

A Taste of What's Cooking at US Foods

# Menu Profitbuilder Pro Online

# Recipe/Menu Item Pre-Work





INTRODUCTION	3
BEFORE YOU BEGIN	3
STEP 1 – IDENTIFY YOUR MOST IMPORTANT RECIPES AND MENU ITEMS	
STEP 2 – COMPLETE WORKSHEETS FOR RECIPES AND MENU ITEMS	
STEP 3 – IDENTIFY ALL NON-US FOODS ITEMS THAT NEED TO BE CREATED	-
STEP 4 – IDENTIFY INGREDIENTS THAT USE VOLUME UNITS OF MEASURE	
STEP 5 – CREATE MENU ITEM CATEGORIES	. 11



### Introduction

Welcome to the menu profit builder pro online training. This document will walk you through the key steps for the prework 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. <u>Start by identifying your most important recipes and menu items.</u>

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

US.	<mark>menu</mark> profitbui	ilderm	co () () ()			Recipe Worksheet					
	Recipe Description:										
	Servings per Recipe		Serving S	Size Quantity		Serving Size	Unit of Meas	ure			
F	Ingredient Descri	iption		Product Num	per	Brand	Qty	Unit of Measure			
Stop 1	: (Enter name of step)			1			1				
Step	. (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.
- 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.

US.	<mark>menu</mark> profitbu	ilderm	ro <b>() () (</b>			Re	cipe W	orksheet
	Recipe Description:	Lasag	na 9X13	Pan				
	Servings per Recipe	12	Serving S	Size Quantity	1	Serving Size U	Jnit of Meas	
	Ingredient Descr	iption		Product N	umber	Brand	Qty	Unit of Measure
	Ground Ber	ef					1	Pound
	Lasagna Nood	lles					1	Pound
	Shredded Mozz	arella					8	Cups
0	Grated Parme	san				Now-US Foods	1	Сир
<u>7</u> 2	Olive Oil						1	Tablespoon
	Fresh Garli	ic					2	Ounces
	Italian Seasor	ring					2	Tablespoons
	Ricotta Cher	ese					3	Cups
	Marinara Sa	uce					8	Cups

- 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.

	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.
5		Simmer over medium-low heat for 30 minutes, stirring occasionally.
2	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.





## 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.	<mark>menu</mark> profitbui	ilderm	ro <b>() () (</b>			Re	cipe W	orksheet
	Recipe Description:	Lasagi	na 9X13 Pa	n				
	Servings per Recipe	12	Serving S	Size Quantity	1	Serving Size	ure EA	
	Ingredient Descri	ption		Product N	umber	Brand	Qty	Unit of Measure
	Ground Beef			63272	66	US Foods	1	Pound
	Lasagna Noodl	es		23286	56	US Foods	1	Pound
	Shredded Mozza	rella		53824	03	US Foods	8	Cups
	Grated Parmes	an		10000	)2	Non-US Foods	1	Cup
	Olive Oil			99038	32	US Foods	1	Tablespoon
	Fresh Garlic			93265	70	US Foods	2	Ounces
	Italian Seasonii	ng		21321	57	US Foods	2	Tablespoons
	Ricotta Chees	е		10000	)1	Non-US Foods	3	Cups
	Marinara Sauc	e		22565	6	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.

Search Catalog	P Hor	ne Orders Lists	Reports Tools Invo	ices Menus <mark>SCOOP</mark>
Apps, Entrees & Potatoes	Create Order		Menus	Demoste
Beef	orcate order		USF Active Products	Reports USF Product Catalog Override
Beverage		(	NON USF Products	Active USF Product Audit
Cheese	From List	List:	Recipes	Non USF Product List
Chemicals & Cleaning		[!MPP-LIST]	Menu Items	Recipe List
Dairy	From Zip Entry		Meal Plans	Menu Item List
Disposables		Group:	POS Data	Meal Plan List
Equipment & Supplies	From Catalog	·	<u>Utilities</u>	Menu Engineering Detail
Fruits And Vegetables, Shelf		All	CCP	Menu Engineering Graph
Grocery Dry			Menu Item Categories	Theoretical Case Usage



3. Click the 'Add New Product' button.

+ Search Catalog	PHome	e Orders I	Lists Reports	Tools	Invoices	Menus	scoop
Product List - J	Non US Foods l	Products					
Filter list by	3				Show Ite	ems Display 5	00 🗸 🖸 🛃
						3 A	dd New Product
Replace Vendor Product 🔺	Vendor	Descriptio	n Net Weight of Case	Pack Size	Invoice Price Pric	e Unit Yiel	ld Usable Case Weight

- 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.

