

**Green Mountain Food Truck Company
Business and Feasibility Plan
Jonathan Spaeth**

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1.0 Executive Summary

Mission Statement:

The Green Mountain Food Truck Company's mission is to offer Burlington's Students, Locals and Explorers alike quick, convenient and totally amazing food, which you and your wallet can enjoy.

Management Plan:

The Green Mountain Food Truck Company's will be a member-managed Limited Liability Company, organized in the state of Vermont. Jonathan Spaeth is the Head Chef and Owner-Operator, and manages day-to-day operations.

Operation Plan:

The Green Mountain Food Truck Company will operate 7 days a week, serving breakfast, lunch, dinner (seasonally) and munchies each day, and operate 8:30am – 3:00pm. Pre ordering is available to reduce the ticket times, and increase the amount of customers served at one time.

Marketing Plan:

The Green Mountain Food Truck Company will use multiple promotion opportunities, using social media outlets, email, and at Green Mountain Food Truck Company.

Financial Statement:

The Green Mountain Food Truck Company will need \$95,320 in starting capital. Mr. Spaeth will make a contribution of 25% with the remaining 75% obtained through a loan.

2.0 Company Overview and Mission Statement

The Green Mountain Food Truck Company is a food truck specifically targeted at the College students, Workers, and Visitors of Burlington Vermont. As well in the summer months satisfying the needs of the locals and explorers of Burlington, South Burlington and other outlying areas. The Green Mountain Food Truck Company is filling an opportunity for unique “quick service” style food service. The Green Mountain Food Truck Company is operated by Jonathan Spaeth a Paul Smith’s Graduate. The Green Mountain Food Truck Company’s mission is to offer Burlington’s Students, Locals and Explorers alike quick, convenient and totally amazing food, which you and your wallet can enjoy.

3.0 Product/Service Description

The Green Mountain Food Truck Company will be an innovative way to offer different choices, specifically foods that are easy to eat on the go. The Green Mountain Food Truck Company will offer three different menus a breakfast and lunch menus and a munchies menu. Menu items will include:

- Breakfast Sandwiches
- Lunch Sandwiches & Wraps
- Burgers
- Salads
- Nachos
- Poutine/French Fries
- Wings
- Beverages

4.0 Market Analysis – SWOT analysis

4.1 The Market Potential

A Survey was distributed by the Seven Days Social Club Facebook Page, 102 people responded to the survey. Of these 102 individuals, 98 said that they would utilize a food truck in the Burlington and surrounding area. Lunch, Dinner and a Late Night Snack were the three most popular meals of interest. The three most popular food items that the customer chose are Hamburgers, Sandwiches, and Fresh Cut French Fries. These items were followed closely by Wraps, and Burritos. The data also showed that 66.67% of the customer base was not currently enrolled as a student. While the other 28.43% and 4.9% are currently at a four year undergraduate college/university and in graduate school. After reviewing this data more market research will have to be conducted to further menu development and find the correct channels to reach our target market.

Over 42,000 individuals call Burlington their “home”, over 20,000 full time college students attend college within a 4 mile radius of Burlington. These colleges include The University of Vermont, Champlain College, Burlington College, and Community College of Vermont: Winooski, and Saint Michael’s College. “Vermont welcomes about 13.7 million visitors per year, and annual visitor spending is approximately \$1.4 billion. Summer is the busiest season in terms of number of visitors (5.1 million), however, visitor spending is the highest during the winter season (\$497 million). The majority of Vermont’s visitors are from domestic markets, although Canadians comprise nearly 19 percent of our total visitors.” (Vermont Department of Tourism and Marketing, 2015)

Burlington is also home to over 50 summer time events that attract visitors to the area. The Green Mountain Food Truck Company will be work with the Burlington chamber of commerce to be to provide support for theses events.

4.2 SWOT

Strengths:

- Experienced culinary staff

- High brand recognition
- Offering a variety of food options to customer base
- Offering the customer a “quick service” option.
- Offering Service times when dining services are closed
- Healthy & Dietary friendly options
- Pre-ordering Options
- Onsite & Off-Site Catering
- Dietary Restrictive/Focused Menu Options
- Themed Event Menu’s

Weaknesses:

- Costs rising due to increasing food and daily operation costs
- Menu Stagnation

Opportunities:

- New in an emerging food truck market
- Partnering with local colleges
- Expansion to Colchester, & South Burlington
- Festivals in the Greater Burlington Area

Threats:

- Restrictions on Food Truck on College Campus
- Increased gas prices
- Changing consumer trends
- City Ordinances Preventing Mobile Food Vendors

4.3 Promotion

The Green Mountain Food Truck Company will use multiple promotion opportunities, using social media outlets, email, and at the Chow Haul.

Opportunities include:

- Daily Specials via social media
- Monthly Newsletter
- Coffee Loyalty Program
- Themed Costume Contests
- Crowdsourcing Recipes from customers
- Event Sponsoring

5.0 Operations

5.1 Operations:

Daily operations of the food truck would include the following:

- Daily Preparation of “for sale” items
- Placing and receiving orders of food product
- Develop daily special/featured menu items
- Account Inventory after preparation is completed
- Staffing/HR/Managerial duties
- Organization & Cleaning of storage areas (Dry Storage, Cooler/Freezer)

- Beginning of Day Preparation of the Green Mountain Food Truck Company
 - Clean Food preparation & Serving areas
 - Sweep & Mop
 - Check/Fill Propane Levels
 - Check/Fill Generator
 - Check/Fill Fuel Tank
 - Replenish Fresh water tanks
 - Prepare Cash Drawer
 - Update Social Media outlets
 - Fill Preparation and Serving areas with food for service

- End of Day Closing of the Green Mountain Food Truck Company
 - Clean Food preparation & Serving areas
 - Pressure Wash
 - Sweep/Squeegee & Mop
 - Check/Fill Propane Levels
 - Check/Fill Generator
 - Check/Fill Fuel Tank
 - Deposit Daily Cash

6.0 Management Team, Licenses, Credentials

6.1 Management Team:

Jonathan Spaeth is a recent graduate of Paul Smith's College, with a degree in Food Service and Beverage Management. He has held managerial roles in both the culinary field and hospitality field. Mr. Spaeth has also owned and operated his own small business.

6.2 Licenses:

State of Vermont Commercial Caterer- Mobile Unit Licensee and Application

6.3 Credentials:

Jonathan Spaeth: Serv Safe Certification: 2011

7.0 Financial Analysis

7.1 Start-up Costs

| <i>Business Start Up</i> | | | | |
|--------------------------|-----------------------------------|--|------------------|--------------------|
| | | | Cost/unit | Total |
| | Food Truck | | | \$75,000.00 |
| | Truck Wrap | | | \$5,000.00 |
| | Initial Product Inventory | | | \$3,000.00 |
| | Uniforms / T-Shirts | | | \$1,000.00 |
| | Paper Products | | | \$500.00 |
| | Permits and Licenses | | | \$1,000.00 |
| | Insurance | | | \$3,000.00 |
| | Fuel | | | \$500.00 |
| | Rent | | | \$1,000.00 |
| | Inventory backup | | | \$500.00 |
| | | | | |
| | <i>Truck Start Up</i> | | | \$90,500.00 |
| | | | | |
| <i>Marketing</i> | | | | |
| | Web site link | | | \$2,500.00 |
| | Computer installation | | | \$1,500.00 |
| | Menus | | | \$500.00 |
| | Menu Board | | | \$200.00 |
| | Cell Phone | | | \$120.00 |
| | | | | |
| | <i>Marketing Total</i> | | | 4,820.00 |
| | | | | |
| | <i>Total Start Up Cost</i> | | | \$95,320.00 |

