

FOODIE

AT THE HEART OF FOOD & SERVICE™

BURGERS MEAN BUSINESS



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Sysco Brands Featured in this issue:



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Bank on BURGERS

You don't have to be a burger concept to put a big juicy cheeseburger on your menu. In fact, burgers play in just about every type of operation from food trucks to fine dining because of their familiarity and comfort factors. And when approached correctly, can be one of the most profitable items on the menu.

TIP #1 Cross Utilize Ingredients

Building burgers from ingredients you already purchase is one of the most economical ways to approach a burger. Look at produce items you are already ordering for other areas of your menu and see if they make great toppings for a burger. And when it comes to burgers, you don't have to be limited to beef as a protein. If you are currently menuing chicken, lamb, pork or game you can grind them up to make house blends for an upscale burger application.

TIP #2 The Meat of the Matter

Evaluating your base costs starts with the patty, which generally accounts for the biggest percentage of your food cost for a burger. From there, look to see where and how to keep the food cost in check to maintain your price point and be profitable. For instance, if you add a few extra cents in seasoning your patties or upgrading your mayo to an aioli, you command 30 to 40 cents more per burger.

TIP #3 Position for Profit

Converting on the sale of a burger not only requires knowing your customer base but also understanding how to market to them. Something as simple as dressing up your menu descriptions to provide extra detail can make a big impact on moving more burgers.

TIP #4 Know Your Customer

It's not just about leaving a good taste in your customer's mouth; it's about knowing your customer and the competition. Customers will spend more and visit more frequently if they feel like they are getting a dining experience they cannot get anywhere else. Experiment with out of the box toppings that address customer cravings for something extraordinary.

Visit **Foodie.Sysco.com** to find recipes and more burger inspiration.

PATTY MONIUM!



Know which burger patty solution is right for your business

When it comes to burgers, it's all about the beef. Choosing the right blend of meat for this critical menu item is a must. A great burger will stand out from the crowd.

Luckily, Sysco's **Fire River Farms** brand offers a wide range of fresh and frozen ground beef options and the expertise to help you select the right product for your operation.

Find the Summer Haze Burger with Lemon Thyme Fries recipe on [Foodie.Sysco.com](https://www.foodie.sysco.com)

Ask your Marketing Associate how Sysco can help deliver the right **Fire River Farms** products to help you create your best burger.

Hand crafted patties

are an option for your operation if you have the skilled labor in your back of house. By selecting one of the many bulk ground blends from *Fire River Farms*, you can create a truly original and customized burger offering. Depending on the desired lean to fat ratio you are looking for (81% lean to 19% fat is the most common in retail and foodservice), we offer ground beef, ground chuck, ground sirloin and ground round to cover all options. Customize your burger blend with seasonings of your choice for a truly unique burger patty.

If pre-formed patties are more in line with your operation, there are many ways to go when selecting the right patty. **Fresh Beef Patties** are juicy, flavorful and ready for the grill or flattop. USDA inspected and Sysco QA approved, fresh patties offer a variety of benefits including consistent size and cook time. Not only are pre-formed patties a labor-saving option, they require less handling which reduces the chance for cross contamination in the kitchen.

Juicy, flavorful and a great value, fresh patties are ideal for an operator with a substantial burger program because the product will move quickly.



RAW FROZEN BEEF PATTIES

are another great option that offers inventory control and longer shelf life. **Individually Quick Frozen (IQF) patties** are made to be cooked from a frozen state. Sysco Senior Director Culinary Development and Corporate Executive Chef Neil Doherty says, "If you are cooking a 4 oz patty on a flattop then cooking from frozen will work. If you are cooking a bigger patty on a grill you will want to temper the patties in the refrigerator for about an hour before service. This light thaw will keep the surface of the patty from blistering while the patty cooks through."

FULLY COOKED BEEF PATTIES

are also an option in the *Fire River Farms* assortment. The flame-seared cooking process locks in moisture for a delicious, juicy patty. Perfect for bulk feedings, cafeterias, and concession establishments with limited cooking equipment, these heat and serve patties increase speed of service, reduce food safety concerns, provide 100% yield and do not require much labor at all. They can be prepared in a microwave, flattop, chargrill, oven or broiler. Dress up with a toasted bun, melted cheese, condiments and fresh produce.



A great patty calls for a great bun. Our **Baker's Source** brand offers a variety of options including on-trend selections like brioche, Hawaiian, pretzel and more!

CLASSIC SEASONED BEEF PATTIES offers better performance, texture and taste. Made with a *Natural Texture Forming™*, a new technology that helps create an unbelievable tender and juicy patty – this option is a great alternative to hand-formed patties. The frozen, lightly seasoned 100% beef patties are great for heat and hold applications.



**FIRE RIVER
FARMS®**

At Fire River Farms, we partner with farms and ranchers to enable great dining experiences across the foodservice spectrum. Whether served as a burger or as an ingredient in another mouthwatering dish, our extensive offering of fresh and frozen ground beef delivers on our promise— simply delicious beef, high quality and premium blends. Our rigorous standards of excellence extend from the pastures that nourish our cattle to our industry-leading cold supply chain solutions.

