

Understanding Costing Changes on Current Menus

Mead's

CLASSIC BREAKFAST \$6.25
Egg on white toast with seasonal fruit & sausage served with seasonal fruit & sausage

CHILI EGGS \$6.25
Two eggs done our style topped with chili & topped with cheddar cheese

QUINOA HOT CERELA \$7.95
Quinoa hot cereal topped with seasonal fruit & sausage

BREAKFAST TACOS \$7.95
Egg on white toast with seasonal fruit & sausage, topped with cheddar cheese & salsa

BREAKFAST BURRITOS \$7.95
Egg on white toast with seasonal fruit & sausage, topped with cheddar cheese & salsa

BREAKFAST GUESITO \$7.50
Egg on white toast with seasonal fruit & sausage, topped with cheddar cheese & salsa

BREAKFAST GUESITO \$7.50
Egg on white toast with seasonal fruit & sausage, topped with cheddar cheese & salsa

SANDWICHES

MORNING STACK \$8.25
Fried Egg on Seasoned Toast, Hearty Bacon, Avocado, Fresh Tomato & Pepper Jack Cheese. Served with Fresh Bread with Spicy Compound Butter

NUTTY MONKEY \$5.50
Chick'n Peanut Butter with Sweet Banana & Topped with our Dark Sweet Potato Bread

STUFFED FRENCH TOAST SANDWICH (V) \$6.95
Buttered Potato Bread Filled with Toppings: Swiss Cheese & Ham. Grilled with your choice of...

BURRITOS

GARDEN VEGGIE \$7.95
Garden Veggies, Onions, Mushrooms, Peppers & Seasoned Fishers, Mashed Pepper Jack Cheese. Served with Fresh Pico de Gallo

BLUE PLATE SPECIAL \$7.95
Roasted Potatoes, House-Made "Sausage", Cheddar & Peppers. Sautéed with Country Gravy

SWEET POTATO HUSH \$7.95
Roasted Sweet Potato, Cheddar & Tomato Heat, Black Beans Sautéed Spicy Green Curry Kafe

MEAD'S RANCHERO \$8.50
House-Made White Cheddar, Black Beans, Onions & Bell Peppers with Fresh Guacamole. Topped with Chipotle Sautéed Sauce & Cilantro Cream

Breakfast Menu

MUNCHIES

SWEET POTATO FRIES (V) \$3.95
Sweet Potato Fries topped with cheddar cheese & salsa

HOUSE-MADE HUMMUS \$4.50
House-Made Hummus topped with seasonal fruit & sausage

SIMPLE SALAD (V) \$3.95
House-Made Dressing, Onions, Cucumber & Cucumbers with Choice of Protein

GREEN DOOR CHILI FRIES \$6.25
Sweet Potato Fries topped with cheddar cheese & salsa

BUFFALO CAULIFLOWER (V) \$5.50
Roasted Cauliflower Topped with Spicy Buffalo Sauce with "Blue Cheese Dip"

SANDWICHES

THE TASTIE VEGGIE (V)
Avocado, Onions, Peppers, Mushrooms, Tomatoes & Topped with House-Made Dressing

ARTICHOKE & AVOCADO GRILLED CHEESE
Seasonalized Artichoke Hearts & Fennel served with Slow Tomato, Avocado & Mashed Grapes on grilled 12 Grain Bread

CAJUN CHIK'N TORTA
Grilled Chick'n Chik'n topped with melted Pepper Jack Cheese, Tomatoes, Lettuce, Comminated Onions & Black Bean Spread on Buttery Tarts Roll

CLASSIC CHEESEBURGER
House-Made "Burger" & Cheddar Lettuce on Potato Bun with Cheddar-Sautéed Tomatoes, Choice of Pepper Jack, Swiss, Gravy or Vegan Cheese

GREEN DOOR HABIT (V)
House-Made Hamlets, Avocado, Lettuce, Tomato, Swiss & Avocado on Toasted 12 Grain Bread

PORTERHOUSE SANDWICH
Slow Cooked Porterhouse Beefsteak, Comminated Onions with Swiss Cheese, Served on a Potato Bun with Lemon Tahini Dressing

THE KING'S SHROOM (V)
Slow Cooked Shredded King Oyster Mushrooms & Chopped Potato Party Sautéed in our BBQ Sauce topped with Southern Slow & served on a Sweet Fizzed Roll

SRIRACHA BOMB BURGER (V)
House-Made "Burger" on a Toasted Potato Bun, drizzled with spicy Sriracha Sauce on a bed of Crisp Avion Slaw

