

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.**

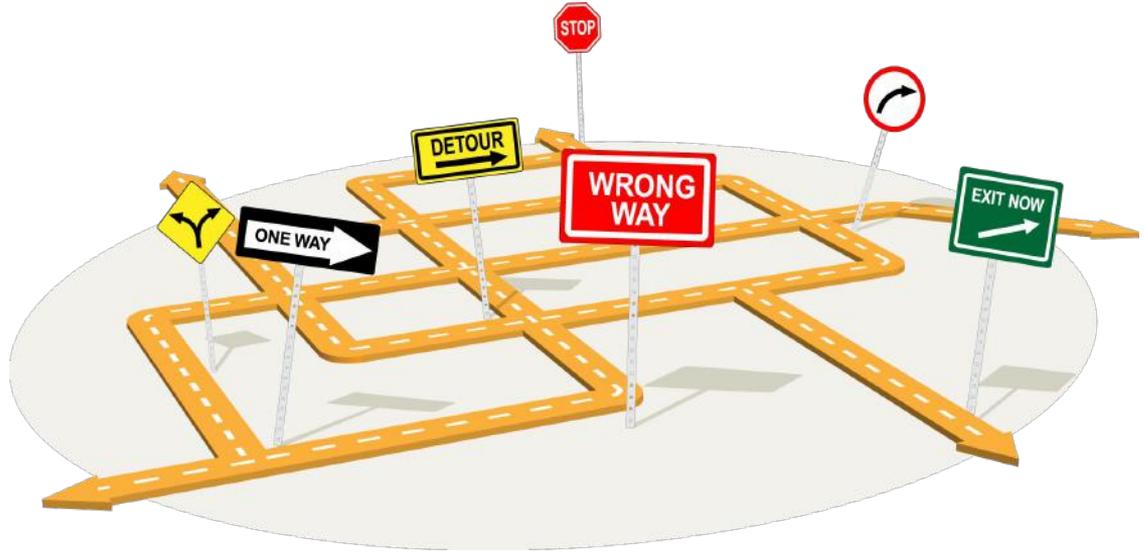


The Menu



05	06	07	08	09
<p>Entree</p> <ul style="list-style-type: none"> Cheesy BreadStick Bites w/ Marinara Yogurt & Colby Jack Cubes & Strawberry Crisp Bar <p>Vegetables</p> <ul style="list-style-type: none"> Baby Carrots Green Leaf Lettuce & Tomato Salad <p>Fruit</p> <ul style="list-style-type: none"> Fruit Cocktail <p>Milk</p> <ul style="list-style-type: none"> 1% White Milk Fat Free White Milk <p>Misc.</p> <ul style="list-style-type: none"> Light Ranch Dressing 	<p>Entree</p> <ul style="list-style-type: none"> Cheeseburger Fresh Ham & Cheddar Salad <p>Vegetables</p> <ul style="list-style-type: none"> Smiley Potatoes Tomato Soup Green Leaf Lettuce & Tomato Salad <p>Fruit</p> <ul style="list-style-type: none"> Fresh Pear Sliced Peaches Fresh Grapes <p>Milk</p> <ul style="list-style-type: none"> 1% White Milk Fat Free White Milk <p>Misc.</p> <ul style="list-style-type: none"> Mayonnaise Ketchup 	<p>Entree</p> <ul style="list-style-type: none"> Chicken Rotini Pasta w/ Garlic Toast Grilled Turkey Ham & Cheese Sandwich <p>Vegetables</p> <ul style="list-style-type: none"> Tomato and Cucumber Salad Three Bean Salad <p>Fruit</p> <ul style="list-style-type: none"> Mandarin Oranges <p>Milk</p> <ul style="list-style-type: none"> 1% White Milk Fat Free White Milk 	<p>Entree</p> <ul style="list-style-type: none"> Beef Nachos Chicken, Ranch, and Cheese Flatbread <p>Vegetables</p> <ul style="list-style-type: none"> Refried Beans Golden Corn <p>Fruit</p> <ul style="list-style-type: none"> Sliced Pears <p>Milk</p> <ul style="list-style-type: none"> 1% White Milk Fat Free White Milk 	<p>Entree</p> <ul style="list-style-type: none"> Chicken Sandwich Green Leaf Caesar Chicken Salad <p>Vegetables</p> <ul style="list-style-type: none"> Green Leaf Burger Salad Oven Roasted Sweet Potatoes <p>Fruit</p> <ul style="list-style-type: none"> Frozen Paradise (Dragon) Punch Slush <p>Milk</p> <ul style="list-style-type: none"> 1% White Milk Fat Free White Milk <p>Misc.</p> <ul style="list-style-type: none"> 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