7.2 Income/expense (Operational costs)

Estimated First Year Cost

| Costs | Hours | Hours | Hours | TOTAL | Rate | Total weekly payroll | Total Weeks | Variable Costs | Fixed Costs | Total |
|-------------------------|-------|-------|-------|-------|------|----------------------|-------------|----------------|-------------|---------------|
| | M-T | F, S | S | | | | | | | |
| Labor | 48 | 12 | 0 | 60 | \$12 | \$ 720.00 | 52 | \$ 37,440.00 | | |
| Labor | 30 | 10 | 0 | 40 | \$12 | \$ 480.00 | 52 | \$ 24,960.00 | | |
| Management | | | | | | | | | | |
| Total Payroll | | | | | | | | \$ 62,400.00 | | |
| | | | | | | | | | | |
| | | | | | | | | | | |
| Rent | | | | | | | | | \$12,000 | |
| Inventory | | | | | | \$1,000 | 52 | \$ 52,000.00 | | |
| Utilities | | | | | | \$350 | 52 | | \$5,000 | |
| Water/sewer | | | | | | | | | \$ 630.00 | |
| Internet | | | | | | \$25 | 52 | \$ 1,300.00 | | |
| Total first year | | | | | | | | \$ 115,700.00 | \$17,630 | \$ 133,330.00 |

7.2 Estimated First Year Sales

| Income Statement | January | February | March | April | May | June | July | August | September | October | November | December | TOTAL |
|------------------|------------|-------------|------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------|--------------|
| Breakfast | \$1,500.00 | \$3,000.00 | \$2,000.00 | \$3,500.00 | \$2,500.00 | \$2,000.00 | \$2,000.00 | \$2,500.00 | \$4,000.00 | \$4,000.00 | \$4,000.00 | \$1,500.00 | \$32,500.00 |
| Lunch | \$2,000.00 | \$5,000.00 | \$4,500.00 | \$4,500.00 | \$5,500.00 | \$5,500.00 | \$6,000.00 | \$5,500.00 | \$4,500.00 | \$4,500.00 | \$4,500.00 | \$2,500.00 | \$54,500.00 |
| Dinner | \$1,500.00 | \$0.00 | \$0.00 | \$0.00 | \$3,000.00 | \$4,500.00 | \$4,800.00 | \$4,500.00 | \$2,800.00 | \$2,500.00 | \$2,500.00 | \$2,000.00 | \$28,100.00 |
| Drinks | \$1,500 | \$2,500 | \$1,500 | \$1,500 | \$1,500 | \$2,500.00 | \$2,500.00 | \$2,500.00 | \$2,000.00 | \$2,000.00 | \$2,000.00 | \$1,500.00 | \$23,500.00 |
| | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |
| All Sales | \$6,500.00 | \$10,500.00 | \$8,000.00 | \$9,500.00 | \$12,500.00 | \$14,500.00 | \$15,300.00 | \$15,000.00 | \$13,300.00 | \$13,000.00 | \$13,000.00 | \$7,500.00 | \$138,600.00 |

7.3 Breakeven analysis

| Break even analysis | 2015 | 2016 | 2017 | 2108 | 2019 | 2020 | 2021 | 2022 | 2023 |
|-----------------------------------|-----------------|----------------|---------------|---------------|---------------|---------------|-----------------|----------------|-----------------|
| Sales | \$ 138,600.00 | \$ 173,250.00 | \$ 216,562.50 | \$ 270,703.13 | \$ 338,378.91 | \$ 422,973.63 | \$ 528,717.04 | \$ 660,896.30 | \$ 826,120.38 |
| Net carry over from previous year | | \$ (26,030.00) | \$ 330,497.50 | \$ 634,228.88 | \$ 763,393.44 | \$ 923,379.52 | \$ 1,121,819.01 | \$1,368,248.09 | \$ 1,674,583.16 |
| Expenses | \$ (337,880.00) | \$ 139,965.00 | \$ 146,963.25 | \$ 154,311.41 | \$ 162,026.98 | \$ 170,128.33 | \$ 178,634.75 | \$ 187,566.49 | \$ 196,944.81 |
| Net gain/loss | \$ (199,280.00) | \$ 113,935.00 | \$ 363,525.75 | \$ 425,014.54 | \$ 500,405.89 | \$ 593,101.97 | \$ 707,351.79 | \$ 848,462.79 | \$ 1,023,065.19 |

| | |
|------------|-----------------|
| Start up | \$ (95,320.00) |
| Expenses | \$ (133,300.00) |
| First year | \$ (228,620.00) |

Assume there is a 25% increase in revenue per year based on increased awareness
 Assume 5% increase in yearly costs. All start up costs assumed in first year.

8.0 Appendices

- 8.1 Résumé
- 8.2 Food Truck Photos
- 8.3 Sample Menus
- 8.4 Questionnaire Results
- 8.5 Food Costing Sheets

Jonathan Spaeth**802-578-1009****55 Logwood Circle**
Essex Junction VT, 05452**Education:**

2011- Present Paul Smiths College, Paul Smiths NY
 Bachelors of Science, Food Service and Beverage Management
 Minor, Business Administration
 Expected Graduation: May 2015

2007- 2011 Essex High School, Essex Jct. VT Graduation: June 14th 2011

2009- 2011 Center for Technology, Essex, Essex Jct., VT
 Professional Foods Programs I&II

Unpaid Internships:

Spring 2011 Sodexo Food Service at Champlain College, Burlington, VT

Spring 2010 The Windjammer and Upper Deck Pub, South Burlington, VT

Fall 2010 A Single Pebble, Burlington, VT

Work Experience:

Summer 2014 Paul Smith College Conference Services, Paul Smith's NY
 Conference Services Intern

2011-2014 Paul Smith College Admissions Department , Paul Smith's NY
 Tour Guide, Telecounselor & Special Events Coordinator

Summer 2013 JJ's Mowing & Lawn Maintance, Essex VT
 Owner & Operator

Summer 2012 Sabbattis Adventure Camp, Long Lake, NY
 Commissary Staff

Spring 2011 Upper Crust, Pizzeria, Essex
 Delivery Driver, Dishwasher, Prep-Cook, Pizza-Cook

Fall 2010 Rustico's Italian Restaurant, Essex
 Dishwasher, Prep-Cook, Pizza-Cook

Honors and Awards:

Boy Scouts of America Eagle Scout. July 28, 2011

State of Vermont Governor's Award for Community Service: April 10, 2010

Interests:

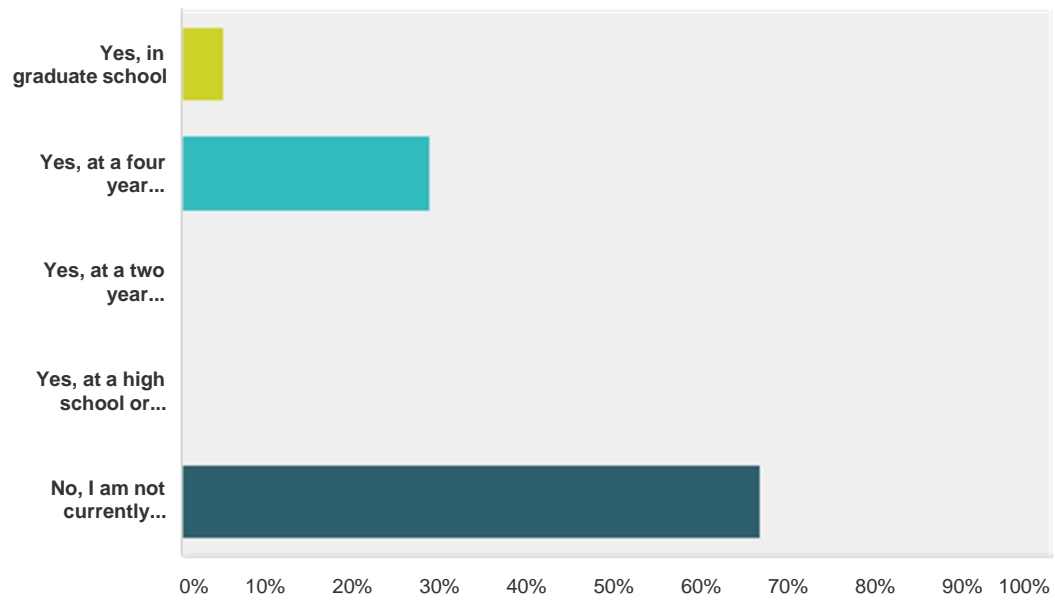
Hiking: Summer & Winter Snowboarding:
 Water Sports: Kayaking, Canoeing & Motor Boating Camping





Q1 Are you currently enrolled as a student?

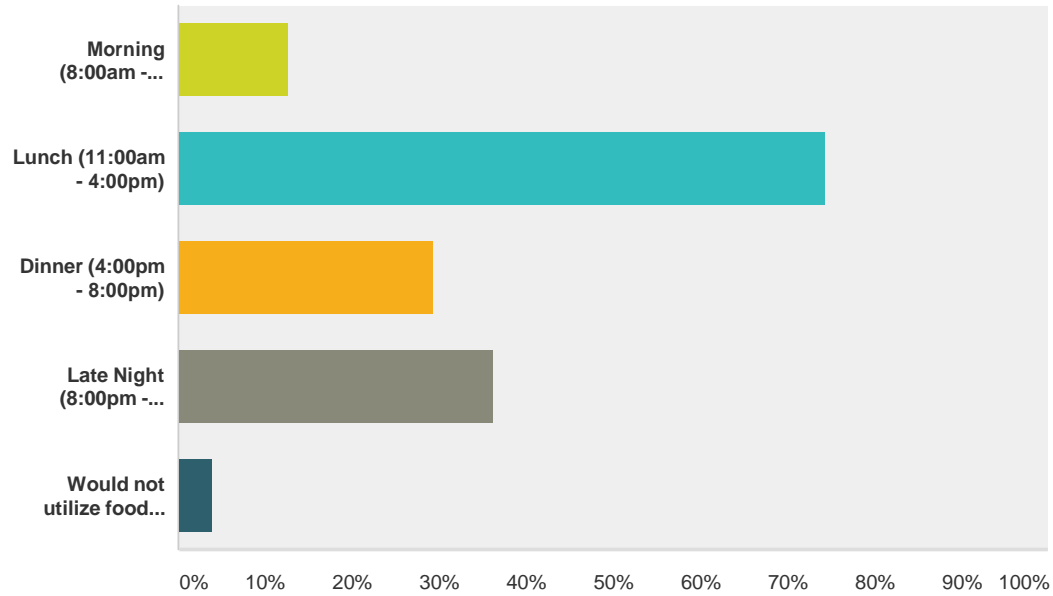
Answered: 102 Skipped: 0



| Answer Choices | Responses |
|--|------------|
| Yes, in graduate school | 4.90% 5 |
| Yes, at a four year undergraduate college/university | 28.43% 29 |
| Yes, at a two year undergraduate college/university | 0.00% 0 |
| Yes, at a high school or equivalent | 0.00% 0 |
| No, I am not currently enrolled as a student | 66.67% 68 |
| Total | 102 |

Q2 What time of the day are you most likely to purchase food from a food truck? (Check all that apply)

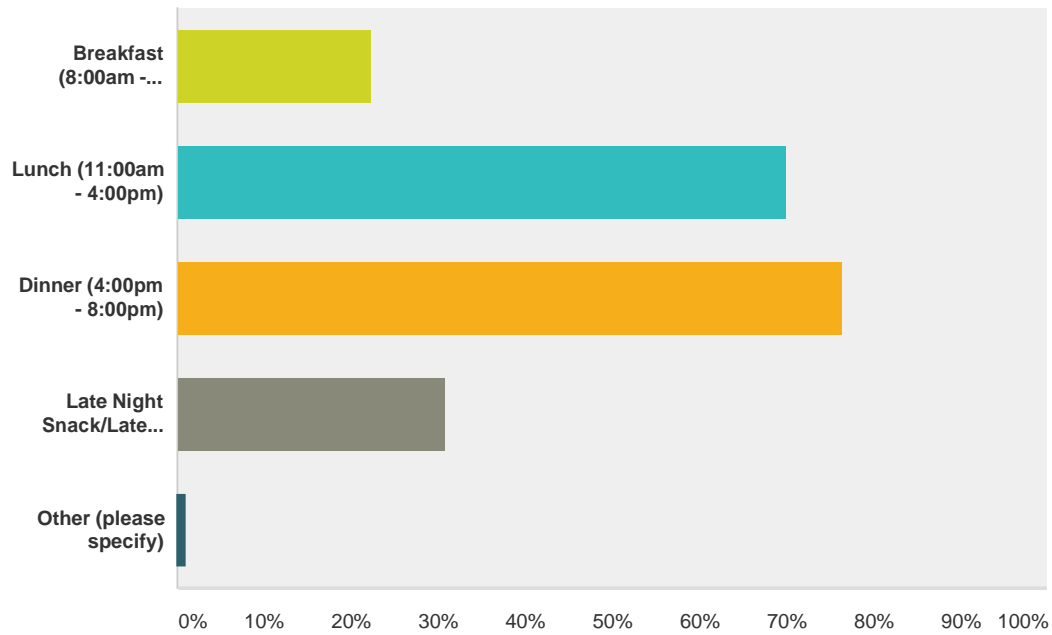
Answered: 102 Skipped: 0



| Answer Choices | Responses | Count |
|-------------------------------|-----------|-------|
| Morning (8:00am - 11:00am) | 12.75% | 13 |
| Lunch (11:00am - 4:00pm) | 74.51% | 76 |
| Dinner (4:00pm - 8:00pm) | 29.41% | 30 |
| Late Night (8:00pm - 2:00am) | 36.27% | 37 |
| Would not utilize food truck | 3.92% | 4 |
| Total Respondents: 102 | | |

Q3 What meals do you typically eat out ? (Check all that apply)

