



A Taste of What's Cooking at US Foods

Menu Profitbuilder Pro Online

Recipe/Menu Item Pre-Work



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

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)	<i>Instructions</i> 3
4	<ol style="list-style-type: none"> 1. <i>Preheat oven to 375 degrees</i> 2. <i>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.</i> 3. <i>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.</i> 4. <i>In a large bowl, combine ricotta cheese with seasonings.</i> 5. <i>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.</i>
5 Optional CCP:	



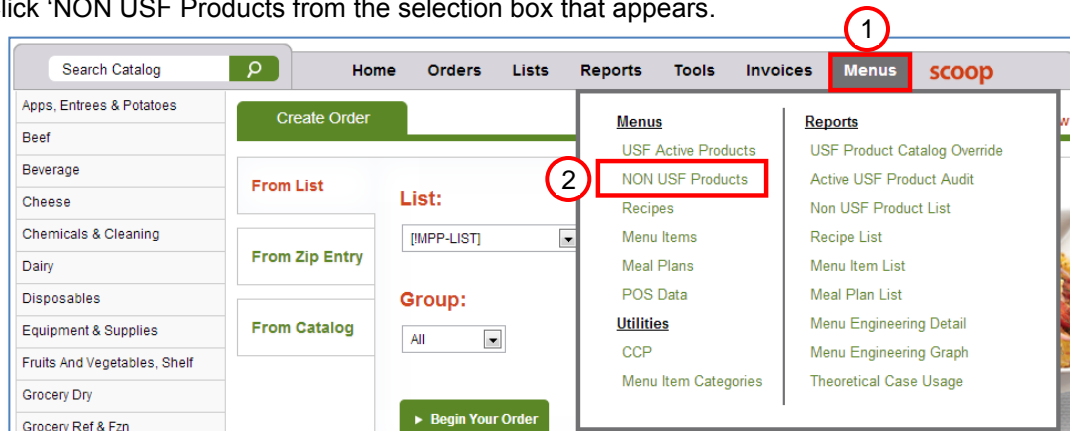
Step 3 – Identify All Non-US Foods Items that Need to be Created

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.

US Foods		menu profitbuilder PRO		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.



- Click the 'Add New Product' button.

Product List - Non US Foods Products

Filter list by... Show Items Display 500

Replace	Vendor Product ▲	Vendor	Description	Net Weight of Case	Pack Size	Invoice Price	Price Unit	Yield	Usable Case Weight

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

Add Non US Food Product

Vendor: * The Cheese Guys Invoice Price: * 142.00 Serving Size: 1 Cup

Vendor Product #: * 100002 Price Unit: * CS

Product Brand: * Bertolini Product Yield (1=100%): * 1

Description: * Cheese, Parmesan Reg Usable Case Weight: 10.000

Net Weight of Case (in pounds): * 10.000 Pack Size: 10 LBA

Locked:

Optional: My Product Number: My Brand Name: My Description: My Pack Size:

Save & Close Save & New

Product Information

Product Detail Units of Measure

	Slice	EA/Portion	Pound	Ounce	Gram	Gallon	Quart	Pint	Cup	Liquid Oz	Tablespoon	Teaspoon	Liter
Units Per CS/LB:	0.00	0.00	10.00	160.00	4535.92	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cost Per Unit: *	\$0.00	\$0.00	\$14.20	\$0.89	\$0.03	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

	#6 Scoop	#8 Scoop	#10 Scoop	#12 Scoop	#16 Scoop	#20 Scoop	#24 Scoop	#30 Scoop	#40 Scoop	#50 Scoop	#60 Scoop	#70 Scoop	#100 Scoop
Units Per CS/LB:	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cost Per Unit: *	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

	1oz Ladle	2oz Ladle	3oz Ladle	4oz Ladle	5oz Ladle	6oz Ladle	8oz Ladle	12oz Ladle
Units Per CS/LB:	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cost Per Unit: *	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