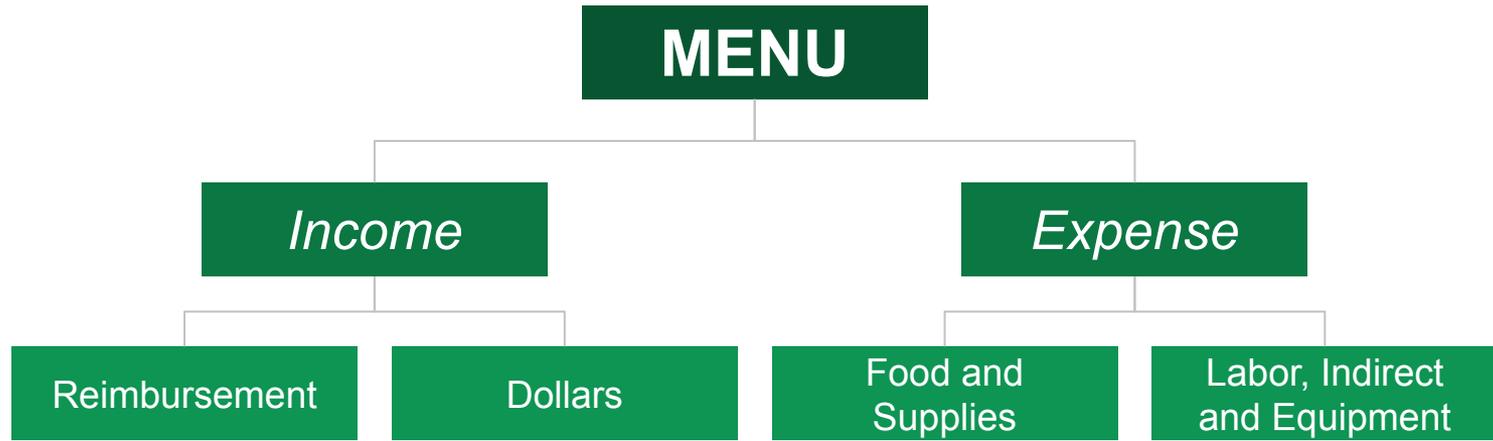
Total Income / Total Meal Equivalents



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





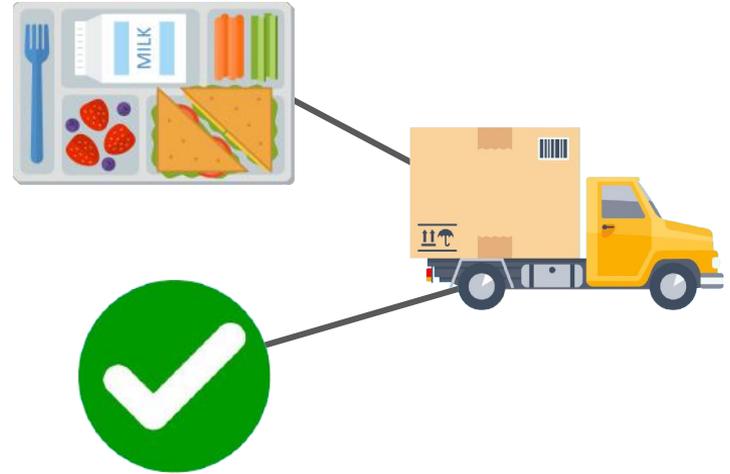
**Analyze & Adjust
overall Food Cost**

**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

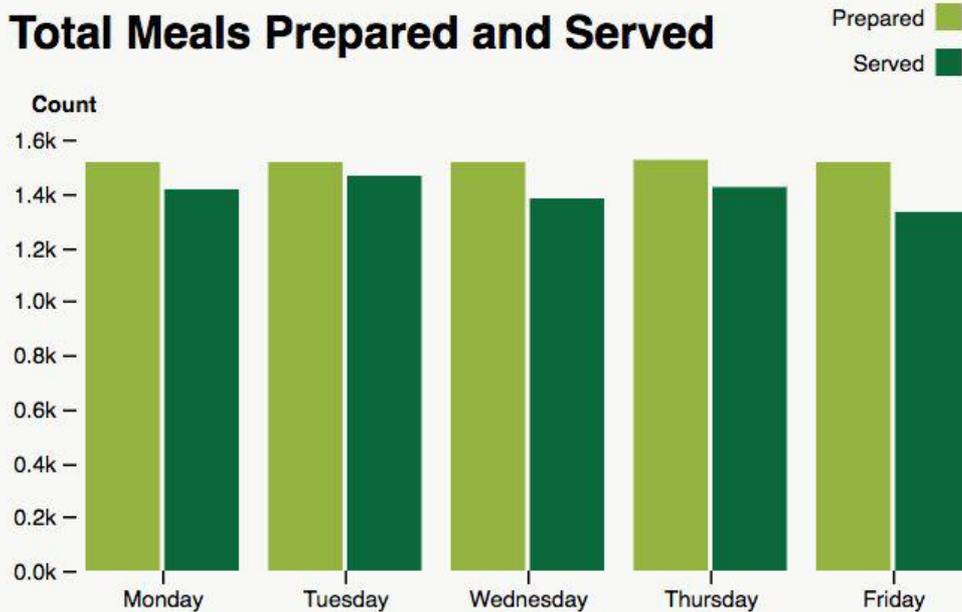




Sourcing of Food



