

# THE MENU

## DRIVES YOUR BUSINESS

PRESENTED BY

*Health*•e 



- Housekeeping: Session will be recorded
- Introductions
- Linsey and Lynn: Menu Drives Your Business
- Q&A: Send your questions into Zoom Q&A Box (*not* Chat box)
- Wrap Up





**Linsey LaPlant, MS, RDN**

Regional Sales Manager



**Lynn Shavinsky, SNS**

Regional Sales Manager



## Poll Question:

Are you serving more, less, or the same as normal?



**This year, it is  
easy to feel out  
of control.**



How do you get through this safely?

**Focus on the one thing that  
impacts all decisions.**

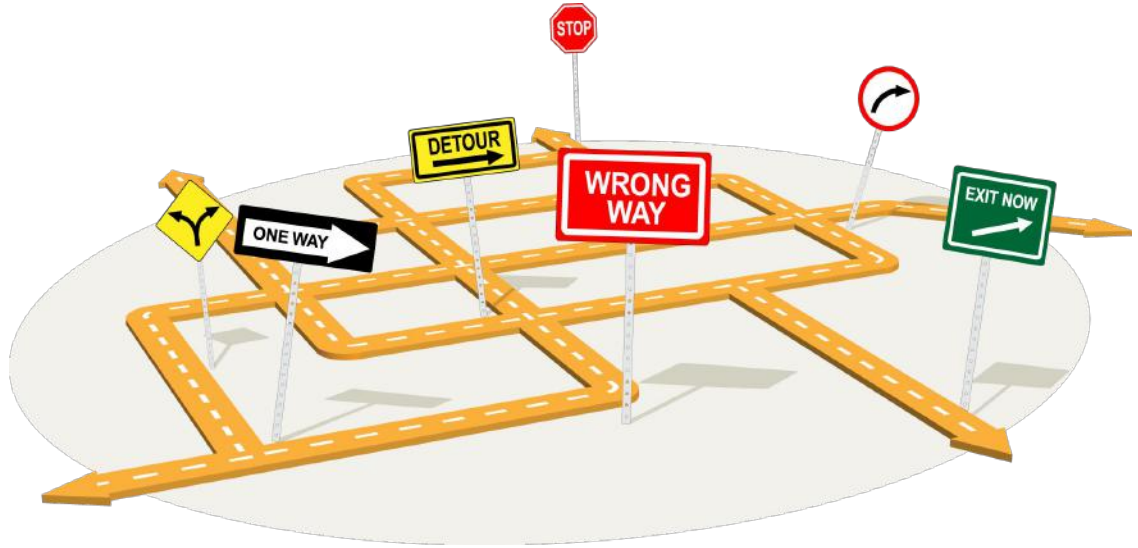


# The Menu



05	06	07	08	09
<b>Entree</b> <hr/> Cheesy BreadStick Bites w/ Marinara Yogurt & Colby Jack Cubes & Strawberry Crisp Bar	<b>Entree</b> <hr/> Cheeseburger Fresh Ham & Cheddar Salad	<b>Entree</b> <hr/> Chicken Rotini Pasta w/ Garlic Toast Grilled Turkey Ham & Cheese Sandwich	<b>Entree</b> <hr/> Beef Nachos Chicken, Ranch, and Cheese Flatbread	<b>Entree</b> <hr/> Chicken Sandwich Green Leaf Caesar Chicken Salad
<b>Vegetables</b> <hr/> Baby Carrots Green Leaf Lettuce & Tomato Salad	<b>Vegetables</b> <hr/> Smiley Potatoes Tomato Soup Green Leaf Lettuce & Tomato Salad	<b>Vegetables</b> <hr/> Tomato and Cucumber Salad Three Bean Salad	<b>Vegetables</b> <hr/> Refried Beans Golden Corn	<b>Vegetables</b> <hr/> Green Leaf Burger Salad Oven Roasted Sweet Potatoes
<b>Fruit</b> <hr/> Fruit Cocktail	<b>Fruit</b> <hr/> Fresh Pear Sliced Peaches Fresh Grapes	<b>Fruit</b> <hr/> Mandarin Oranges	<b>Fruit</b> <hr/> Sliced Pears	<b>Fruit</b> <hr/> Frozen Paradise (Dragon) Punch Slush
<b>Milk</b> <hr/> 1% White Milk Fat Free White Milk	<b>Milk</b> <hr/> 1% White Milk Fat Free White Milk	<b>Milk</b> <hr/> 1% White Milk Fat Free White Milk	<b>Milk</b> <hr/> 1% White Milk Fat Free White Milk	<b>Milk</b> <hr/> 1% White Milk Fat Free White Milk
<b>Misc.</b> <hr/> Light Ranch Dressing	<b>Misc.</b> <hr/> Mayonnaise Ketchup			<b>Misc.</b> <hr/> Ketchup Mayonnaise Mustard Packet

