

## Is your chef having a bad day?

**It could be costing you thousands £'s**

**Do you really know what goes on in your kitchen – I mean REALLY know on a daily basis or do you wait till the figures are back from the accountant to b\*\*\*ock the chef about less than desired margins.**

Waiting for the figures to find out what's been happening is too late you can be greeted with all the excuses under the sun ... I need another chef / combi oven / more hours in the day / decent staff / different menu / food prices have gone up – what ever the excuse it's still TOO LATE to claw back any of the lost profit that's disappearing into the ether.

**The reality is it's all about business basics. In order to sell something for a PROFIT you need to know exactly what it COSTS you.** That's easy for commodities such as bottles and measures of drink. They are consistently bought and sold in specific measures - with food there are so many variables with every dish being a complex 'cocktail' of many component parts. Even more reason to apply the same business discipline to the food we sell on our menus!

**The simple truth is that proper portion control, product purchasing and accurate costings gives you consistency and bigger profits.**

Here's what could be happening in your kitchen if your chef is having a bad day – on just this one dish you could be making another £5k a year when chef's having consistently good days! The crying shame is that your customers will be in blissful ignorance of either, you bank manager on the other hand won't!



1 floured bap	11p
6 oz home made beef burger patty	36p
3 little gem lettuce leaves	15p
2 slices of beef tomato	24p
1 slice of red onion	4p
1 tablespoon of mayonnaise	15p
1 x 2 oz slice cheddar cheese	26p

COST	£1.31
<b>GROSS PROFIT £3.65</b>	<b>73%</b>
SALES	10 a day
WEEKLY GP FROM DISH	£255.50
ANNUAL GP FROM DISH	£13,286

**£5,242 More GP**  
When chef is having a good day



1 ciabatta	26p
- we forgot to order floured baps	
8 oz home made beef burger patty	48p
- can't find the burger ring to measure	
1 little gem lettuce - new girl on garnish	50p
2 slices of beef tomato	25p
1 tomato garnish - new girl	10p
1 slice red onion - ran out had to get some from the corner shop	8p
2 tablespoons of mayonnaise - forgot how much it should be	30p
2 slices of Emmental - couldn't find the cheddar this'll do - its got holes in so put in extra	78p

COST	£2.75
<b>GROSS PROFIT £2.21</b>	<b>45%</b>
SALES	10 a day
WEEKLY GP FROM DISH	£154.70
ANNUAL GP FROM DISH	£8,044