Answered: 94 Skipped: 8

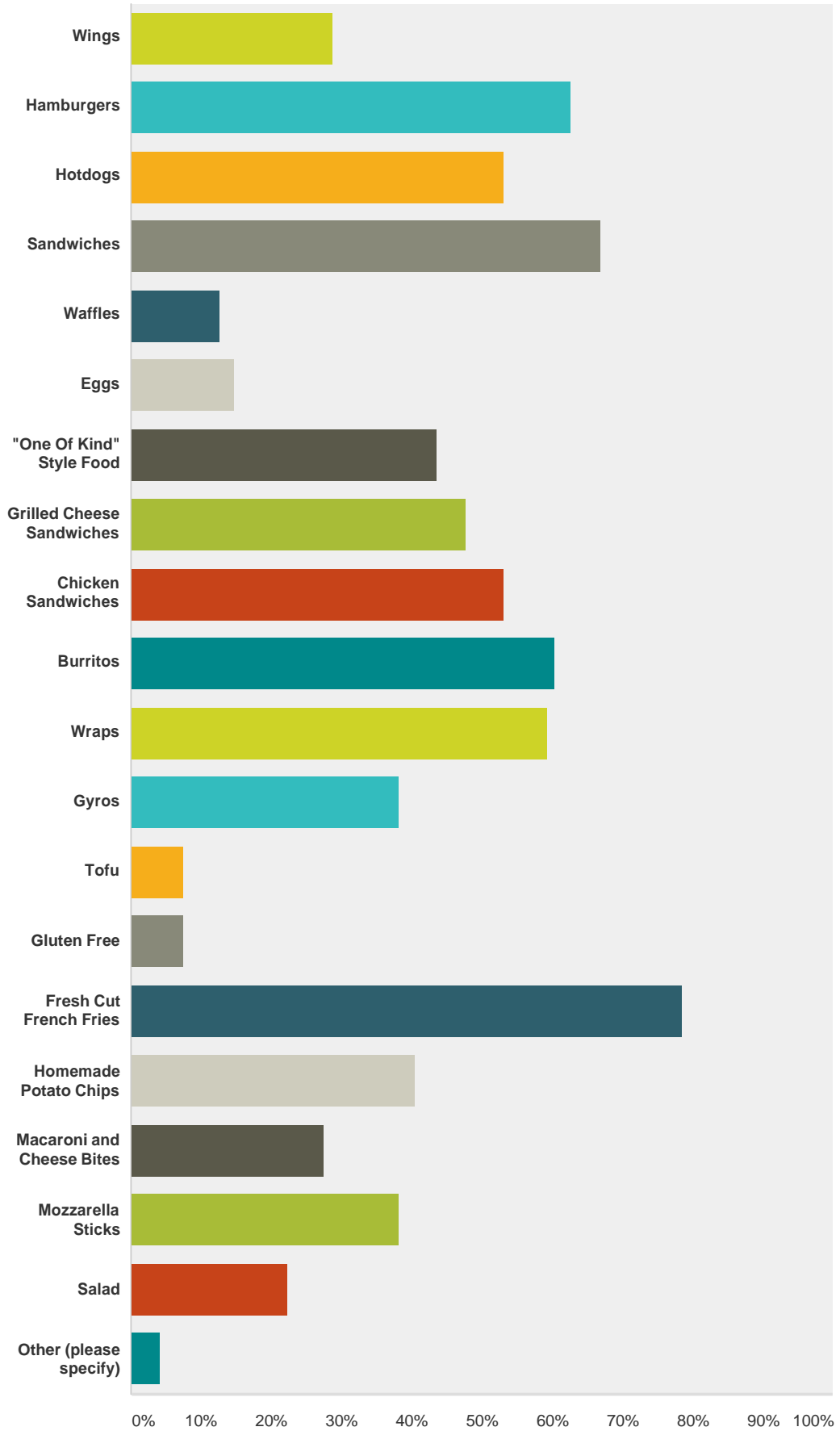


| Answer Choices | Responses | Count |
|--|-----------|-------|
| Breakfast (8:00am - 11:00am) | 22.34% | 21 |
| Lunch (11:00am - 4:00pm) | 70.21% | 66 |
| Dinner (4:00pm - 8:00pm) | 76.60% | 72 |
| Late Night Snack/Late Dinner (8:00pm - 2:00am) | 30.85% | 29 |
| Other (please specify) | 1.06% | 1 |
| Total Respondents: 94 | | |

**Q4 Which types of food would be most likely to purchase from a food truck?
(Check all that apply)**

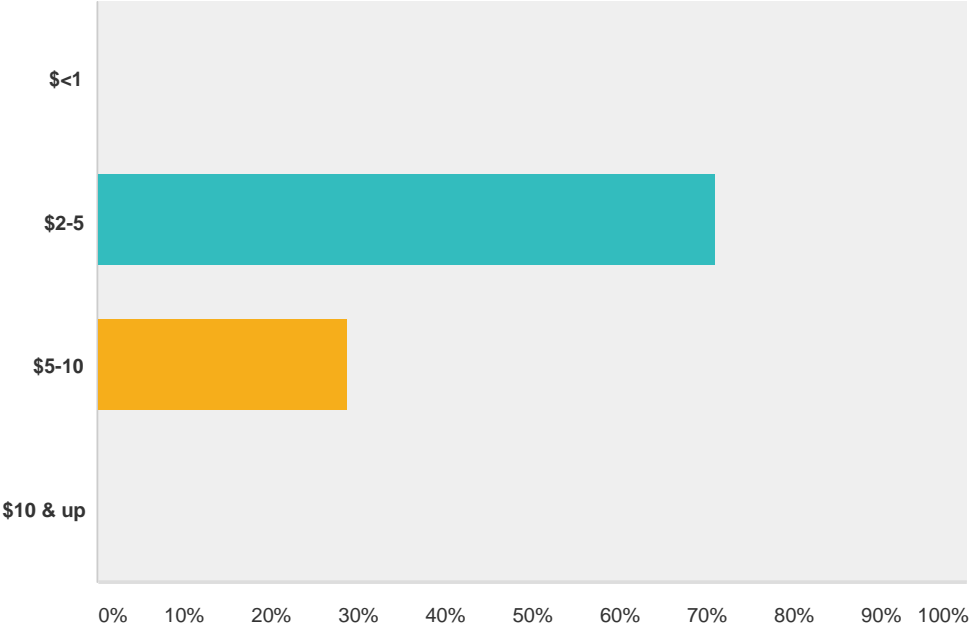
Answered: 94 Skipped: 8

| Answer Choices | Responses | |
|------------------------------|-----------|----|
| Wings | 28.72% | 27 |
| Hamburgers | 62.77% | 59 |
| Hotdogs | 53.19% | 50 |
| Sandwiches | 67.02% | 63 |
| Waffles | 12.77% | 12 |
| Eggs | 14.89% | 14 |
| "One Of Kind" Style Food | 43.62% | 41 |
| Grilled Cheese Sandwiches | 47.87% | 45 |
| Chicken Sandwiches | 53.19% | 50 |
| Burritos | 60.64% | 57 |
| Wraps | 59.57% | 56 |
| Gyros | 38.30% | 36 |
| Tofu | 7.45% | 7 |
| Gluten Free | 7.45% | 7 |
| Fresh Cut French Fries | 78.72% | 74 |
| Homemade Potato Chips | 40.43% | 38 |
| Macaroni and Cheese Bites | 27.66% | 26 |
| Mozzarella Sticks | 38.30% | 36 |
| Salad | 22.34% | 21 |
| Other (please specify) | 4.26% | 4 |
| Total Respondents: 94 | | |



Q5 How much would you be willing to pay for a breakfast style sandwich and coffee?