- Prep
- Service
- Staffing
- Paperwork
- Exhaustion





**Start with the rules of the road.  
Expenses are covered by income.  
Federal, State, and Local rules.**





**Set Your Meal Maximum =**

Reimbursement + Commodity + State + Benefit

***Or***

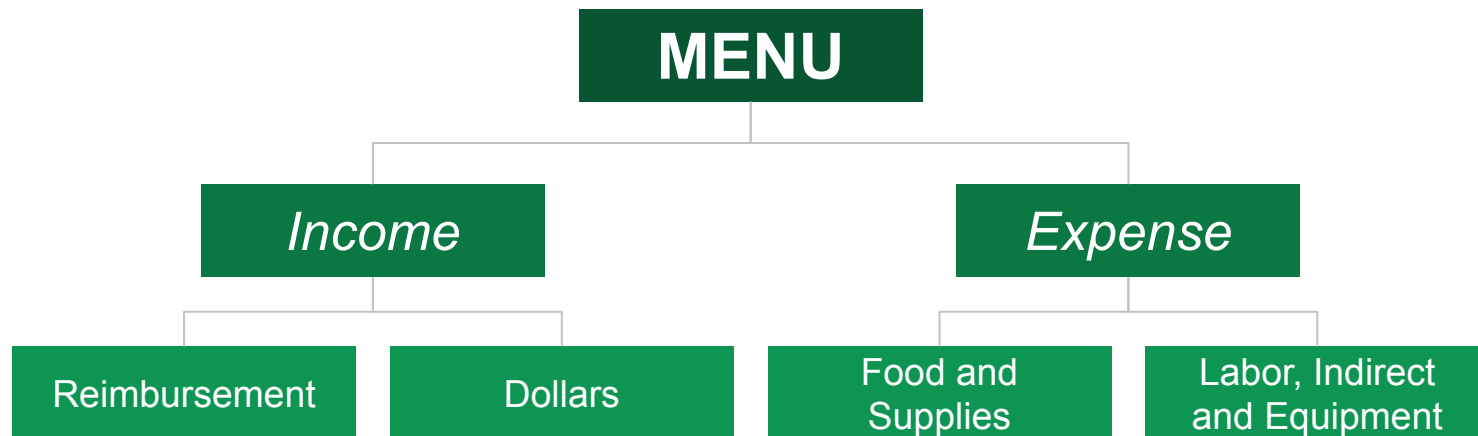
Total Income / Total Meal Equivalents



# Poll Question:

Are you using NSLP or SFSP?





# Expenses



- **Identify Cost**
- **Create Accessible & Comparable Reports**
- **Analyze & Adjust Menu**



# Food Expense



- Identify Cost
- Compare Each Cost

#### Costing Data

Cost Per Serving (Day): \$1.27  
Cost Per Serving (Week): \$1.53

Chicken Fajita Taco (2M/MA, 1WG)	1 Taco	\$1.29
Sandwich, Hot Ham & Cheese Croissant (2M; 2WG)	1 sandwich	\$0.83
Hash Brown Stacker w/ Beef (Gluten Free) USDA Recipes for Schools (1M, 1/4c S)	1 each	\$0.58
Loaded Baked Potato with 2 oz. Roll (2.25M; 2WG, 1c. S)	1 Potato	\$1.13