Autan	on US F	food Pr	roduct			(	4				► Save &	Close	Close
Vendor	*	The Ch	neese Guy	s In	voice Price:*		142.00		Servi	ng Size:	1	Cup	
Vendor	Product #:*	100002	2	Pr	ice Unit*		CS -		Optio	onal:		oup	
Produc	Brand:*	Bertoli	ini	Pr	oduct Yield (1	=100%);*	1		My Pr	oduct Num	ber:		
Descrip	tion:*	Chees	e, Parmesa		sable Case W		10.000		My Br	and Name:			
Net We (in pour	ight of Case nds):*	10.000			ack Size:		10 LBA			escription:			
Locked									My Pa	ack Size:			
Prod	uct Informa	ition											
	uct Informa		ts of Meas	ure 6									
			ts of Meas Pound:		Gram	Gallon	Quart	Pint:	Cup:	Liquid O	z. Tablespoo	on: Teaspo	pon: Liter:
	uct Detail	Uni		6		Gallon	Quart: 0.00	Pint: 0.00	Cup: 0.00	Liquid O	z: Tablespor	on: Teaspo	
Prod	uct Detail Sice: S/LB: 0.00	Uni EA/Portion:	Pound:	(6) Ounce:			0.00		and provide state	Street, second had	0.00		0.00
Prod Units Per C	uct Detail Sice: S/LB: 0.00	Uni EA/Portion: 0.00 \$0.00	Pound: 10.00 \$14.20	6 Ounce: 160.00	4535.92 \$0.03	0.00 \$0.00	0.00	0.00 \$0.00	0.00	0.00 \$0.00	0.00	0.0 \$0.0	0 0.00
Prod Units Per C	uct Detail S/LB: 0.00 ht:* \$0.00 #5 Scoop	Uni EA/Portion: 0.00 \$0.00	Pound: 10.00 \$14.20	6 Ounce: 160.00 \$0.89	4535.92 \$0.03	0.00 \$0.00	0.00	0.00 \$0.00	0.00	0.00 \$0.00	0.00	0.0 \$0.0	0 0.00
Prod Units Per C Cost Per Ur	uct Detail S/LB: 0.00 hit:* \$0.00 #6 Scoop \$/LB: 0.00	Uni EA/Portion: 0.00 \$0.00 #8 Scoop:	Pound. 10.00 \$14.20 #10 Scoop.	6 Ounce: 160.00 \$0.89 #12 Scoop	4535.92 \$0.03 #16 Scoop: #	0.00 \$0.00 20 Scoop: #	0.00 \$0.00 #24 Scoop: #	0.00 \$0.00 30 Scoop #	0.00 \$0.00 40 Scoop. #	0.00 \$0.00	0.00 \$0.00	0.0 \$0.0	0 0.00 0 \$0.00 #100 Scoop
Prod Units Per C Cost Per Un	uct Detail S/LB: 0.00 hit:* \$0.00 #6 Scoop \$/LB: 0.00	Uni EA/Portion: 0.00 \$0.00 #8 Scoop: 0.00 \$0.00	Pound: 10.00 \$14.20 #10 Scoop: 0.00	6 Ounce: 160.00 \$0.89 #12 Scoop: 0.00	4535.92 \$0.03 #16 Scoop: # 0.00 \$0.00	0.00 \$0.00 20 Scoop: 4 0.00 \$0.00	0.00 \$0.00 #24 Scoop # 0.00 \$0.00	0.00 \$0.00 30 Scoop: # 0.00	0.00 \$0.00 40 Scoop: # 0.00	0.00 \$0.00 \$0 Scoop: # 0.00	0.00 \$0.00 #60 Scoop: # 0.00	0.0 \$0.0 70 Scoop 0.00	0 0.00 0 \$0.00 #100 Scoop 0.00
Prod Units Per C Cost Per Un	uct Detail SILB: 0.00 S0.00 #6 Scoop S/LB: 0.00 S0.00 102 Ladie	Uni EA/Portion: 0.00 \$0.00 #8 Scoop: 0.00 \$0.00	Pound: 10.00 \$14.20 #10 Scoop: 0.00 \$0.00	6 Ounce: 160.00 \$0.89 #12 Scoop 0.00 \$0.00	4535.92 \$0.03 #16 Scoop: # 0.00 \$0.00	0.00 \$0.00 20 Scoop: # 0.00 \$0.00	0.00 \$0.00 #24 Scoop # 0.00 \$0.00	0.00 \$0.00 30 Scoop: # 0.00 \$0.00	0.00 \$0.00 40 Scoop: # 0.00	0.00 \$0.00 \$0 Scoop: # 0.00	0.00 \$0.00 #60 Scoop: # 0.00	0.0 \$0.0 70 Scoop 0.00	0 0.00 0 \$0.00 #100 Scoop 0.00