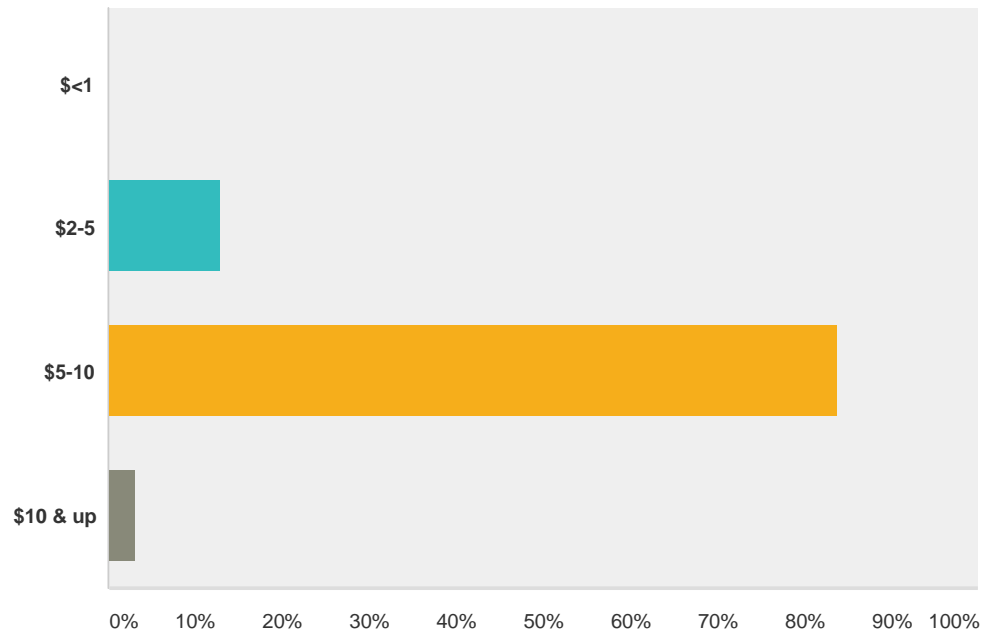
Answered: 94 Skipped: 8



| Answer Choices | Responses |
|----------------|-----------|
| \$<1 | 0.00% 0 |
| \$2-5 | 71.28% 67 |
| \$5-10 | 28.72% 27 |
| \$10 & up | 0.00% 0 |
| Total | 94 |

Q6 How much would you be willing to pay for Sandwich, Chip & Soda/Coffee Combo?

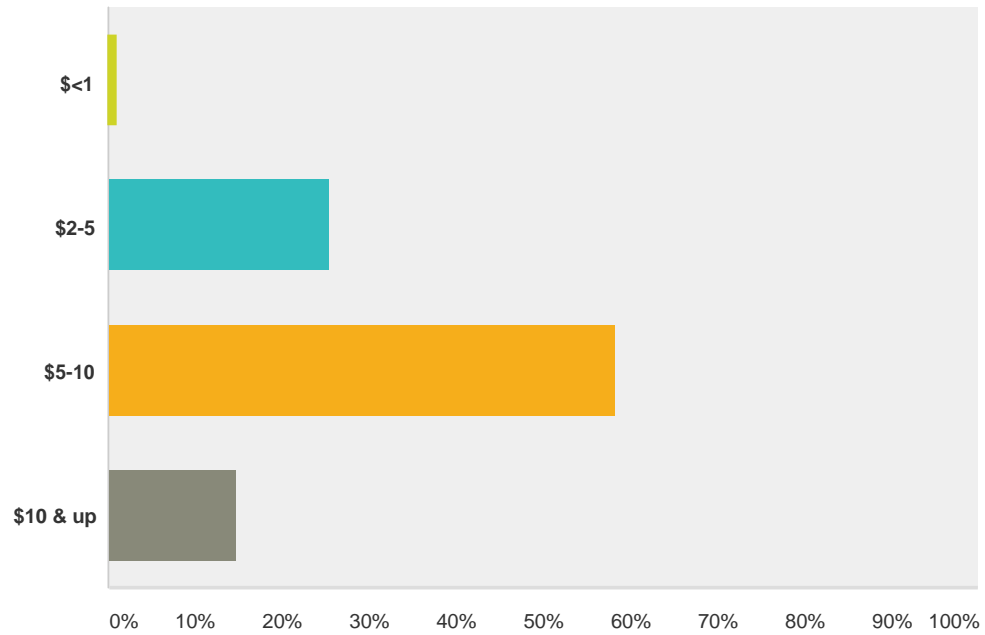
Answered: 93 Skipped: 9



| Answer Choices | Responses |
|----------------|-----------|
| \$<1 | 0.00% 0 |
| \$2-5 | 12.90% 12 |
| \$5-10 | 83.87% 78 |
| \$10 & up | 3.23% 3 |
| Total | 93 |

Q7 How much would you be willing to pay for a Late Night Dinner & Late'R (12am-2am) munchies?

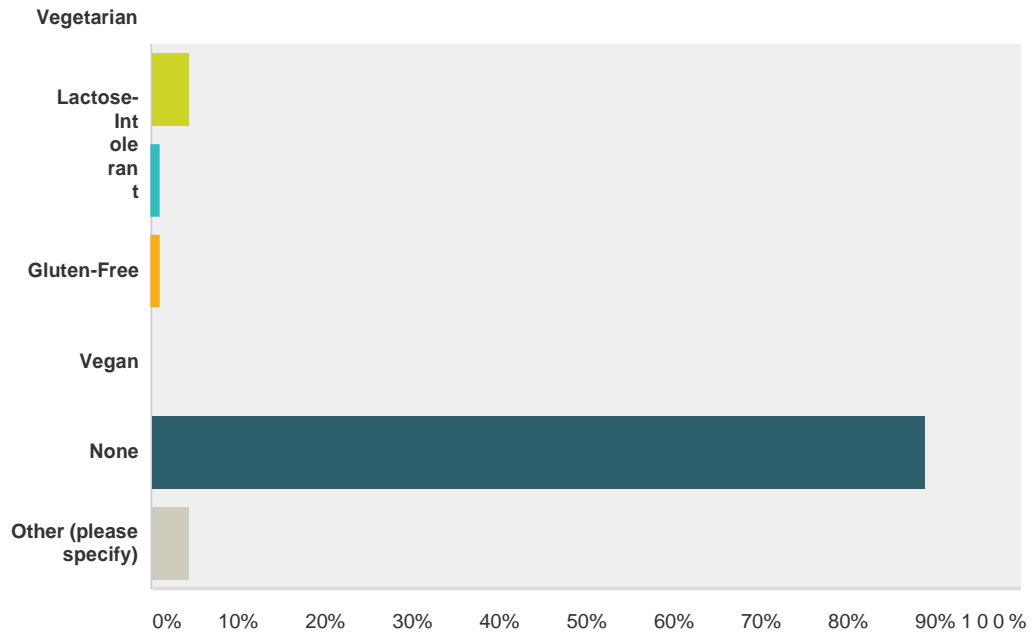
Answered: 94 Skipped: 8



| Answer Choices | Responses | Count |
|----------------|-----------|-----------|
| \$<1 | 1.06% | 1 |
| \$2-5 | 25.53% | 24 |
| \$5-10 | 58.51% | 55 |
| \$10 & up | 14.89% | 14 |
| Total | | 94 |