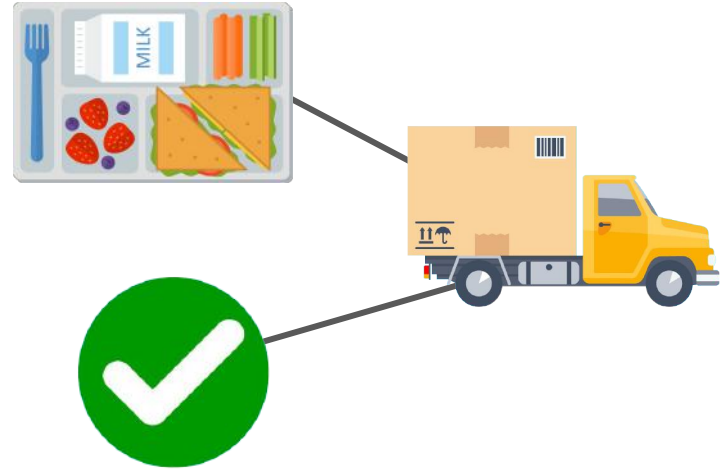
**Analyze & Adjust  
overall Food Cost**

**Industry Standard  
for food is 35-45% of  
total expense**



# Menu Decisions

- Type of Service & Foods
- Source
- Student Acceptance



28

WG Chicken Nuggets HS,  
(2M, 1WG), 745ct/cs, 106-  
7ct svgs/cs (HS)

Red Pepper Hummus

Celery Sticks

Fresh Grapes

Fat Free White Milk

Fat Free Chocolate Milk

29

Beefy Street Tacos

Roasted Sweet Potatoes  
and Peppers

Broccoli Florets

Sliced Peaches

1% White Milk

Fat Free White Milk

Fat Free Chocolate Milk

Fat Free Strawberry Milk  
50/cs

30

Mini Beef Steak Burger on  
WG Bun

Glazed Carrots

Romaine & Tomato Garden  
Salad

Sliced Peaches

Fresh Orange Smiles

Breadstick, Garlic, 168/36g,  
1WG

1% White Milk

Fat Free White Milk

Fat Free Chocolate Milk

Fat Free Strawberry Milk

1

Chicken Fajita Taco

Southern Seasoned Green  
Beans

Mexicali Salad

Fresh Apple

Fruit Cocktail

1% White Milk

Fat Free White Milk

Fat Free Chocolate Milk

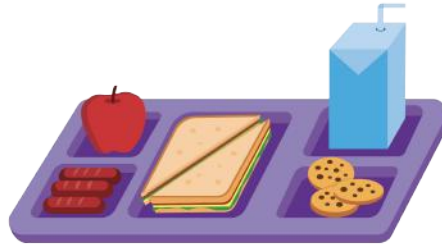
Fat Free Strawberry Milk  
50/cs



- Mon - quick
- Tue - thaw
- Wed - delivery
- Thu - fresh

# Menu Type

- Scratch
- Prepackaged
- Speed Scratch
- Bulk
- Combo



# Poll Question:

What kind of service are you doing?



# Scratch Impact

- Labor
- Equipment
- Preference
- Food



# Cost Of Scratch Recipe



## Cilantro Lime Chicken Taco Salad

Lunch Entree

Ingredients	Quantity
Lettuce, cos or romaine, raw	1/2 c. shredded
Cheese, Cheddar, Yellow, Reduced Fat, Shredded	1/2 oz.
Tomatoes, red, ripe, raw, year round average	2 Tbsp. chopped or sliced
Tortilla chips, low fat, baked without fat	1 oz.
Beans, Black (Turtle), Low-sodium, Canned	2 Tbsp.
Chicken, Fajita Seasoned Strips, Cooked, Frozen	2 2/3 oz.
Corn, sweet, yellow, canned, vacuum pack, no salt added	2 Tbsp.
Lettuce, iceberg (includes crisphead types), raw	1/2 c. chopped
Avocados, raw, all commercial varieties	1/4 c. cubes
Cilantro Lime Dressing	2 each
Coriander (cilantro) leaves, raw	1/4 oz.
Garlic, raw	1/4 tsp.
Lime juice, raw	1 1/4 tsp.
Honey	1 tsp.
Spices, pepper, red or cayenne	1/4 tsp.
Oil, corn, industrial and retail, all purpose salad or cooking	1 Tbsp.
Spices, cumin seed	1/4 tsp. whole
Vinegar, distilled	1/3 tsp.