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

Product List - Non US Foods Products

Filter list by... Show Items Display 500

Add New Product

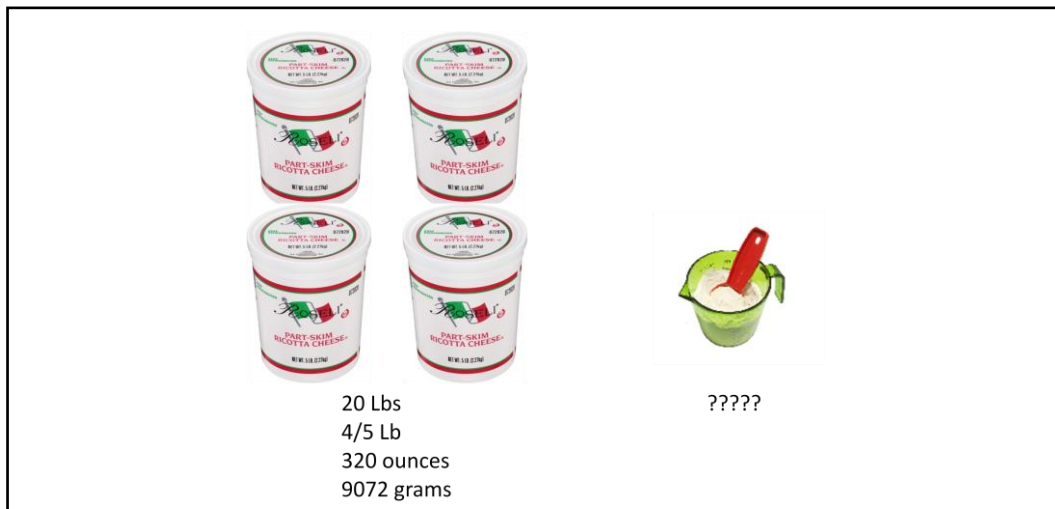
Replace	Vendor Product ▲	Vendor	Description	Net Weight of Case	Pack Size	Invoice Price	Price Unit	Yield	Usable Case Weight
R	70002	Bimbo Bakeries USA	5" Burger buns	20.000		\$2.28	CS	100%	20.000
R	88888	sams	crackers	8.000		\$12.00	CS	100%	8.000
R	100001	The Cheese Guys	Ricotta Cheese - Whole Milk	20.000	4/5 Lb	\$30.00	CS	100%	20.000
R	100002	The Cheese Guys	Cheese, Parmesan Reggiano	10.000	10 LBA	\$142.00	CS	100%	10.000



