creating and analyzing recipes and menu items. In order to use these ingredients, we must create them in MPP. These are referred to as "Non-USF Products"

Referring back to our lasagna worksheet, we can see that the parmesan cheese ingredient is sourced from another supplier. Before using it as an ingredient, we must create it as a Non-US Foods Product.

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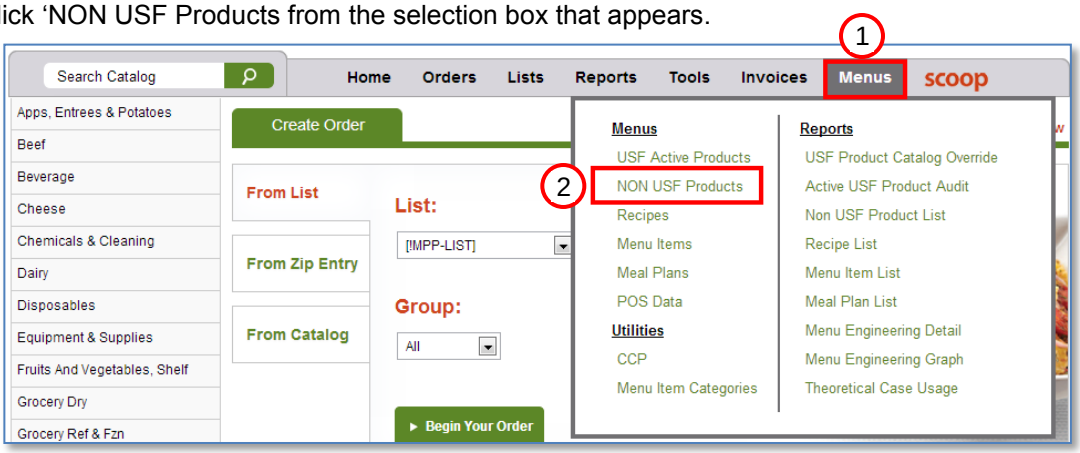
Recipe Worksheet

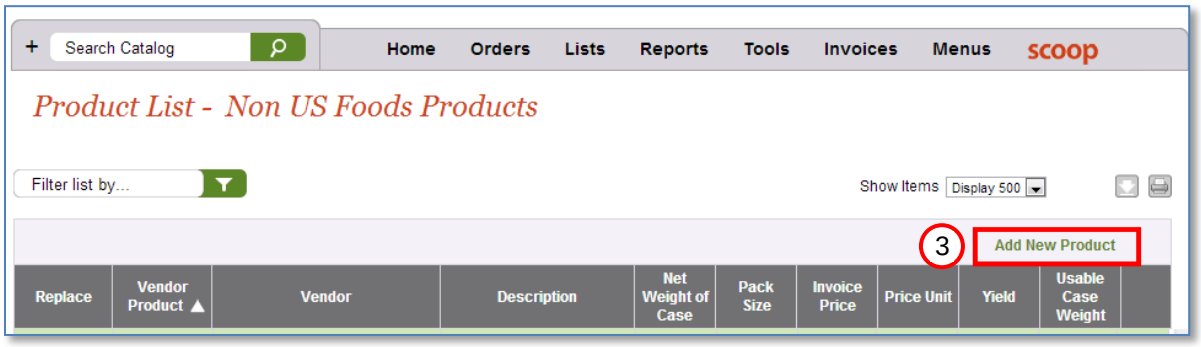
Recipe Description:	Lasagna 9X13 Pan				
Servings per Recipe	12	Serving Size Quantity	1	Serving Size Unit of Measure	EA

Ingredient Description	Product Number	Brand	Qty	Unit of Measure
Ground Beef	6327266	US Foods	1	Pound
Lasagna Noodles	2328656	US Foods	1	Pound
Shredded Mozzarella	5382403	US Foods	8	Cups
Grated Parmesan	100002	Non-US Foods	1	Cup
Olive Oil	990382	US Foods	1	Tablespoon
Fresh Garlic	9326570	US Foods	2	Ounces
Italian Seasoning	2132157	US Foods	2	Tablespoons
Ricotta Cheese	100001	Non-US Foods	3	Cups
Marinara Sauce	225656	Recipe	8	Cups