Q8 Do you have any dietary restrictions? (Check all that apply)

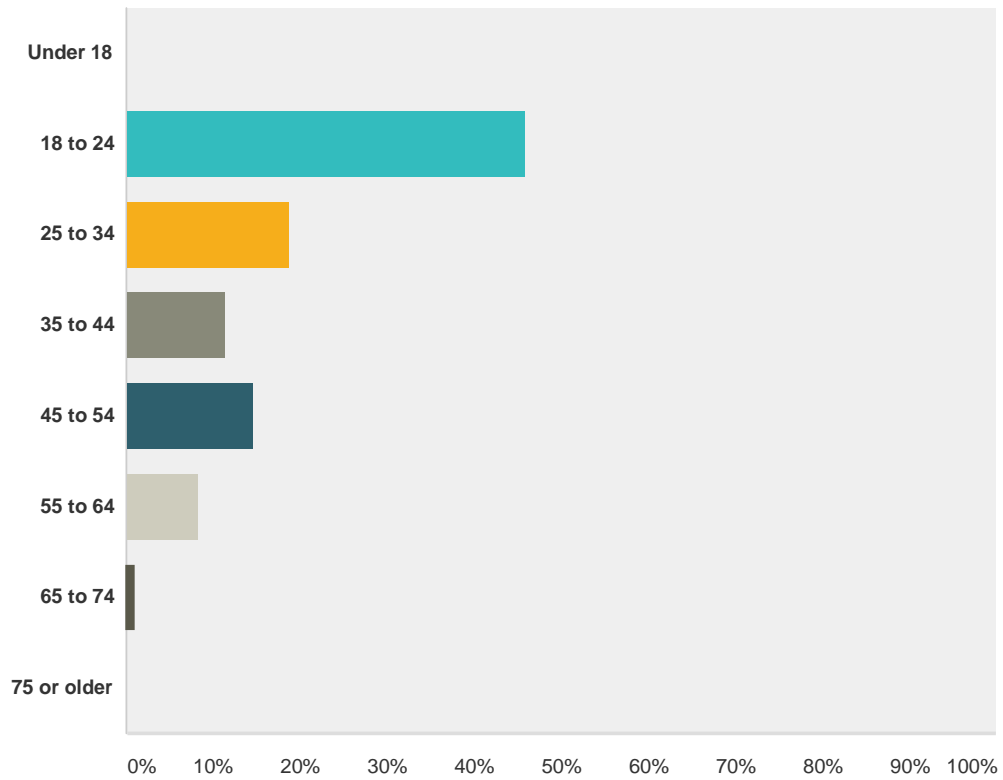
Answered: 92 Skipped: 10



| Answer Choices | Responses |
|------------------------|-----------|
| Vegetarian | 4.35% 4 |
| Lactose-Intolerant | 1.09% 1 |
| Gluten-Free | 1.09% 1 |
| Vegan | 0.00% 0 |
| None | 89.13% 82 |
| Other (please specify) | 4.35% 4 |
| Total | 92 |

Q9 What is your age? (Optional)

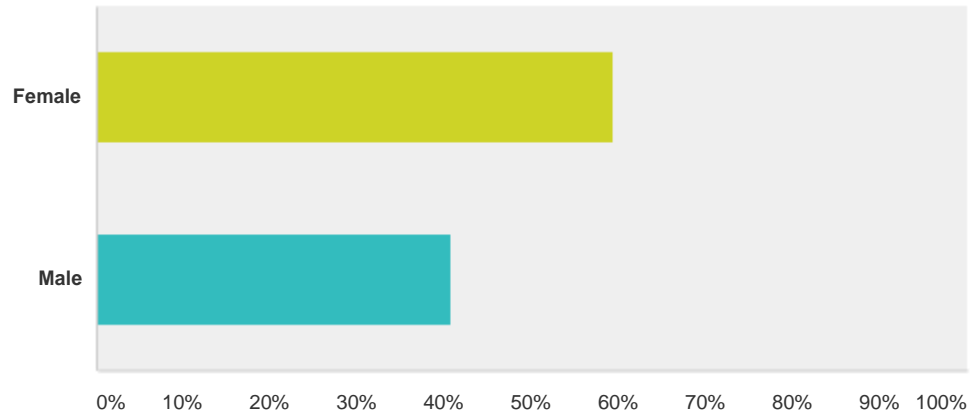
Answered: 96 Skipped: 6



| Answer Choices | Responses |
|----------------|-----------|
| Under 18 | 0.00% 0 |
| 18 to 24 | 45.83% 44 |
| 25 to 34 | 18.75% 18 |
| 35 to 44 | 11.46% 11 |
| 45 to 54 | 14.58% 14 |
| 55 to 64 | 8.33% 8 |
| 65 to 74 | 1.04% 1 |
| 75 or older | 0.00% 0 |
| Total | 96 |

Q10 What is your gender? (Optional)

Answered: 96 Skipped: 6



| Answer Choices | Responses |
|----------------|-----------|
| Female | 59.38% 57 |
| Male | 40.63% 39 |
| Total | 96 |

8.5: Food Costing Sheets

| Recipe Name: | | The Ruben | | | | | | | | | |
|--|------|--------------|--------------|-------------------|-----------------------|----------------------|-------------------------|-----------------|--------|--------------|----------|
| Date of Development: | | | | Standard Portion: | | | | Tool Used: | | | |
| Submitted By: | | | | | | Project Name: | | CUL 230 FSOM | | | |
| Yield for Recipe: | | 8 | | | | Author: | | Jonathan Spaeth | | | |
| Recipe Specifications: | | | Actual Usage | | Ingredient Being Used | As Purchased-Invoice | | Cost per Recipe | | Cost Of Each | |
| Quantity | Unit | Edible Yield | Quantity | Unit | | Unit | Cost | Unit | Cost | Ingredient | |
| 16 | | 100.0% | 16 | 0 | Rye Bread | 156 | 43.05 | 0 | \$0.18 | \$ 2.88 | |
| 2 | # | 100.0% | 2 | # | Corned Beef | 26# | 73.58 | 0 | \$2.83 | \$ 5.66 | |
| 0.175 | g | 100.0% | 0.175 | g | Russian dressing | 1g | 17.55 | 0 | \$1.09 | \$ 0.19 | |
| 12 | oz | 100.0% | 12 | oz | Sauerkraut | 28oz | 2.62 | 0 | \$0.09 | \$ 1.08 | |
| 0.5 | # | 100.0% | 0.5 | # | Swiss Cheese | 20# | 55 | 0 | \$2.75 | \$ 1.38 | |
| 0.17 | oz | 100.0% | 0.17 | oz | Butter | 36# | 132.12 | 0 | \$3.67 | \$ 0.62 | |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - | |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - | |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - | |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - | |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - | |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - | |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - | |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - | |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - | |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - | |
| | | | | | | | Ingredient Cost, Total: | | | \$ 11.81 | |
| | | | | | | | Scant Factor % | 5.0% | | | \$ 0.59 |
| Chef Notes: | | | | | | | Recipe Cost, Initial | | | | \$ 12.40 |
| | | | | | | | Portion Cost, Initial | | | \$ 1.55 | |
| | | | | | | | Add Ons Cost | | | \$ - | |
| | | | | | | | Add Ons Cost | | | \$ - | |
| | | | | | | | Add Ons Cost | | | \$ - | |
| | | | | | | | Plate/Batch Cost Final | | | \$ 1.55 | |
| | | | | | | | Cost % to Achieve | | | 30.0% | |
| | | | | | | | Required Sale Price | | | \$ 5.17 | |
| | | | | | | | Actual Sale Price | | | \$ 8.50 | |
| NOTE: "Edible Yield %" can be determined by consulting "The Book of Yields" for said % otherwise, if not applicable, always leave at 100%, DO NOT DELETE these values | | | | | | | Cost % - Actual | | | | 18.2% |
| | | | | | | | Contribution Margin | | | \$ | 6.95 |
| | | | | | | | Contribution Margin % | | | | 81.76% |