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

Produ	Product List - Non US Foods Products												
Filter list by Show Items Display 500 💌 💭 🖨													
								Add N	ew 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	X			
R	88888	sams	crackers	8.000		\$12.00	CS	100%	8.000	X			
R	100001	The Cheese Guys	Ricotta Cheese - Whole Milk	20.000	4/5 Lb	\$30.00	CS	100%	20.000	X			
R	100002	The Cheese Guys	Cheese, Parmesan Reggiano	10.000	10 LBA	\$142.00	CS	100%	10.000	X			

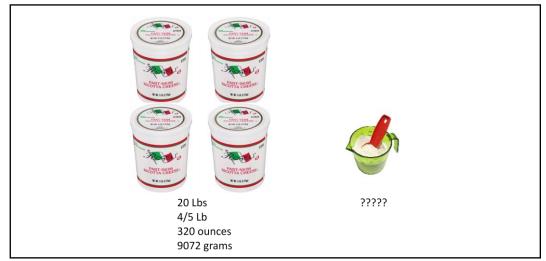




## Step 4 – Identify Ingredients that use Volume Units of Measure

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 <u>weight</u> in pounds, ounces, and grams. Many US Foods products however, do not include a corresponding case <u>volume</u> (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.

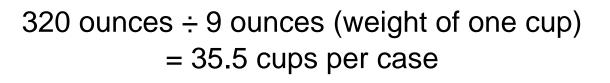




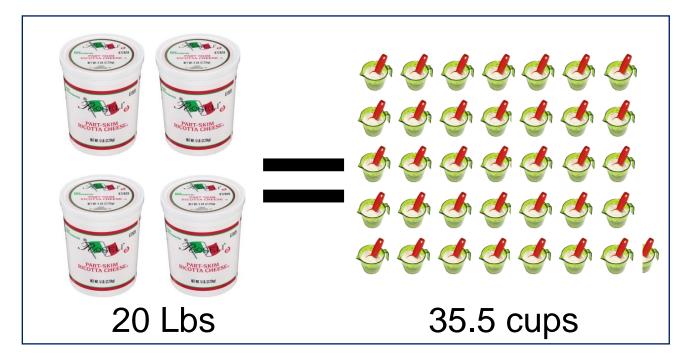
MPP tells us that a 20 pound case of ricotta cheese weighs 320 ounces.

□ 1 R	1382522		E, RICOT PS NO D (1382522)	)N-	US Foods			4	Pound	•	\$4.62
Recipe Information	n Ingr	edient Infor	mation								
Ingredient Description	Ingredient		Ingredient	Nutritionals	Ingr	edient Alle	ergens				
Units Per CS/LB: 0	/Portion: Poun 0 20 \$0.00 \$1.1	320	Gram: 9071.84 \$0.00	Gallon: 0 \$0.00	Quart: 0 \$0.00	Pint: 0 \$0.00	Cup: 0 \$0.00	Liquid Oz: 0 \$0.00	Tablespoon: 0 \$0.00	Teaspoon: 0 \$0.00	Liter: 0 \$0.00

• A quick calculation reveals the following:



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





 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 🔺	Replac	e Pro	duct S	SC P	roduct/Rec	ipe Name	Туре		ngredient Istruction	QT	Y UOM	Ingredient Cost
□ 1	R	1382	2522		SE, RICOT PS PED (1382522		US Food	is		4	PoundSelect	\$4.62 🚺
Recipe	Informat	ion	Ingred	lient Info	rmation						Pound Ounce Gram	
Ingredient D	escription	Inį	gredient U	OM	Ingredie	ent Nutrition	nals I	ngredient	Allergens		Gallon Quart Pint	2
Units Per CS/LB: Cost Per Unit:*	Slice: 0 \$0.00	EA/Portion: 0 \$0.00	Pound: 20 \$1.16	Ounce: 320 \$0.07	Gram: 9071.84 \$0.00	Gallor 4 2.22 \$10.4	2 8.88	3 17.7	5 35.5	Liquid C 284 \$0.08	Dz: T Cup Liquid Oz Tablespoon	bon: Liter: 4 8.4 1 \$2.75
	#6 Scoop:	#8 Scoop:	#10 Scoop:	#12 Scoop:	#16 Scoop:	#20 Scoop:	#24 Scoop:	#30 Scoop:	#40 Scoop: 3	#50 Scoop:	#60 S #6 Scoop	#100 Scoop:
Units Per CS/LB: Cost Per Unit:*	52.99 \$0.44	71 \$0.33	93.42 \$0.25	107.58 \$0.21	142 \$0.16	177.5 \$0.13	212.96 \$0.11	266.92 \$0.09	355 \$0.07	\$0.05	532 #8 Scoop \$0 #10 Scoop #12 Scoop	887.5 \$0.03
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			#16 Scoop #20 Scoop #24 Scoop	
Cost Per Unit:*	\$0.08	\$0.16	\$0.24	\$0.33	\$0.41	\$0.49	\$0.65	\$0.98			#30 Scoop	

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.

<mark>menu</mark> profitbu	ilderm	RO <b>() () (</b>			Re	cipe W	orksheet			
Recipe Description:	Lasag	na 9X13	Pan							
Servings per Recipe	12	Serving S	Size Quantity	1	Serving Size Unit of Measure EA					
Ingredient Descri	ption		Product N	umber	Brand	Qty	Unit of Measure			
Ground Bee	ef					1	Pound			
Lasagna Nooo	lles					1	Pound			
Shredded Mozza	arella					8	Cups			
Grated Parme	san				Non-US Foods	1	Сир			
<mark>Olive Oil</mark>						1	Tablespoon			
Fresh Garli	c					2	Ounces			
<mark>Halian Season</mark>	ing					2	Tablespoons			
Ricotta Cher	ese					3	Cups			
Marinara Sa	uce				Recipe	8	Сщря			





## Step 5 – Create Menu Item Categories

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

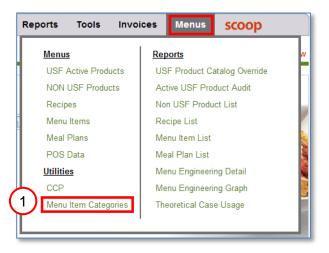
You can enter new categories, modify existing categories and customize the list to match your own operation. The information appears on the Menu Item Categories list, on Menu Items and on the Menu Items list.

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	d 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	Ν	242612	Cheesy Bread	Appetizer			\$3.99	\$1.43	35.88%	\$2.56	Options	8
_														

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.

Men	u Item Categories							
Filter lis	t by				Show	w Items Display 5	500 💌	]
				2	Add New Menu	Item Category		
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	8	^

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.

Menu Item C	ategories		Close 🗶
Category Name: *	Appetizers		
Description:	All dinner starters		
Food Cost % - Low: *	10.00	3	
Food Cost % - High: *	33.00	$\odot$	
Gross Profit \$ - Low: *	2.00		
Gross Profit \$ - High: *	8.00		
Locked:			
* = Required		Save & New Sav	ve & Close
		Save & New Sa	/e & Ciose

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.

	Men Filter lis	t by	Show Items Display 500 👻								
					Add New Menu Item Category						
$\sim$	ID 🔺	Category Name	Description	Food Cost % - Low	Food Cost % - High	Gross Profit \$ - Low	Gross Profit \$ - High				
(4)	57161	Appetizers		20.00%	30.00%	\$2.00	\$8.00	X			
-	57162	From the Garden		25.00%	29.00%	\$2.00	\$3.00				
	57163	Wings & Baskets		25.00%	35.00%	\$2.00	\$8.00	X			



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.

M	Manage Selected											5 Add New Menu Item					
	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	8			
	PATRICK	Y	N	242612	Cheesy Bread	Appetizer			\$3.99	\$1.43	35.88%	\$2.56	<b>6</b> ns	X			
	PATRICK	Y	N	241409	cheesy bread 2	Appetizer			\$2.99	\$2.44	81.50%	\$0.55	<b>7</b> 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	8ns	X			
	PATRICK	Y	N	314584	egg	Appetizer		222	\$2.99	\$0.14	4.68%	\$2.85	Options	8			
	[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.