EGG & ASPARAGUS SUB
Slow Cooked Eggs, Battered Asparagus with Pickled Onions & Avocado, lightly dressed with Lemon-Tahini served on a Sweet Fizzed Roll

MEAD'S BLT (V)
Grilled 12 Grain Bread with Grilled Cheese, Bacon, Lettuce, Tomato, Hamlets & Avocado. Drizzled with a Lemon-Tahini & Sriracha Sauce

Lunch and Dinner



Presenters



Stephen Gross



Dixie McCurley

Restaurant Profitability is Difficult

- Many moving parts to a restaurant, and no two days seem the same
- Operations depend on managing all costs, but major activities are:
 - Food pricing and cost of goods sold,
 - Labor utilization, and effective service and food preparation
 - Occupancy costs, and sales per square foot

Today, We Will Address

1. Food costing, pricing, and management processes
2. Managing inventories

Food Pricing, Both Science & Art

Objective Pricing

- Price all items included in Plate - Should equal 25%-28% of Sales Price, average
- Competitive pressures, know your competitors pricing
- Recipe modeling assembles all elements of a plate with specific detailed costs
- Current Vendor prices form basis for costs

Subjective Pricing

- Assure the Company will Survive in Good Times and Bad
- Motivate Owners to Grow and Expand the Business
- Provide a Healthy Business with a Future for Committed Team Members
- Create a Pleasant and Energetic Atmosphere of Confidence in Doing a Good Job

Food Costing – Know Your Numbers

Cost of Goods Computation

- Take inventory of all food elements, end of the month dollar \$\$ value
- Add new purchases during the month
- Subtract end of the month inventory =

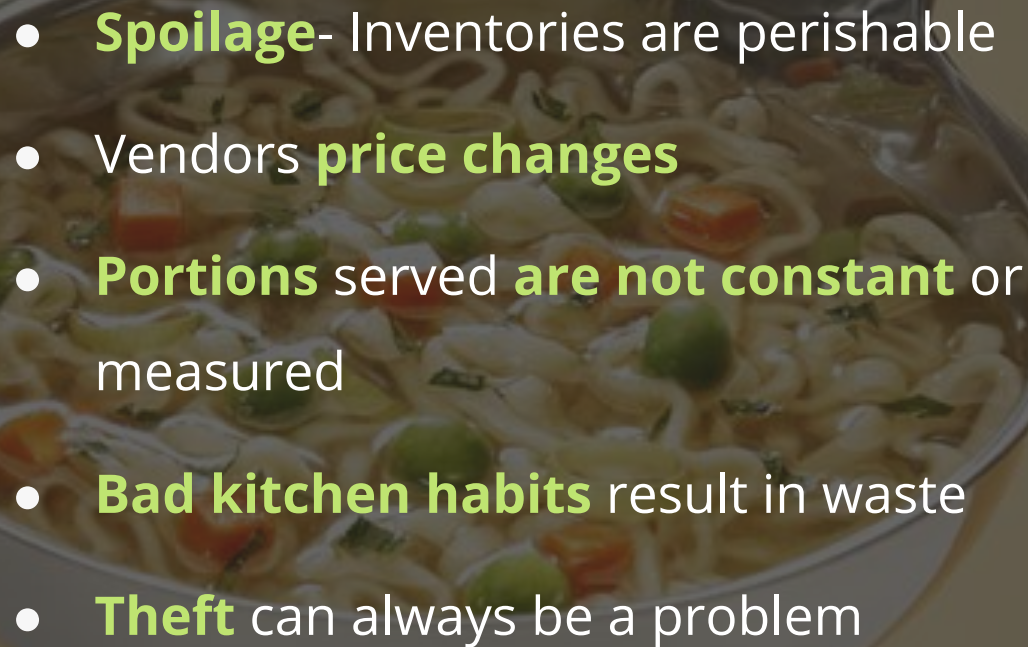
Result is Cost of Goods Sold

- What was used, not purchased?