Total Meals Prepared and Served

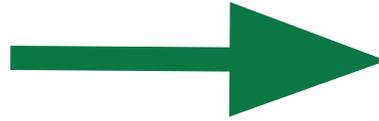
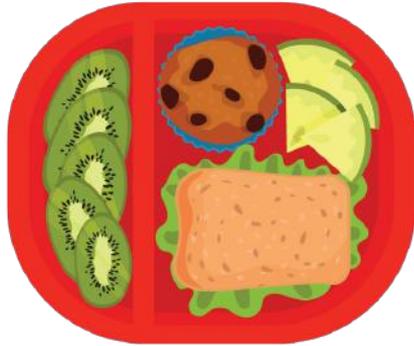


Preference

- Acceptable
- Cost
- Usage
- Adjustment

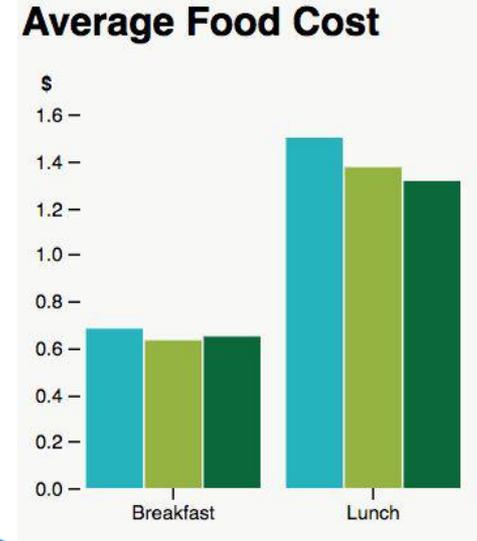


Meal Service Influence



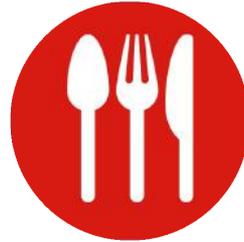
Food Cost

- 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.