### Cilantro Lime Chicken Taco Salad

Serving Size: 1.00 container

Yield: 1.00

Cost Per Serving: \$0.00

### Nutrition Facts

Serving Size 1 container

Serving Weight 316.778 gm

- Contribution
- Portion
- Preference
- Cost





# Cost of Leftovers or Poor Planning



# Prepackaged Foods

- Labor
- Equipment
- Preference
- Food Items



# Bulk Service





# Food Source

- Local
- Commodity
- Processed
- Purchased



# USDA Foods

- Will you have enough?
- Can you still afford the commercial version?





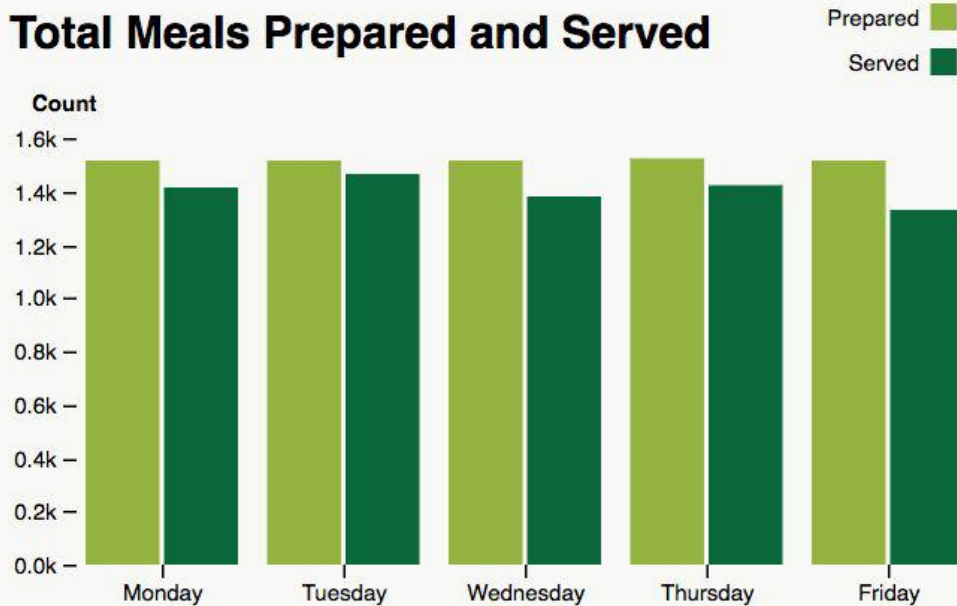
# Local



# Sourcing of Food



## Total Meals Prepared and Served



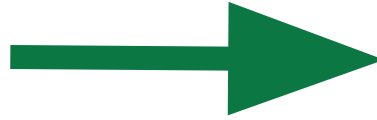
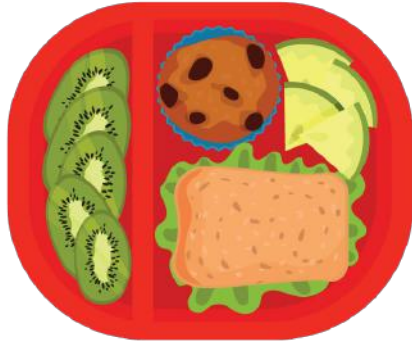
## Preference