Food Sales/Cost of Goods Sold

- = Food Cost % (*Should be under 30%*)
- Some items can have higher food costs, but larger dollar gross profit
- Some items can have much lower costs, but also lower dollar profits

Enemies of Food Costs Increase Cost of Goods Sold

- 
- A photograph of a stainless steel bowl filled with spaghetti, tomato sauce, and vegetables like green peas and tomatoes. The bowl is set against a light yellow background. The image is semi-transparent, allowing text to be overlaid.
- **Spoilage**- Inventories are perishable
 - Vendors **price changes**
 - **Portions** served **are not constant** or measured
 - **Bad kitchen habits** result in waste
 - **Theft** can always be a problem

Testing Your Menu Pricing to Actual CGS

- Menu Pricing Estimates a Perfect Plate
- Actual Costs are greater due to waste, spoilage, loss, and theft
- Must compare Financial Statement with menu costs plan
(Standard Costs)
 - Beginning inventory +
 - Purchases, less
 - Ending inventory =
 - **Actual costs**

Managing Variances from Planned CGS

- Purchasing Processes
- Receiving Processes
- Storage Processes
- Food Preparation Processes
- Serving and Settlement (Payment) Processes

Purchasing Management Eliminates

- **Over Purchasing** - effects portion control, spoilage, and theft
- **Under Purchasing** - Running out and having to fill in with higher cost items
- **Inferior Yields of Products** - No plan for portions or weighing ingredients
- **Paying Premium Prices** - Vendor substitutions, price increases undisclosed
- **Kickbacks** - Purchasing control in one person who receives benefits or cash from vendors

Receiving Management Eliminates

- **Accepting a Padded Order** - Order 3, receive 5
- **Stealth Pricing** - Quoted one price, invoiced a higher price
- **Accepting Inferior Products** - lower quality than ordered
- **Damaged Goods** - Must inspect orders thoroughly
- **Short Weights** - Order by weight, and don't check for accuracy, and randomly

6% TYNE BANK	MILK STOUT	4% SIREN	CALYPSO
5% THREE KINGS	APACHE	6% SIREN	PARADISE
4.5% NORTH BREW	SILVER BULLET	4.7% WILD BEER CO	MALIBU
5.1% CULLER COATS	PINATA	3.6% WILD BEER CO	SILVER BULLET
4.6% CULLER COATS	SHUGGY BOAT	8% LA TRAPPE	TRIPPLE
5.4% BEAVER TOWN	JACK THE DEVIL	5.5% PAULANER	HEFE WEISS
4.3% BEAVER TOWN	GAMMA RAY	4% CAMDEN	PALE
6.7% BEAVER TOWN	NECK OIL	4.6% CAMDEN	HELLS
	LUPULOID	4.6% CAMDEN	STRAWBERRY BEER
		4.6% CAMDEN	
4.1% MAGIC ROCK	ANNA	6% NORTH	3% SIREN
5.5% MAGIC ROCK	SALTY KISS	6% NORTH	6% NORTH
4.5% MAGIC ROCK	WIRE SAPE FEUIT	4.6% NORTH	6% NORTH
	IN HALEN		

Storage Management Eliminates

Spoilage

From improper rotation or spoilage from age

Spills and Breakage

Disorganized space contributes to careless handling

Theft

Lack of secure storage is ripe for employee theft or outsiders

Food Preparation Management Eliminates

Cooking Errors

Getting order wrong, over cooking proteins, letting order get cold

Over Production

Make too much of items not served that night

Over Portioning

Not following guidelines for weight and portion size

Employee Nibbling

Hanging out in the kitchen and bar and eating various foods or condiments

Serving and Settlement (Paying) Management Eliminates

Wrong Orders

Miscommunication between servers, customers, or kitchen

Customer Returns

Not happy with order and returned to kitchen

Unrecorded Sales

Customer does not pay restaurant, but pays server or bartender

Profitability Rules of Thumb - Sales/FT²

Full Service Restaurant

- \$150 / SQFT - losing money.
- \$150-250 / SQFT - may break even.
- \$250-325 / SQFT - 5-10% profit before taxes.
- \$350 and above - 10% or higher profit.

Limited Service Restaurant

- \$200 / SQFT- losing money.
- \$200-300 / SQFT- may break even.
- \$300-400 / SQFT - 5-10% profit before taxes.
- \$400 and above - 10% or higher profit.

Understanding Costing Changes on Current Menus

Mead's

CLASSIC BREAKFAST \$6.25
Egg on white toast with sausage, hash browns, and a side of fruit.

CHILI EGGS \$6.25
Two eggs done your style topped with chili & cheddar cheese served with bread.

QUINOA HOT CERELA \$7.95
Quinoa, almond milk, & fresh fruit.

BREAKFAST TACOS \$7.95
Egg on white toast with sausage, hash browns, and a side of fruit.

BREAKFAST BURRITOS \$7.95
Egg on white toast with sausage, hash browns, and a side of fruit.

