Plate cost and menu pricing worksheet

Cost the ingredients on one plate, write the menu price, and calculate the cost percent. Do this before you add or reprice a dish.

This sheet does not give you a target cost percent. Write your own target, then see whether the plate and the price fit.

Location _____ Menu item _____ Date _____ Completed by _____

Portion or yield _____

1. Ingredients

Ingredient	Qty	Unit	Unit cost ($)	Line cost ($)

Line cost = Qty × Unit cost. Include garnish and sides that go on the plate.

2. Plate cost and price

Plate cost ($) _____ Menu price ($) _____ Cost % _____

Plate cost = sum of line costs. **Cost %** = Plate cost ÷ Menu price × 100.

3. Your target (you fill this in)

Our target cost % _____ Menu price at that target ($) _____

Menu price at that target = Plate cost ÷ (target cost % ÷ 100). If the current menu price is below that figure, the cost percent is above your target. Decide whether to change the portion, an ingredient, or the price.

EXAMPLE ONLY — NOT A REAL MENU ITEM, NOT A RECOMMENDED COST PERCENT, AND NOT A DAILYGM TARGET OR INDUSTRY BENCHMARK

Roast chicken plate (illustrative numbers)
Chicken, 8 oz × $0.45 = $3.60
Potatoes, 6 oz × $0.12 = $0.72
Green beans, 4 oz × $0.18 = $0.72
Pan sauce, 2 oz × $0.35 = $0.70

Plate cost $5.74. Menu price $26.00.
Cost % 22.1% ($5.74 ÷ $26.00 × 100).
The 22.1% is only the arithmetic of this example. Do not treat it as a target. Leave your own target blank in section 3 until you write one in.

4. What you'll change

Change (portion, ingredient, or price)	Owner	By when