- Acceptable
- Cost
- Usage
- Adjustment



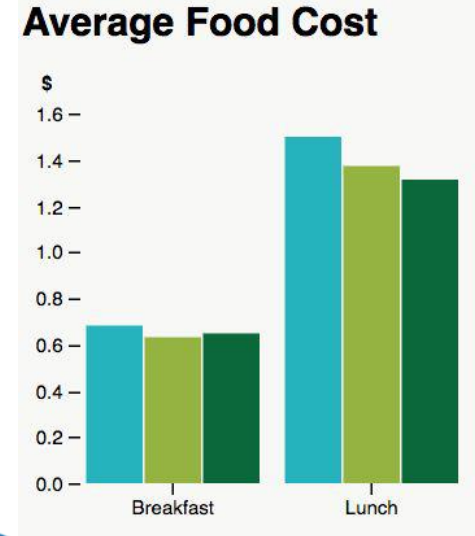


# Meal Service Influence



# Food Cost

- Menu Cost Baseline
- Evaluate Menu Items
- Analyze Total Food Cost



# Supply Expenses

- Disposables
- Packaging
- PPE
- Single Use

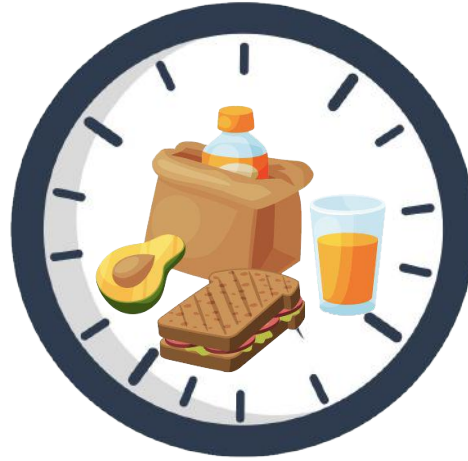


# Labor

- Greatest Expense
- Driven by Menu
- 55% of Expense
- Total and Per Hour Expense



# Meals Per Labor Hour



# Poll Question:

What's your current MPLH?



## Staffing Guidelines for On-Site Production

Number of Meal Equivalents	Meals Per Labor Hour for Low and High Productivity			
	Conventional System MPLH		Convenience System MPLH	
	Low	High	Low	High
Up to 100	8	10	10	12
101 – 150	9	11	11	13
151 – 200	10-11	12	12	14
201 – 250	12	14	14	15
251 – 300	13	15	15	16
301 – 400	14	16	16	18
401 – 500	14	17	18	19
501 – 600	15	17	18	19
601 – 700	16	18	19	20
701 – 800	17	19	20	22
801 and up	18	20	21	23

**Source:** Pannell-Martin, D. & Boettger, J. (2014). *School food & nutrition service management for the 21st century* (6th ed.). Aiken, South Carolina: Author.

- A conventional system is the preparation of some foods from raw ingredients on premises (e.g., using some baked goods, prepared pizza, and washing the dishes).
- A convenience system is using maximum amount of processed foods (e.g., using all baked goods, precooked chicken, ready-to-serve raw fruits and vegetables, portion-packed condiments, and washing only trays and using disposable dinnerware).