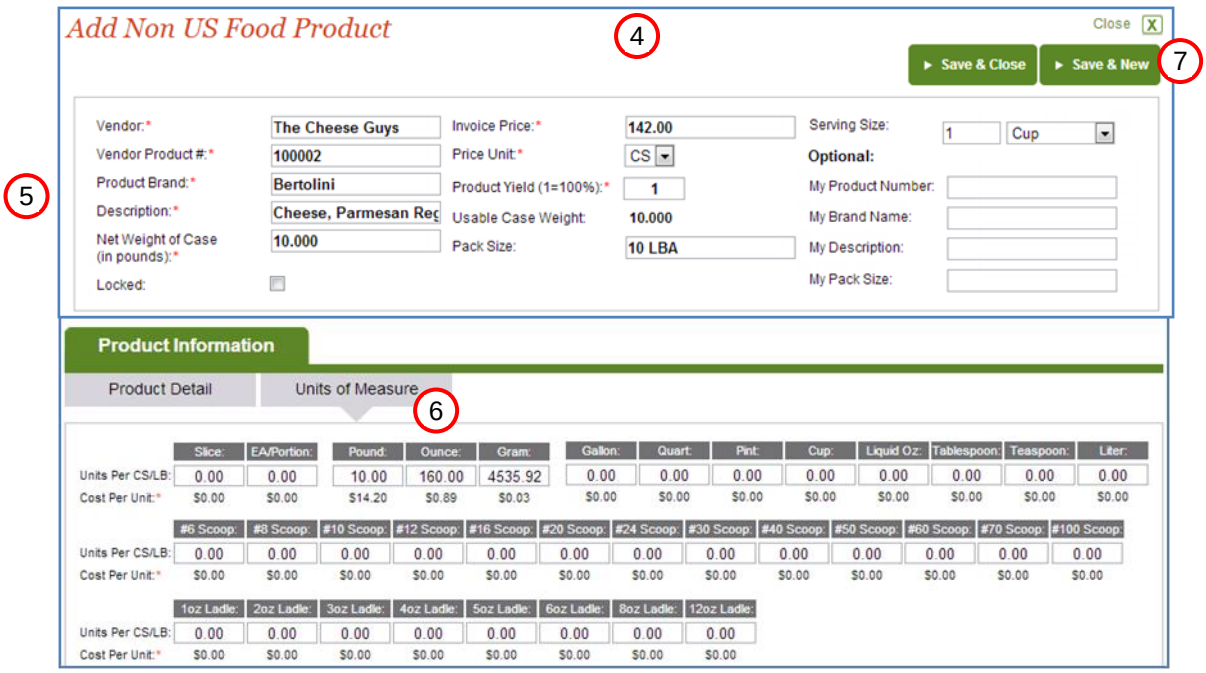
1. On the USFood.com home page, click on the 'menus' tab.
2. Click 'NON USF Products from the selection box that appears.



3. Click the ‘Add New Product’ button.



4. The ‘Add Non US Food Product’ screen appears.
5. Enter all required information about the product. All fields marked with a red asterisk are required.
6. After entering the case weight of this product MPP automatically populates the weight fields (Pounds, Ounces, Grams)
7. Click one of the save options.