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

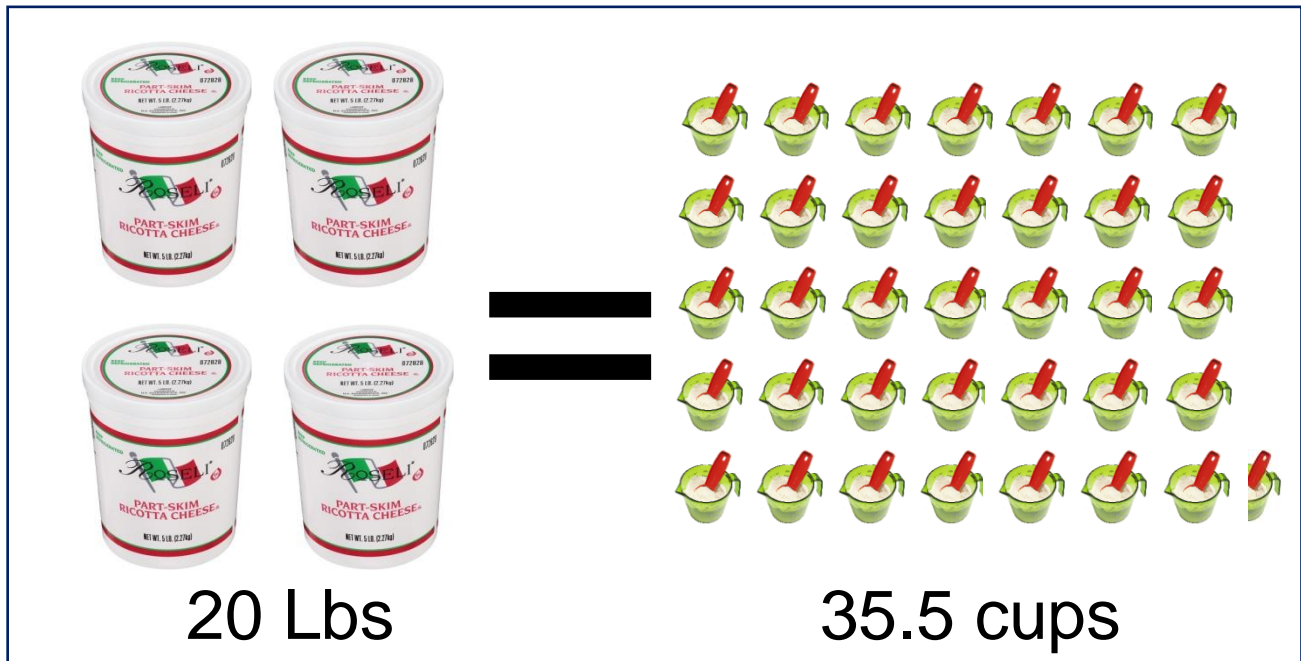
MPP tells us that a 20 pound case of ricotta cheese weighs 320 ounces.

1	R	1382522	CHEESE, RICOT PS NON-WHIPPED (1382522)	US Foods	4	Pound	\$4.62	X				
Recipe Information		Ingredient Information										
Ingredient Description	Ingredient UOM	Ingredient Nutritionals			Ingredient Allergens							
		2										
		Pound:	Ounce:	Gram:	Gallon:	Quart:	Pint:	Cup:	Liquid Oz:	Tablespoon:	Teaspoon:	Liter:
Units Per CS/LB:	0	0	20	320	9071.84	0	0	0	0	0	0	0
Cost Per Unit:*	\$0.00	\$0.00	\$1.16	\$0.07	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

- A quick calculation reveals the following:

$$320 \text{ ounces} \div 9 \text{ ounces (weight of one cup)} = 35.5 \text{ cups per case}$$

- 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!**

Sel	Seq ▲	Replace	Product	SC	Product/Recipe Name	Type	Ingredient Instruction	QTY	UOM	Ingredient Cost
	1	R	1382522		CHEESE, RICOT PS NON-WHIPPED (1382522)	US Foods		4	Pound	\$4.62

Recipe Information		Ingredient Information	
Ingredient Description	Ingredient UOM	Ingredient Nutritionals	Ingredient Allergens
Units Per CS/LB:	Slice: 0 EA/Portion: 0	Pound: 20 Ounce: 320 Gram: 9071.84	Gallon: 2.22 Quart: 8.88 Pint: 17.75
Cost Per Unit:*	\$0.00 \$0.00	\$1.16 \$0.07 \$0.00	\$10.41 \$2.60 \$1.30
Units Per CS/LB:	#6 Scoop: 52.99 #8 Scoop: 71 #10 Scoop: 93.42 #12 Scoop: 107.58 #16 Scoop: 142 #20 Scoop: 177.5 #24 Scoop: 212.96 #30 Scoop: 266.92 #40 Scoop: 355 #50 Scoop: 443.75 #60 Scoop: 532		
Cost Per Unit:*	\$0.44 \$0.33 \$0.25 \$0.21 \$0.16 \$0.13 \$0.11 \$0.09 \$0.07 \$0.05		
Units Per CS/LB:	1oz Ladle: 284 2oz Ladle: 142 3oz Ladle: 94.67 4oz Ladle: 71 5oz Ladle: 56.8 6oz Ladle: 47.33 8oz Ladle: 35.5 12oz Ladle: 23.67		
Cost Per Unit:*	\$0.08 \$0.16 \$0.24 \$0.33 \$0.41 \$0.49 \$0.65 \$0.98		

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.

