

# Standardize recipes for consistent quality — and profits

by Herman Zaccarelli, foodservice editor

There are two sides to every story, and there are two sides to the use of the standard recipes in food services. One chef related to me that "if we use standard recipes, that's what we get — a standard food item. We want to be different." But the director of foodservice at Elizabethtown College recently stated to me, "Our standardized recipes make our foodservice different, unique."

There are two sides to every coin. Let's view the positive side of this club foodservice investment.

- Standard recipes control the quality and quantity of each food item produced.
- The standard recipe really predicts a standard of excellence for the commercial restaurant, institution, or club. We as Americans patronize most often the foodservice establishment that holds the reputation for quality food, well served, in a pleasant atmosphere. If restaurants (and many do) serve an excellent veal parmesan the first visit and a tough piece of veal, with a poor quality tomato sauce, the next visit — repeat business is unlikely.

The American public is conditioned to quality consistency, which means that the quality is repeated through the proper use of standardized recipes. Achieving consistency means the standardization of the following in a recipe: seasoning, methods of combining ingredients, proper temperature, appearance and garnish, yield, method of service, and degree of doneness.

## Employee training

To develop the consistency of quality products, the foodservice employee must be constantly exposed to proper food handling techniques, acceptable methods of preparation, and good service. The single most reliable source for food handling techniques is the well-written standardized recipe.

## Quantity control (yield)

The words "over production" and "waste" are often used to describe loss of profits. To avoid this "loss of profit," quan-

tity control in a standardized recipe allows clubs the following advantages:

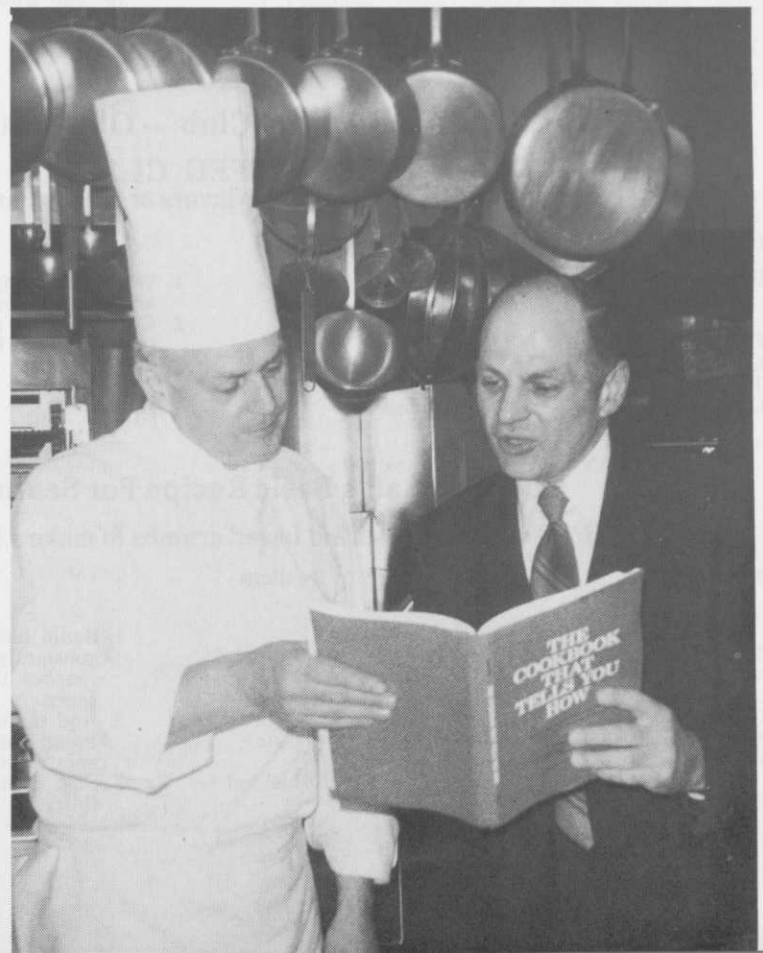
1. Establish the number of portions needed.
2. Purchase the exact quantity called for in the standard recipe.
3. Use correctly-sized serving utensils.
4. Make effective use of leftovers if unavoidable over-production occurs.

## Cost control

The standardized recipe allows management to cost the food product very easily; all that is needed is to add the costs of each of the ingredients. Each item on the menu must be examined frequently for the relationship between its cost and selling price because of market fluctuation.

## The personal touch

The creativity of the standardized recipe is essential for its total success. Each food service develops its own recipe forms, then standardizes them. These food services enjoy the better side of the larger coins because profits will be higher and customers will be pleased with consistent quality. □



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