| Standard Recipe Costing Template for Individual and Batch Recipes | | | | | | | | | | | |
|---|------|-------------------|--------------|------|-----------------------|-----------------------|------------------------|-------------------------|--------|--------------|---------|
| Menu Engineering and Inventory Analysis | | | | | | | | | | | |
| Recipe Name: | | Cuban | | | | | | | | | |
| Date of Development: | | Standard Portion: | | | Tool Used: | | | | | | |
| Submitted By: | | Project Name: | | | CUL 230 FSOM | | | | | | |
| Yield for Recipe: | | 8 | | | Author: | | | Jonathan Spaeth | | | |
| Recipe Specifications: | | | Actual Usage | | Ingredient Being Used | As Purchased-Invoice | | Cost per Recipe | | Cost Of Each | |
| Quantity | Unit | Edible Yield | Quantity | Unit | | Unit | Cost | Unit | Cost | Ingredient | |
| 16 | | 100.0% | 16 | 0 | French Bread | 456 | 30.59 | 0 | \$0.07 | \$ 1.07 | |
| 1 | oz | 100.0% | 1 | oz | Mustard | 105 | 8.18 | 0 | \$0.07 | \$ 0.07 | |
| 0.25 | # | 100.0% | 0.25 | # | Ham | 73.5# | 63.21 | LB | 0.86 | \$ 0.22 | |
| 0.25 | # | 100.0% | 0.25 | # | Pork | 16# | 79.52 | 0 | \$4.97 | \$ 1.24 | |
| 0.25 | # | 100.0% | 0.25 | # | Swiss | 20# | 55 | 0 | \$2.75 | \$ 0.69 | |
| 1 | | 100.0% | 1 | 0 | Dill Pickle | 5 gal | 27.45 | 0 | \$0.20 | \$ 0.20 | |
| 0.025 | | 100.0% | 0.025 | 0 | Butter | 36# | 132.12 | 0 | \$3.67 | \$ 0.09 | |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - | |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - | |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - | |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - | |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - | |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - | |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - | |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - | |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - | |
| | | | | | | | | Ingredient Cost, Total: | | \$ 3.58 | |
| | | | | | | | | Scant Factor % | | 5.0% \$ 0.18 | |
| Chef Notes: | | | | | | | Recipe Cost, Initial | | | | \$ 3.76 |
| | | | | | | | Portion Cost, Initial | | | | \$ 0.47 |
| | | | | | | | Add Ons Cost | | | | \$ - |
| | | | | | | | Add Ons Cost | | | | \$ - |
| | | | | | | | Add Ons Cost | | | | \$ - |
| | | | | | | | Plate/Batch Cost Final | | | | \$ 0.47 |
| | | | | | | | Cost % to Achieve | | | | 30.0% |
| | | | | | | | Required Sale Price | | | | \$ 1.57 |
| | | | | | | | Actual Sale Price | | | | \$ 8.50 |
| NOTE: "Edible Yield %" can be determined by consulting "The Book of Yields" for said % otherwise, if not applicable, always leave at 100%, DO NOT DELETE these values | | | | | | Cost % - Actual | | | | 5.5% | |
| | | | | | | Contribution Margin | | | | \$ 8.03 | |
| | | | | | | Contribution Margin % | | | | 94.47% | |

| Standard Recipe Costing Template for Individual and Batch Recipes | | | | | | | | | | |
|---|------|--------------|-------------------|------|---|-------------------------|-------|-----------------|---------|--------------|
| | | | | | Menu Engineering and Inventory Analysis | | | | | |
| Recipe Name: | | Wings | | | | | | | | |
| Date of Development: | | | Standard Portion: | | | Tool Used: | | | | |
| Submitted By: | | | Project Name: | | | | | | | |
| Yield for Recipe: | | 10 | Orders | | Author: | | | Jonathan Spaeth | | |
| Recipe Specifications: | | | Actual Usage | | Ingredient Being Used | As Purchased-Invoice | | Cost per Recipe | | Cost Of Each |
| Quantity | Unit | Edible Yield | Quantity | Unit | | Unit | Cost | Unit | Cost | Ingredient |
| 10 | # | 100.0% | 10 | # | Wings | # | 16.5 | # | \$1.65 | \$ 16.50 |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - |
| 4 | oz | 100.0% | 4 | oz | Buffalo | G | 20.38 | 0 | \$0.16 | \$ 0.64 |
| 4 | oz | 100.0% | 4 | oz | BBQ | 4G | 37.65 | 0 | \$0.08 | \$ 0.32 |
| 4 | oz | 100.0% | 4 | oz | Sweet Chili | .5G | 14.2 | 0 | \$0.23 | \$ 0.92 |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - |
| | | | | | | Ingredient Cost, Total: | | | | \$ 18.38 |
| | | | | | | Scant Factor % | | 5.0% | \$ 0.92 | |
| Chef Notes: | | | | | | Recipe Cost, Initial | | | | \$ 19.30 |
| | | | | | | Portion Cost, Initial | | | | \$ 1.93 |
| | | | | | | Add Ons Cost | | | | \$ - |
| | | | | | | Add Ons Cost | | | | \$ - |
| | | | | | | Add Ons Cost | | | | \$ - |
| | | | | | | Plate/Batch Cost Final | | | | \$ 1.93 |
| | | | | | | Cost % to Achieve | | | | 40.0% |
| | | | | | | Required Sale Price | | | | \$ 4.82 |
| | | | | | | Actual Sale Price | | | | \$ 5.00 |
| NOTE: "Edible Yield %" can be determined by consulting "The Book of Yields" for said % otherwise, if not applicable, always leave at 100%, DO NOT DELETE these values | | | | | | Cost % - Actual | | | | 38.6% |
| | | | | | | Contribution Margin | | | | \$ 3.07 |
| | | | | | | Contribution Margin % | | | | 61.40% |