Make the Most of your Menu

Establishing strategic menu prices can be difficult, especially if you don't know what to take into consideration when costing dishes. Do you base your prices strictly off food costs? Customer-perceived value? Overhead costs? Our Sysco Menu Services team knows the key to any pricing strategy is found by calculating the exact cost of a menu item. Breaking down the recipe (or plate served) will give you the basis for developing your sell price.

Food Cost Percentage

Sell Price based on a Cost Percentage

Traditionally, menu pricing was determined by multiplying the food cost by three. As general rule, food costs should average approximately 30% of menu prices (33% is the industry standard for cost percentage), depending on the type of establishment.

Food Costs Vary

Depending on the type of item, food costs will vary. Generally, soups, appetizers, desserts and alcoholic beverages will have lower cost percentages than items like steaks, lobster and other premium entrées. This isn't a bad thing, but keep in mind the food cost percentage is only one factor to consider when pricing items.

Higher Price Points

Fine dining establishments command higher price points than fast-casual concepts and typically use premium ingredients, which means they'll have higher food costs (around 35%). On the other hand, a pizza restaurant may consistently achieve a food cost of 20%.

Example: Price by %

A chicken entrée with a recipe cost of \$4 and a goal of 33% food cost would be priced at \$12. All looks good – but wait! Are you leaving profit on the table? What is your customer willing to pay? What price is competitive in your market? There's more to pricing a menu item than food cost percentage!

Food Cost Margins

It helps if you find the sweet spot with your margins – the average profit contribution by menu items within a certain category. For example, if you determine you should net an \$8 profit on all entrées, and you have the food costs already determined, it's easier to price a dish for profit. You'll want to make sure the price is competitive in your market, and the perceived value of the dish meets expectations at that price.

Example

An entrée that costs \$5.92 to make (food cost) would then be priced on a menu at \$13.95 (food cost + margin).

TIP: You'll notice that food cost margin focuses on profit rather than food cost percentage. Knowing both pieces of information gives you the ability to make the most informed decision and price new menu items accordingly. Remember, you take profit to the bank – not percentages.

Additional Expenses

Think beyond ingredient costs and take into consideration the cost of labor, giveaways, food waste, and spoilage. All of these factors affect your bottom line and menu pricing.

Menu Item	Food Cost	Profit	Margin %
Appetizers (1)	\$1.17	\$1.00	46%
Salads (1)	\$1.17	\$1.00	46%
Entrées (1)	\$1.17	\$1.00	46%
Desserts (1)	\$1.17	\$1.00	46%
Beverages (1)	\$1.17	\$1.00	46%
Alcoholic (1)	\$1.17	\$1.00	46%
Non-Alcoholic (1)	\$1.17	\$1.00	46%
Other (1)	\$1.17	\$1.00	46%
Subtotal	\$1.17	\$1.00	46%
Total	\$1.17	\$1.00	46%

Sysco | Studio – What If Calculator

How do the items in each category of the menu stack up against each other? What happens if you change a price or increase sales of an item? See live results so you can better plan how to address concerns about your menu pricing or food cost.

Make the Most of your Menu

Historical Data

Sysco's Menu Services team recommends that you look over your menu prices quarterly. Take note of menu pricing and how your bottom line was affected when planning your next set of changes. Are you keeping up with inflation and the rising cost of food, supplies, and operational expenses?

When costing menu items and establishing your profit margins, you'll want to keep these additional considerations in mind:

- Menu items that are in high demand give you more room to play with pricing
- Extras (condiments and sides) should have their own pricing guidelines
- Portion sizes should be consistent to ensure accuracy in profits and customer expectation
- Having a properly trained staff can make all the difference in maintaining food costs and achieving your bottom line
- Regular monitoring of inventories and item sales counts will produce accurate food costs and allow you to make strategic pricing decisions

Volatility

Volatile items are susceptible to sudden (and sometimes extreme) price fluctuations, and thus, menu dishes with volatile ingredients should be kept to seasonal and limited menus. Be mindful of these ingredients and the dishes that commonly use them.

Alternative Ingredients

Raising menu prices should not always be your first plan of action. When looking at food costs and margins, evaluate the ingredients used in a dish. A lot of times, you'll be able to swap out a more affordable ingredient or make the portion smaller. If not, then look at raising prices for that menu item.

Competitive Pricing

As a good practice, you should always be watching the competitive landscape. Go to competitor's restaurants to take note of their menu, pricing, presentation, and portioning. All of these factors impact customers' value perception and their willingness to pay for items.

Price Smart

Don't feel you have to raise every price whenever you revise your menu. Don't apply a general 5% increase; adjust only those items that need it – up or down – to attain the desired outcome. Even correcting just one popular menu item can have a huge effect on your bottom line.

Sysco® | MENU SERVICES

Sysco's Menu Services team members are certified menu consultants from the University of Houston, Conrad N. Hilton College of Hotel and Restaurant Management, which is consistently ranked among the top hospitality programs in the world. Our team of experts in menu analysis and engineering work with customers every day to uncover opportunities in menus that will help drive bottom line sales growth.

Interested in learning more about how the Menu Services team can support your business goals?
Ask your marketing associate for more details.

Baker's[®]
source

READY TO TAKE YOUR BURGER TO THE NEXT LEVEL?

Popular Brioche buns are packed with a rich, moist, and buttery flavor that complements the juiciest burgers. Plus, these distinctly delicious buns look as great as they taste, creating a remarkable presentation on the plate.