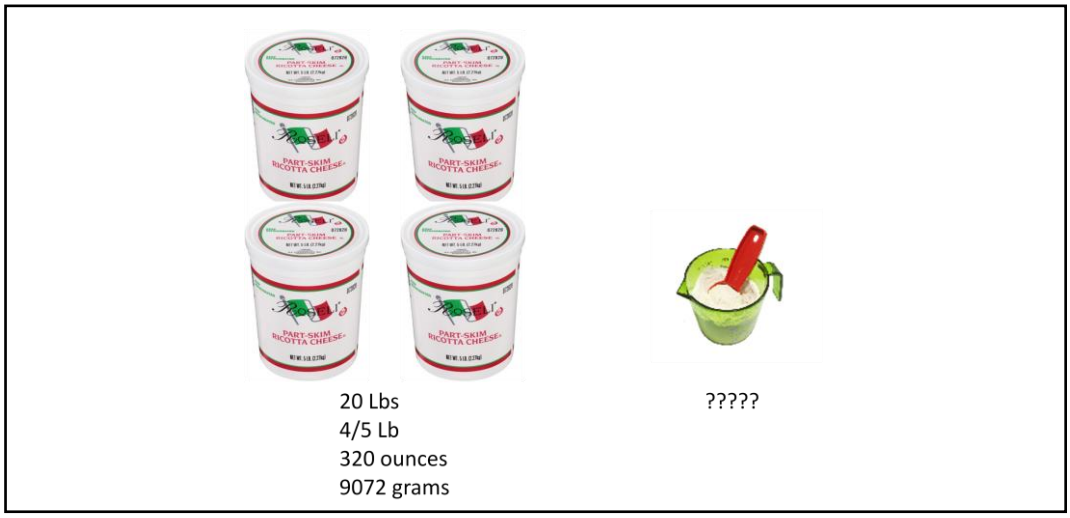


8. The item has now been added to our Non-US Foods Products list.

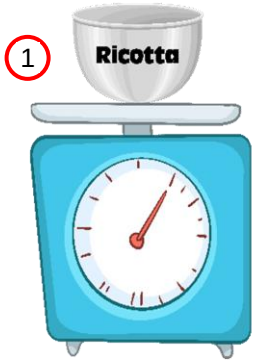
Step 4 – Identify Ingredients that use Volume Units of Measure

When preparing recipes and menu items for data entry, the user must understand the importance of the relationship between weight and volume. US Foods products available in the program include case *weight* in pounds, ounces, and grams. Many US Foods products however, do not include a corresponding case *volume* (for example the number of cups in a case.)

Let's use ricotta cheese as an example. US Foods sells ricotta in a 20 pound case (weight). But most recipes call for using cups as the unit of measure (volume). So we need to tell MPP how many cups are in one case of this product, but how do we determine this?

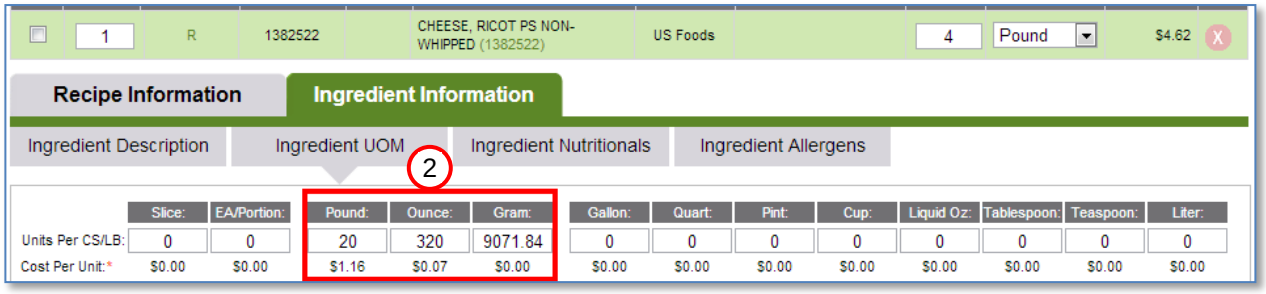


1. Weigh a cup of the cheese or find the cup weight on the internet. Using either method, we determined that a cup of ricotta cheese weighs 9 ounces.