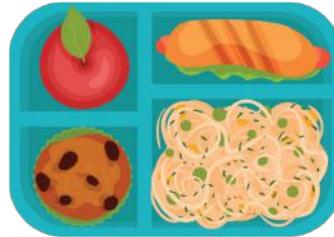
- A conventional system is the preparation of some foods from raw ingredients on premises (e.g., using some baked goods, prepared pizza, and washing the dishes).
- A convenience system is using maximum amount of processed foods (e.g., using all baked goods, precooked chicken, ready-to-serve raw fruits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





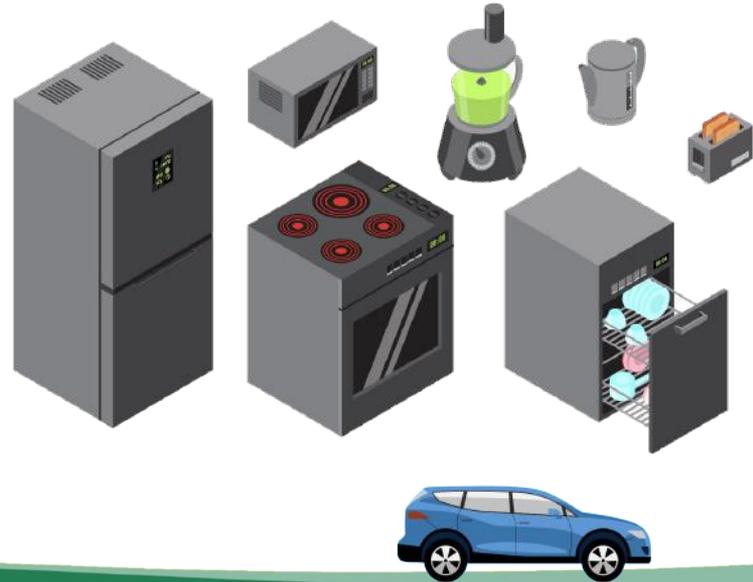
Labor Adjustments

Labor may change significantly with menu changes



Equipment

Necessary based upon
the type of meals you
are serving



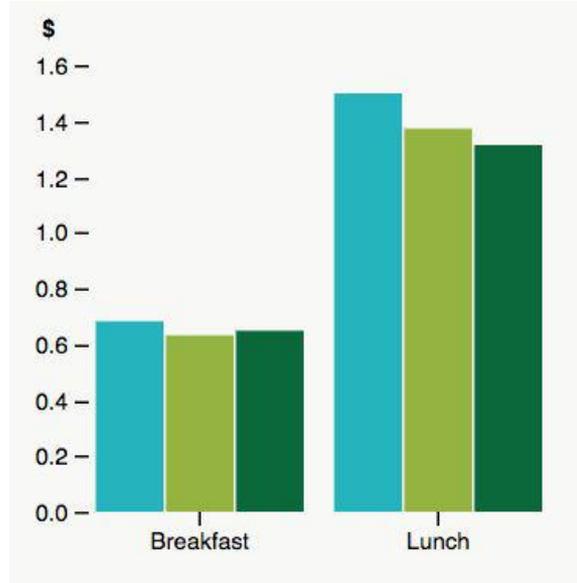
Indirect Expenses





An Example





Expenses



Income

- Participation
- Direct Income



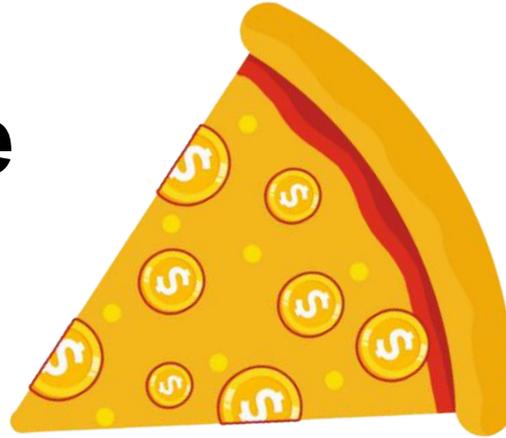
Poll Question:

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

Entree

Crispy Chicken Nuggets

Vegetables

Baby Carrots

Fruit

Mixed Fruit Cocktail Pre-K

Milk

1% White Milk

Fat Free White Milk

Misc.

Ketchup

08

Entree

Chicken Sandwich

Vegetables

Green Leaf Burger Salad

Fruit

Watermelon Craisins

Milk

1% White Milk

Fat Free White Milk

Misc.

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?



Linsey LaPlant, MS, RDN

linsey@healthepro.com

800.858.4856 ext. 105



Lynn Shavinsky, SNS

lynn@healthepro.com

800.858.4856 ext. 106

www.healthepro.com



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