

Protein Innovation Summit 2013

Stephen Goglia
President & COO
David Burke Group

Combating Food Cost Fluctuations With Center Of The Plate Proteins

Menu Design

Focus On

- Controlling protein amounts by fully understanding the entire composition of the dining proposition
- Consider the ancillary products that are provided by the restaurant
 - Bread service
 - Amuse
 - Finishing products – cotton candy, petit four, peanut brittle, thank you boxes, etc.
- What items you want to sell vs. what items you are actually selling
- Making the internal determination to alter the buying behavior through steering/guiding the consumer

Revenue and Yield Management

Sales Proposition

- Low Cost / High Margin
- Low Cost / Low Margin
- High Cost / High Margin
- High Cost / Low Margin

Specials/Creations

- Offer highly sought after in-season products (low cost / high margin) that enhance your concept
- Motivate and provide a highly trained sales force that reaps rewards for the movement of these products
 - Frequent Mistakes
 - Specials are used to move old product to reduce waste and are positioned at a lower cost than the average selling price of those particular menu items in its category
 - Chefs/KM's purchase too much product and cannot sell all of it – thus driving up cost

Entrée as the Core of the Meal Composition

- Creative Plating
- Dish Construction
- Complete Meals – Fixed Price (3 Courses)

Food Production System (Process and Controls)

Purchasing

- Approved vendors
- Bidding process (lock-in rate)
- Communication with supplier
- Knowledge of the cycle
- Understanding the variety of product options available on the market at any particular point in time
- Flexibility at the unit level with menu creativity
- Frequency /Timing of distribution (cost association)

Process & Controls

Receiving & Storage

- All items on the scale
- Proper counts and weight
- Water weight unacceptable
- Trim – fat/strap/belly (established and acceptable specification that are understood by the receiver)
- Placement in coolers
- Protein cages/locks(ed)

Process & Controls

Butchering

- Portion scale
- Frequency/Efficiency
- Control sheets
- Yields

Process & Controls

Administrative Tools

- Protein count sheets
 - Cooking yield form
 - Production calculations through constantly updating pars
- *** based on sales mix and number of average units (plates) sold per guest

Lunch Reservations	0
Lunch Actual	0
Dinner Reservations	0
Dinner Actual	0

Day
Date

Item Description	Open	Butchered	Total	Closed	Sold	Variance	Value	\$ Lost	Reason
Filets									
6 oz	0	0	0	0	0	0		\$ -	
8 oz	0	0	0	0	0	0		\$ -	
12 oz	0	0	0	0	0	0		\$ -	
Bronx (Large)	0	0	0	0	0	0		\$ -	
Bronx (Petite)	0	0	0	0	0	0		\$ -	
Chateaubriand	0	0	0	0	0	0		\$ -	
Pism os	0	0	0	0	0	0		\$ -	
Cuts									
Sirloin	0	0	0	0	0	0		\$ -	
45 Day	0	0	0	0	0	0		\$ -	
60 Day	0	0	0	0	0	0		\$ -	
Kansas City	0	0	0	0	0	0		\$ -	
Porterhouse	0	0	0	0	0	0		\$ -	
Porterhouse (Whole)	0	0	0	0	0	0		\$ -	
Short RIB	0	0	0	0	0	0		\$ -	

Ribeye								
30 day	0	0	0	0	0	0	0	\$ -
40 day	0	0	0	0	0	0	0	\$ -
55 day	0	0	0	0	0	0	0	\$ -
75 day	0	0	0	0	0	0	0	\$ -
Ribeyes (Whole)	0	0	0	0	0	0	0	\$ -
109 Prime Rib	0	0	0	0	0	0	0	\$ -
Other Cuts								
Chicken	0	0	0	0	0	0	0	\$ -
Lamb - Orders	0	0	0	0	0	0	0	\$ -
Pork Chops	0	0	0	0	0	0	0	\$ -
Veal Chop	0	0	0	0	0	0	0	\$ -
Lobster								
(Live)								
1.5 #	0	0	0	0	0	0	0	\$ -
2.0 #	0	0	0	0	0	0	0	\$ -
2.5 #	0	0	0	0	0	0	0	\$ -
3.0 #	0	0	0	0	0	0	0	\$ -
3.5 #	0	0	0	0	0	0	0	\$ -
4.5 #	0	0	0	0	0	0	0	\$ -
5.0 #	0	0	0	0	0	0	0	\$ -
5.5 # and Above	0	0	0	0	0	0	0	\$ -
Angry	0	0	0	0	0	0	0	\$ -
Poached	0	0	0	0	0	0	0	\$ -
Tails	0	0	0	0	0	0	0	\$ -
Shellfish								
Scallops	0	0	0	0	0	0	0	\$ -
Shrimp	0	0	0	0	0	0	0	\$ -
Poached U/8	0	0	0	0	0	0	0	\$ -
Raw U/8	0	0	0	0	0	0	0	\$ -
Fish								
Halibut	0	0	0	0	0	0	0	\$ -
Salmon	0	0	0	0	0	0	0	\$ -
Swordfish	0	0	0	0	0	0	0	\$ -
Tuna	0	0	0	0	0	0	0	\$ -

Total Loss

Rib Yield Sheet

Date:

Day:

Chef:

Cutter:

Cooking Yield

Starting Weight Uncooked (# Of Pounds)	Cooked Weight (# Of Pounds)	Weight Loss From Cook/trim (# of Pounds)	Percentage Yield From Cooking (%)
--	-----------------------------------	--	---

23.95 22.00 1.95 91.86%

Cutting Yield

Starting Weight (Cooked) (# Of Pounds)	Total Unused Pounds of Prime Rib (Leftover)	Total Pounds Used	Number of Regular Cuts Sold 12 ounces each	Total Pounds of Regular Cuts Sold	Number of Large Cuts Sold 20 ounces each	Total Pounds of Large Cuts Sold @	Total Pounds Sold (Ideal)	Total Cutting Yield
--	---	----------------------	--	---	--	---	------------------------------	---------------------------

22.00 8.65 13.35 12 9.00 3 3.8 12.75 95.51%

Total Yield

Cooking Loss	8.14%
Cutting Loss	4.49%
Total Loss	12.64%
Total Yield	87.36%