1 cup = 9 ounces

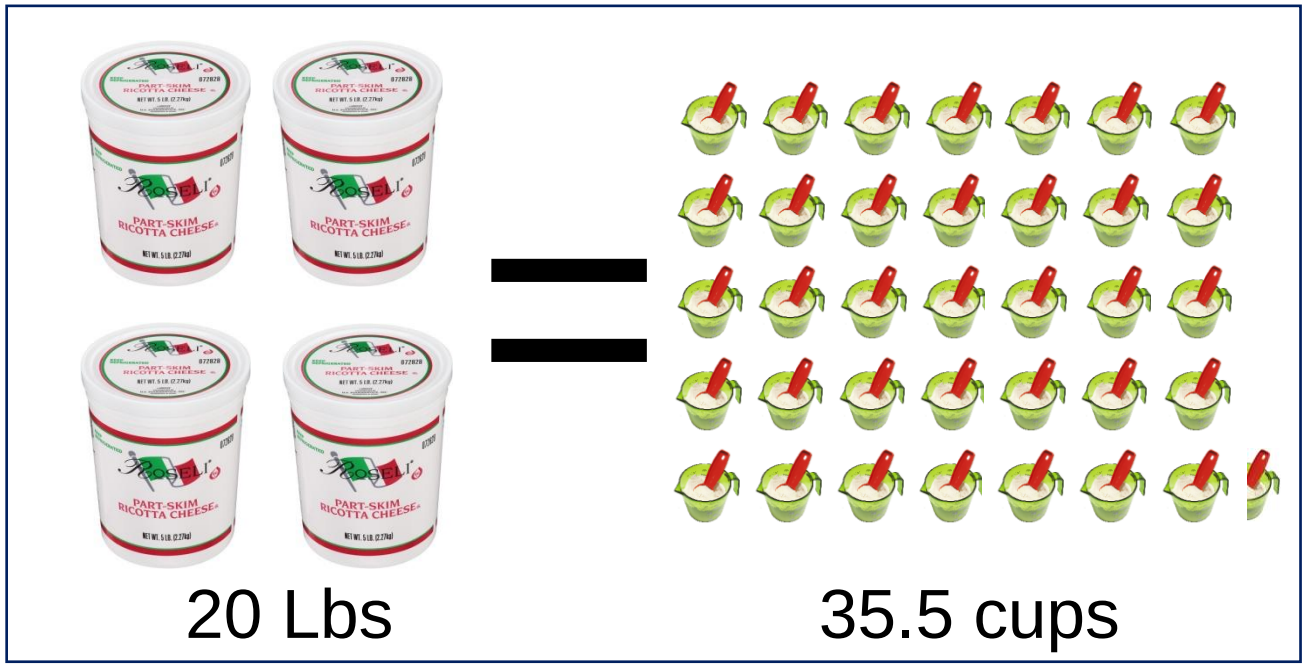
MPP tells us that a 20 pound case of ricotta cheese weighs 320 ounces.



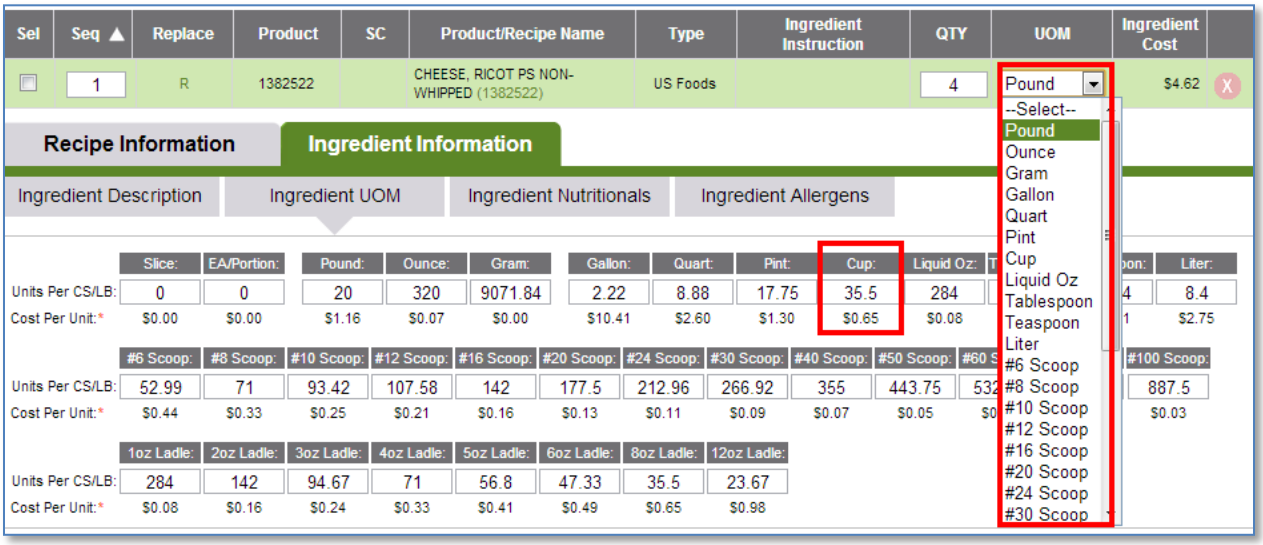
- A quick calculation reveals the following:

320 ounces ÷ 9 ounces (weight of one cup)
= 35.5 cups per case

- So a 20 pound case of ricotta cheese contains approximately 35.5 cups



1. After entering 35.5 cups for ricotta into MPP, all of the volume measurements automatically populate and are usable when entering recipes. REMEMBER! This is NOT the amount to be added to the recipe, but rather the amount contained in an entire case of the product!



Because we created our recipe worksheet in advance, we know exactly which ingredients use volume as their unit of measure and will need to be converted in the same manner. Continue converting ingredients as needed.

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Recipe Worksheet

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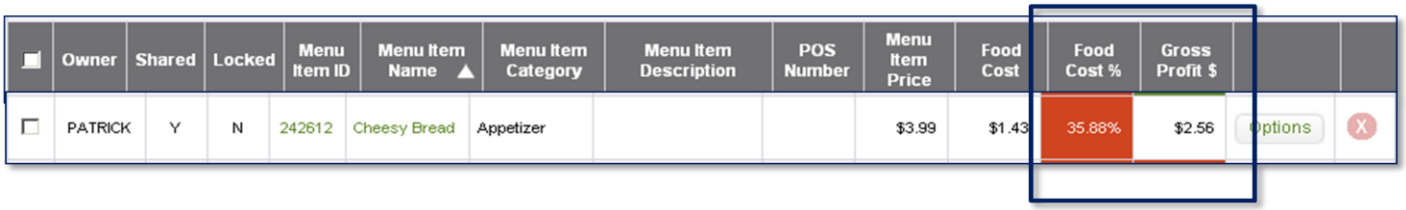
Olive Oil			1	Tablespoon
Fresh Garlic			2	Ounces
Italian Seasoning			2	Tablespoons
Ricotta Cheese			3	Cups
Marinara Sauce		Recipe	8	Cups

Step 5 – Create Menu Item Categories

Menu Item Categories allow you to group Menu Items into common groups – such as Appetizers, Entrees and Desserts.

You can enter new categories, modify existing categories and customize the list to match your own operation. The information appears on the Menu Item Categories list, on Menu Items and on the Menu Items list.

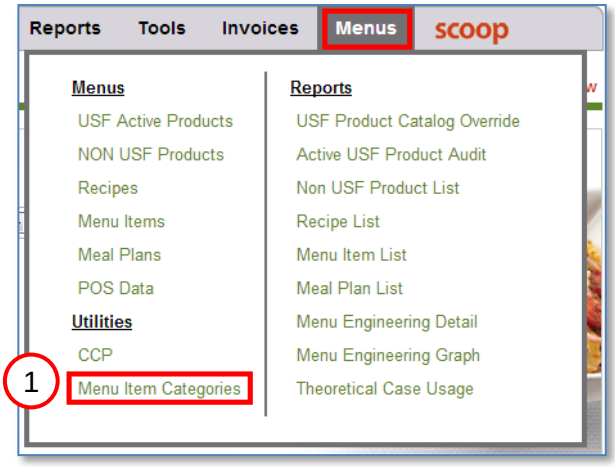
The Menu Item Categories window provides fields for category details, and for setting target ranges for food costs and gross profits. The food cost and gross profit fields contain default values based on industry standards. Customers can change these values to suit their unique business goals.