US Foods		menu profitbuilder PRO		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			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		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.

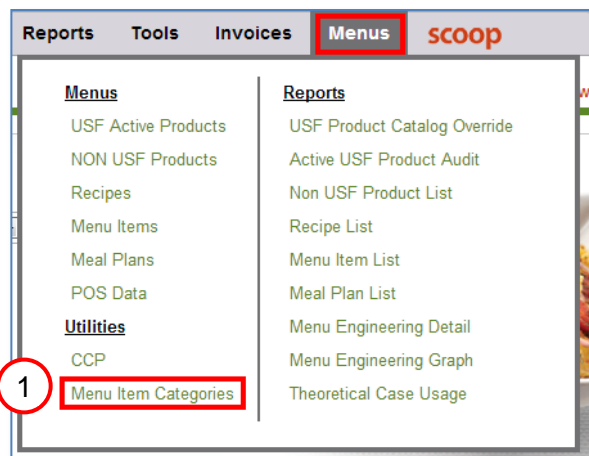
You can enter new categories, modify existing categories and customize the list to match your own operation. The information appears on the Menu Item Categories list, on Menu Items and on the Menu Items list.

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 \$	Options
PATRICK	Y	N	242612	Cheesy Bread	Appetizer			\$3.99	\$1.43	35.88%	\$2.56	Options X

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.



- Next, click on 'Add New Menu Item Category' to create a new category.

Menu Item Categories

Filter list by... Show Items Display 500

ID ▲	Category Name	Description	Food Cost % - Low	Food Cost % - High	Gross Profit \$ - Low	Gross Profit \$ - High	
57165	Classic Favorites		0.00%	0.00%	\$2.00	\$8.00	X

2 Add New Menu Item Category

- 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.

Menu Item Categories Close X

Category Name: * Appetizers

Description: All dinner starters

Food Cost % - Low: * 10.00

Food Cost % - High: * 33.00

Gross Profit \$ - Low: * 2.00

Gross Profit \$ - High: * 8.00

Locked:

* = Required

3

Save & New Save & Close

- 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.

Menu Item Categories

Filter list by... Show Items Display 500

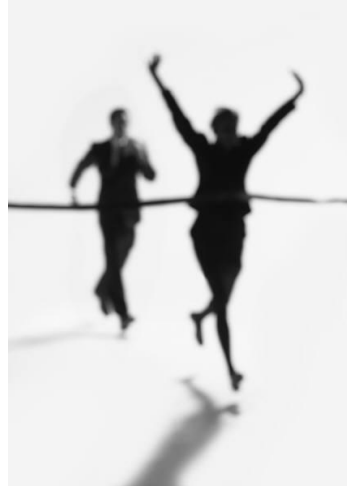
4 57161

ID ▲	Category Name	Description	Food Cost % - Low	Food Cost % - High	Gross Profit \$ - Low	Gross Profit \$ - High	
57161	Appetizers		20.00%	30.00%	\$2.00	\$8.00	X
57162	From the Garden		25.00%	29.00%	\$2.00	\$3.00	X
57163	Wings & Baskets		25.00%	35.00%	\$2.00	\$8.00	X

- 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.

Manage Selected 5 Add New Menu Item													
<input type="checkbox"/>	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 \$	
<input type="checkbox"/>	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
<input type="checkbox"/>	PATRICK	Y	N	242612	Cheesy Bread	Appetizer			\$3.99	\$1.43	35.88%	\$2.56	6 ns X
<input type="checkbox"/>	PATRICK	Y	N	241409	cheesy bread 2	Appetizer			\$2.99	\$2.44	81.50%	\$0.55	7 ns X
<input type="checkbox"/>	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
<input type="checkbox"/>	PATRICK	Y	N	314584	egg	Appetizer		222	\$2.99	\$0.14	4.68%	\$2.85	Options X
<input type="checkbox"/>	[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

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