# MPLH offers standards for comparison



# Meals Per Labor Hour Calculation

Meal Equivalents  
Divided By  
Paid Labor Hours







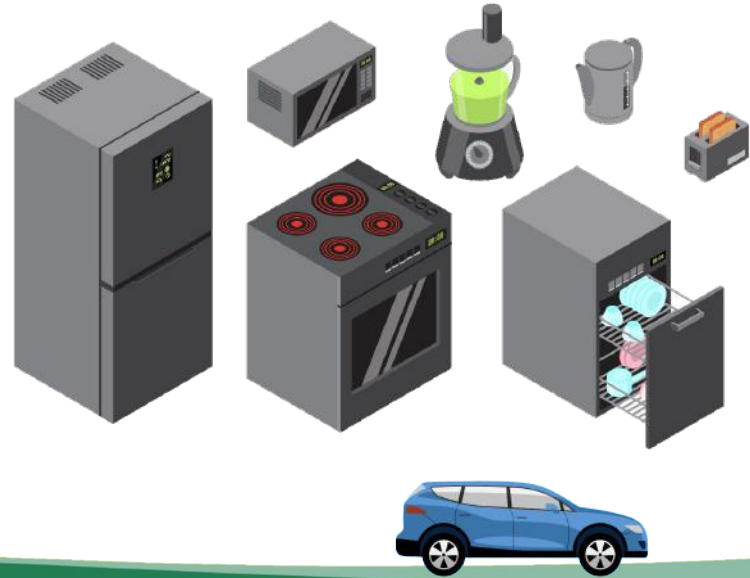
# Labor Adjustments

Labor may change  
significantly with  
menu changes



# Equipment

Necessary based upon  
the type of meals you  
are serving

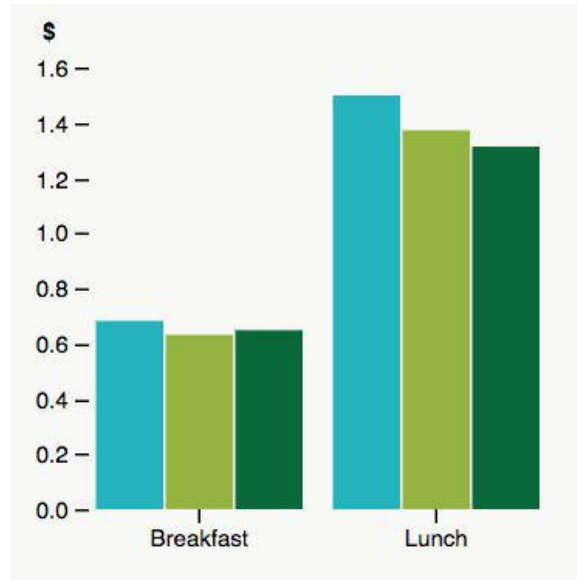


# Indirect Expenses



# An Example





# Expenses



# Income

- Participation
- Direct Income



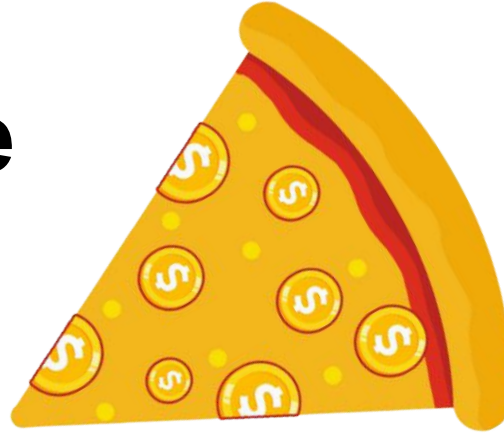
# Poll Question:

Are you able to do a la carte sales right now?



# Direct Income

From a la Carte and  
Non-Program Foods





# Participation



# How Many Meals Are Enough?



07	08
<b>Entree</b> <hr/>	<b>Entree</b> <hr/>
Crispy Chicken Nuggets	Chicken Sandwich
<b>Vegetables</b> <hr/>	<b>Vegetables</b> <hr/>
Baby Carrots	Green Leaf Burger Salad
<b>Fruit</b> <hr/>	<b>Fruit</b> <hr/>
Mixed Fruit Cocktail Pre-K	Watermelon Craisins
<b>Milk</b> <hr/>	<b>Milk</b> <hr/>
1% White Milk	1% White Milk
Fat Free White Milk	Fat Free White Milk
<b>Misc.</b> <hr/>	<b>Misc.</b> <hr/>
Ketchup	Ketchup
	Mayonnaise

# The Menu





**What menu  
items are  
driving?**





Hamburger	17	0.58%	\$0.32	9.67%	High	Low	Puzzle
Hot & Spicy Chicken Burger	630	21.66%	\$0.95	28.70%	Low	High	Workhorse
Hot and Spicy Boneless Wings	380	13.07%	\$0.80	24.17%	High	High	Rockstar
Hot and Spicy Fish Sandwich	25	0.86%	\$0.76	22.96%	High	Low	Puzzle
Mandarin Orange Chicken w/ white rice	285	9.80%	\$0.44	13.29%	High	High	Rockstar
Mozzarella Cheese Filled BreadStick Bites w/ Marinara, CN.5M, .5WG	82	2.82%	\$1.08	32.63%	Low	Low	Dog
Nardone's Pepperoni Pizza	147	5.06%	\$0.57	17.22%	High	High	Rockstar
Pepperoni Pizza Wild Mike's	38	1.31%	\$1.04	31.42%	Low	Low	Dog
Philly Cheesesteak Pizza	20	0.69%	\$0.64	19.34%	High	Low	Puzzle
Pizza Crunchers w/ Marinara	175	6.02%	\$0.89	26.89%	High	High	Rockstar

# What menu items are driving?





# Example



# Is Popular a Problem?





- Mirrors
- Road Signs
- Distractions
- Others





# Use The Tools



<https://theicn.org/resources/815/key-performance-indicators/109304/essential-kpi-interactive-spreadsheet.xlsx>



# THE MENU SAVES YOUR BUSINESS



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# Questions?



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<https://www.healthepro.com/project/the-menu-drives-your-business-crediting/>