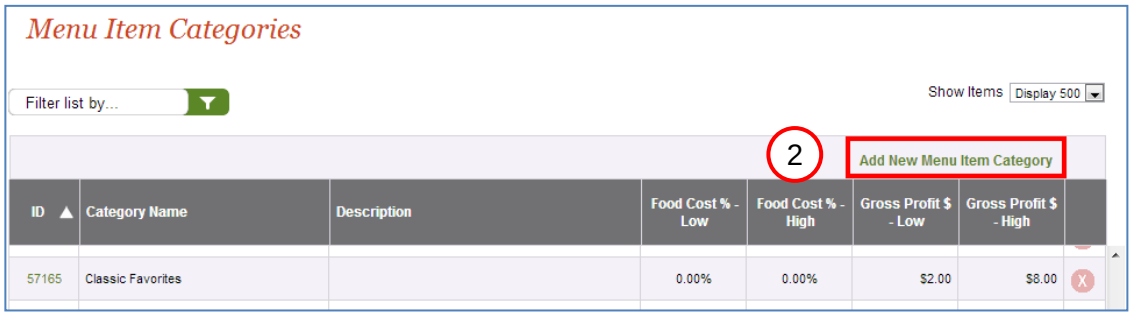
Owner	Shared	Locked	Menu Item ID	Menu Item Name	Menu Item Category	Menu Item Description	POS Number	Menu Item Price	Food Cost	Food Cost %	Gross Profit $	
PATRICK	Y	N	242612	Cheesy Bread	Appetizer			$3.99	$1.43	35.88%	$2.56	Options

You add and define new menu item categories in the Menu Item Categories window. Including low and high target settings to create ranges for food cost percentages and gross profit dollars.

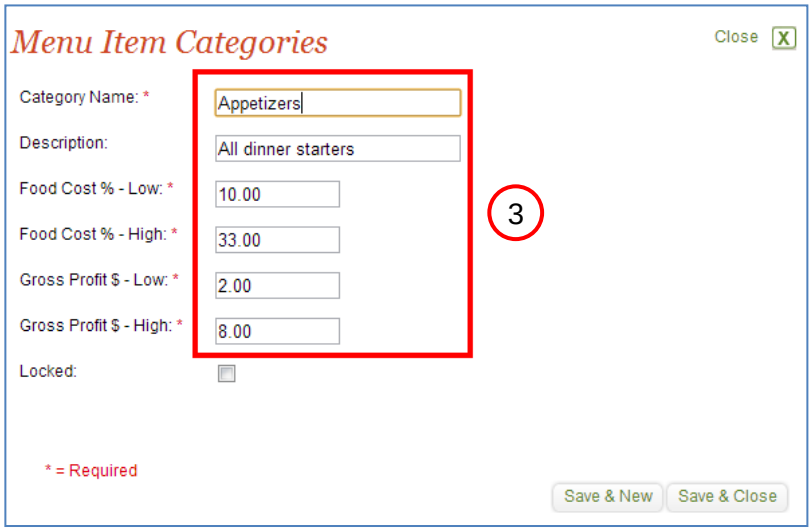
1. Begin by clicking on ‘Menu Item Categories’ under the menu tab on USFood.com.