BREAKFAST GUESITO \$7.50
Egg on white toast with sausage, hash browns, and a side of fruit.

SANDWICHES

MORNING STACK \$8.25
Fried Egg on toasted sub, cheddar, ham, turkey, avocado, fresh tomatoes & pepper jack on toasted multi-grain bread with spicy mayo.

NUTTY MONKEY \$5.50
Chick'n Peanut Butter with Sweet Banana & Tiramisu on Dark Sweet Potato Bread.

STUFFED FRENCH TOAST SANDWICH (V) \$6.95
Buttered Potato Bread Filled with Vegan Cheese, Cream & Peas. Grilled with your choice of...

BURRITOS

GARDEN VEGGIE \$7.95
Garden Veggies, Onions, Mushrooms, Peppers & Seasoned Fishless Meatballs. Pepper Jack Cheese. Served with Fresh Pico de Gallo.

BLUE PLATE SPECIAL \$7.95
Roasted Potatoes, House-Made "Sausage", Cheddar & Peppers. Sautéed with Country Gravy.

SWEET POTATO HUSH \$7.95
Roasted Sweet Potato, Cheddar & Tempah Herb, Black Beans Sautéed with Spicy Green Curry Kafe.

MEAD'S RANCHERO \$8.50
House-Made White Cheddar, Black Beans, Onions & Bell Peppers with Fresh Guacamole. Topped with Chipotle Sautéed Sauce & Cilantro Cream.

Breakfast Menu

MUNCHIES

SWEET POTATO FRIES (V) \$3.95
House-Made Sweet Potato Fries with Cheddar Cheese & Spicy Mayo.

HOUSE-MADE HUMMUS \$4.50
House-Made Hummus with Tostitos, Avocado, & Fresh Tomatoes.

SIMPLE SALAD (V) \$3.95
House-Made Dressing, Cheddar, Grated Carrots & Cucumbers with Choice of Protein.

GREEN DOOR CHILI FRIES \$6.25
Sweet Potato Fries topped with Mead's Cheddar & Creamy Sour Cream.

BUFFALO CAULIFLOWER (V) \$5.50
Roasted Cauliflower Tossed in Spicy Buffalo Sauce with "Blue Cheese Dip".

SANDWICHES

THE TASTIE VEGGIE (V)
Avocado, Cheddar, Onions, Cucumbers, Tomatoes & Citrus with House-Made Dressing on Toasted Multi-Grain Bread.

ARTICHOKE & AVOCADO GRILLED CHEESE
Grilled Artichoke Hearts & Fennel spread with Slow Tomato, Avocado & Mashed Grapes on grilled 12 Grain Bread.

CAJUN CHIK'N TORTA
Grilled Chick'n & Peppers with melted Pepper Jack Cheese, Tomatoes, Lettuce, Comminuted Onions & Black Bean Spread on Buttery Tostitos Roll.

CLASSIC CHEESEBURGER
House-Made "Burger" & Cheddar Lettuce on Potato Bun with Cheddar-Sautéed Tomatoes. Choice of Pepper Jack, Swiss, or Vegan Cheese.

GREEN DOOR HABIT (V)
House-Made Hamlets, Avocado, Lettuce, Tomatoes, Swiss Cheese & Avocado on Toasted 12 Grain Bread.

PORTERHOUSE SANDWICH
Slow-Cooked Porterhouse Beefsteak, Cheddar, Grated Tomatoes & Comminuted Onions with Swiss Cheese. Served on a Porter Bun with Lemon-Tahini Dressing.

THE KING'S SHROOM (V)
Slow-Cooked Shredded King Oyster Mushrooms & Chopped Potato Party Sautéed in our BBQ Sauce topped with Southern Slow & served on a Sweet Fizzweed Roll.

SRIRACHA BOMB BURGER (V)
House-Made "Burger" on a Toasted Potato Bun, drizzled with spicy Sriracha Sauce on a bed of Crisp Avocado Slaw.

EGG & ASPARAGUS SUB
Slow-Cooked Eggs, Battered Asparagus with Pickled Onions & Avocado, lightly dressed with Lemon-Tahini served on a Sweet Fizzweed Roll.

MEAD'S BLT (V)
Grilled 12 Grain Bread with Grilled Cheese, Bacon, Lettuce, Tomatoes, Hamlets, & Avocado. Drizzled with a Lemon-Tahini & Sriracha Sauce.

Lunch and Dinner