| Standard Recipe Costing Template for Individual and Batch Recipes | | | | | | | | | | |
|---|------|---------------------|--------------|------|-----------------------|-------------------------|-----------------|-----------------|---------|--------------|
| Menu Engineering and Inventory Analysis | | | | | | | | | | |
| Recipe Name: | | Asian Chicken Salad | | | | | | | | |
| Date of Development: | | Standard Portion: | | | Tool Used: | | | | | |
| Submitted By: | | Project Name: | | | CUL 230 FSOM | | | | | |
| Yield for Recipe: | | 8 | | | Author: | | Jonathan Spaeth | | | |
| Recipe Specifications: | | | Actual Usage | | Ingredient Being Used | As Purchased-Invoice | | Cost per Recipe | | Cost Of Each |
| Quantity | Unit | Edible Yield | Quantity | Unit | | Unit | Cost | Unit | Cost | Ingredient |
| 0.5 | lb | 100.0% | 0.5 | lb | Carrot | 50# | 17.45 | lb | \$0.35 | \$ 0.18 |
| 0.75 | lb | 100.0% | 0.75 | lb | Napa Cabbage | 10# | 9.65 | lb | \$0.97 | \$ 0.72 |
| 0.75 | lb | 100.0% | 0.75 | lb | Romaine | | | lb | | \$ - |
| 0.33 | lb | 100.0% | 0.33 | lb | Red Bell Pepper | 11#'s | 85.35 | lb | \$7.75 | \$ 2.56 |
| 0.025 | lb | 100.0% | 0.025 | lb | Mint | 1# | 20.65 | lb | \$20.65 | \$ 0.52 |
| 2.625 | lb | 100.0% | 2.625 | lb | Chicken Breast | 20# | 3.21 | lb | \$0.16 | \$ 0.42 |
| 0.1875 | lb | 100.0% | 0.1875 | lb | Almond | 6# | 57.95 | lb | \$9.66 | \$ 1.81 |
| | | 100.0% | 0 | 0 | Black Sesame Seeds | 19oz | 9.88 | 0 | | \$ - |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - |
| 0.09375 | G | 100.0% | 0.09375 | G | Canola Oil | 6 G | 49.55 | G | \$8.26 | \$ 0.77 |
| 0.03125 | G | 100.0% | 0.03125 | G | Soy Sauce | 4 G | 31.85 | G | \$7.97 | \$ 0.25 |
| 0.03125 | G | 100.0% | 0.03125 | G | Rice Vinegar | 4 G | 31.15 | G | \$7.88 | \$ 0.25 |
| 0.05 | lb | 100.0% | 0.05 | lb | Sugar | 25# | 17.99 | lb | \$0.72 | \$ 0.04 |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - |
| | | | | | | Ingredient Cost, Total: | | | | \$ 7.51 |
| | | | | | | Scant Factor % | | 5.0% | | \$ 0.38 |
| Chef Notes: | | | | | | Recipe Cost, Initial | | | | \$ 7.89 |
| | | | | | | Portion Cost, Initial | | | | \$ 0.99 |
| | | | | | | Add Ons Cost | | | | \$ - |
| | | | | | | Add Ons Cost | | | | \$ - |
| | | | | | | Add Ons Cost | | | | \$ - |
| | | | | | | Plate/Batch Cost Final | | | | \$ 0.99 |
| | | | | | | Cost % to Achieve | | | | 25.0% |
| | | | | | | Required Sale Price | | | | \$ 3.94 |
| | | | | | | Actual Sale Price | | | | \$8.00 |
| NOTE: "Edible Yield %" can be determined by consulting "The Book of Yields" for said % otherwise, if not applicable, always leave at 100%, DO NOT DELETE these values | | | | | | Cost % - Actual | | | | 12.3% |
| | | | | | | Contribution Margin | | | | \$ 7.01 |
| | | | | | | Contribution Margin % | | | | 87.68% |

| Standard Recipe Costing Template for Individual and Batch Recipes | | | | | | | | | | | |
|--|------|---------------------------|-------------------|---------|-----------------------|------|------------------------|------|-----------------|------------|-------------|
| Menu Engineering and Inventory Analysis | | | | | | | | | | | |
| Recipe Name: | | Grilled Soy Chicken Salad | | | | | | | | | |
| Date of Development: | | | Standard Portion: | | | | Tool Used | | | | |
| Submitted By: | | Project Name: | | | CUL 230 FSOM | | | | | | |
| Yield for Recipe: | | 9 | | Author: | | | Jonathan Spaeth | | | | |
| Recipe Specifications: | | | Actual Usage | | Ingredient Being Used | | As Purchased-Invoice | | Cost per Recipe | | Cost Of Eac |
| Quantity | Unit | Edible Yie | Quantity | Unit | | Unit | Cost | Unit | Cost | Ingredient | |
| 6 | oz | 100.0% | 6 | oz | Bean Sprouts | oz | 0.22 | oz | \$0.22 | \$ 1.32 | |
| 6 | oz | 100.0% | 6 | oz | Frise | oz | 0.33 | oz | \$0.33 | \$ 1.98 | |
| 12 | oz | 100.0% | 12 | oz | Spinach | oz | 0.28 | oz | \$0.28 | \$ 3.36 | |
| 10 | oz | 100.0% | 10 | oz | Walnuts | lb | 10.56 | oz | \$0.66 | \$ 6.60 | |
| 4 | oz | 100.0% | 4 | oz | Sugar | lb | 0.65 | oz | \$0.04 | \$ 0.16 | |
| 0.35 | oz | 100.0% | 0.35 | oz | Cinnamon | lb | 22.36 | oz | \$1.40 | \$ 0.49 | |
| 0.175 | oz | 100.0% | 0.175 | oz | Cayenne | lb | 7.36 | oz | \$0.46 | \$ 0.08 | |
| 16 | oz | 100.0% | 16 | oz | Soy Chicken | lb | 3.99 | oz | \$0.25 | \$ 3.99 | |
| 6 | oz | 100.0% | 6 | oz | Soy Sauce | gal | 20.85 | oz | \$0.16 | \$ 0.98 | |
| 2 | oz | 100.0% | 2 | oz | Orange Juice | oz | 0.41 | oz | \$0.41 | \$ 0.82 | |
| 0.5 | oz | 100.0% | 0.5 | oz | Ginger | lb | 3.58 | oz | \$0.22 | \$ 0.11 | |
| 4 | oz | 100.0% | 4 | oz | Sesame Oil | oz | 0.49 | oz | \$0.49 | \$ 1.96 | |
| 14 | oz | 100.0% | 14 | oz | Canola Oil | lb | 0.72 | oz | \$0.05 | \$ 0.63 | |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - | |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - | |
| | | 100.0% | 0 | 0 | | | | 0 | | \$ - | |
| | | | | | | | Ingredient Cost, Total | | | \$ 22.48 | |
| | | | | | | | Scant Factor % | | 0.0% | \$ - | |
| Chef Notes: | | | | | | | Recipe Cost, Initial | | | \$ 22.48 | |
| | | | | | | | Portion Cost, Initial | | | \$ 2.50 | |
| | | | | | | | Add Ons Cost | | | \$ - | |
| | | | | | | | Add Ons Cost | | | \$ - | |
| | | | | | | | Add Ons Cost | | | \$ - | |
| | | | | | | | Plate/Batch Cost Final | | | \$ 2.50 | |
| | | | | | | | Cost % to Achieve | | | 30.0% | |
| | | | | | | | Required Sale Price | | | \$ 8.33 | |
| | | | | | | | Actual Sale Price | | | \$ 8.00 | |
| NOTE: "Edible Yield %" can be determined by consulting "The Book of Yields" for said % | | | | | | | Cost % - Actual | | | 31.2% | |
| otherwise, if not applicable, always leave at 100%, DO NOT DELETE these values | | | | | | | Contribution Margin | | | \$ 5.50 | |
| | | | | | | | Contribution Margin % | | | 0.687759 | |