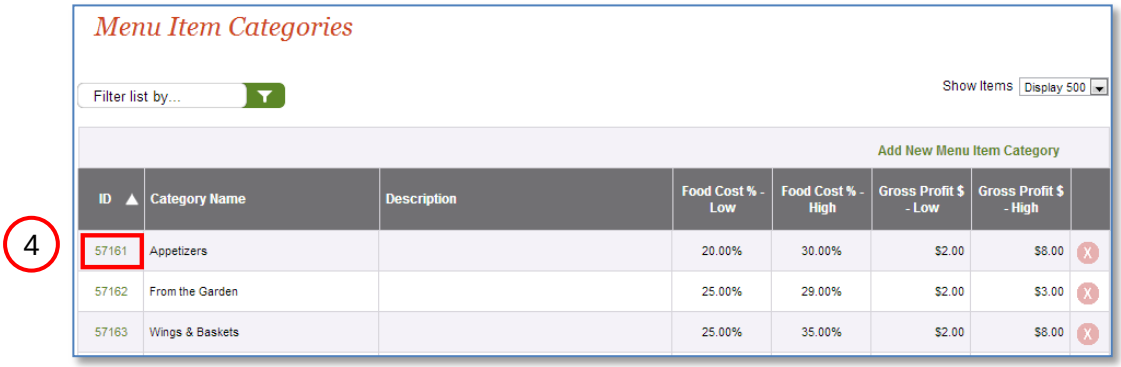
2. Next, click on ‘Add New Menu Item Category’ to create a new category.



3. The Menu Item Categories box will appear. Enter the category name, description, desired high and low food cost percentage, and gross profit dollars. MPP provides defaults based on common industry standards, but these may be changed to suit your specific business goals. Actual menu item performance will be compared to these thresholds to determine performance.



4. Once added, Menu item categories and details appear on the Menu Item Categories list (with a unique, auto-assigned identification number). To edit a category, click the menu item category ID to open the Menu Item Categories details window.



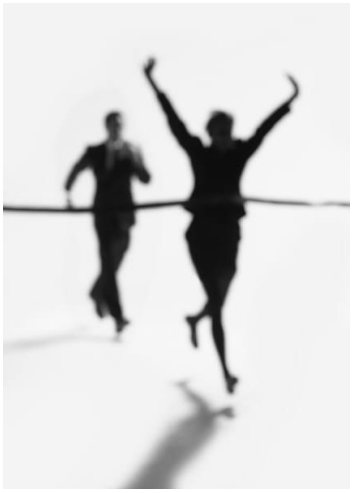
5. By adding the cost and profit thresholds in step 3, you are setting a 'sweet spot' target for both food cost percentage (high and low) and gross profit dollars (high and low). Food cost % and gross profit dollars have color-coded backgrounds that indicate if the item meets, exceeds or falls short of your target.

	Owner	Shared	Locked	Menu Item ID	Menu Item Name ▲	Menu Item Category	Menu Item Description	POS Number	Menu Item Price	Food Cost	Food Cost %	Gross Profit $		
☐	T916026	Y	N	243621	Bacon Cheeseburger Plate	Burgers	Our famous cheeseburger served w/seasoned fries		$9.99	$3.12	31.27%	$6.87	Options	X
☐	PATRICK	Y	N	242612	Cheesy Bread	Appetizer			$3.99	$1.43	35.88%	$2.56	6 ns	X
☐	PATRICK	Y	N	241409	cheesy bread 2	Appetizer			$2.99	$2.44	81.50%	$0.55	7 ns	X
☐	T916026	Y	N	212903	Coastal Seafood Sampler	Dinner	BATTERED COD, SHRIMP, CALAMARI AND SCALLOPS	275	$13.95	$5.67	40.66%	$8.28	8 ns	X
☐	PATRICK	Y	N	314584	egg	Appetizer		222	$2.99	$0.14	4.68%	$2.85	Options	X
☐	[AD_AUT	Y	N	313974	Garlic Bread	Appetizer	World Famous Garlic Bread with Cheese	155	$6.99	$2.08	29.76%	$4.91	Options	X

6. The background for the Food Cost and Gross Profit Column remain white for items that meet the 'sweet spot' (food cost and profit fall within target range).

7. Red - the item falls short of the 'sweet spot' (high food cost, low profit or both).

8. Green - the item exceeds the 'sweet spot' target (low food cost, high profit or both).



This completes the pre-work steps for MPP.
You are now ready to begin entering recipes and menu items.

Please contact your US Foods sales representative with any questions.