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COURSE BROCHURE

Menu Engineering and Food Cost Analysis Training Course

21 – 25 March 2027
Doha

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Registered in the United Kingdom and Saudi Arabia

Menu Engineering and Food Cost Analysis Training Course

Ref: 2784_106624 **Date:** 21 – 25 March 2027 **Location:** Doha **Fees:** 6500 GBP

Menu Engineering and Food Cost Analysis is a 1-week training course for restaurant managers, chefs and food and beverage cost controllers, who build a costed menu engineering worksheet. As ingredient prices swing and guests compare menus online before they book, every dish has to earn its place on the page. Jupiter Prime Training runs this Menu Engineering and Food Cost Analysis course.

Why Menu Engineering and Food Cost Analysis Matters Now

Two pressures shape menu decisions today, alongside owners who expect each outlet to explain its gross profit. Supplier prices for proteins, dairy and produce move faster than printed menus can follow, so stale recipe costs hide shrinking margins. Kitchen labour is scarce, which makes long, complex menus harder to execute consistently. Kitchens that cost recipes accurately protect margin without cutting quality; those that rely on habit keep unprofitable dishes and price by guesswork.

Who Gains Most from Menu Engineering and Food Cost Analysis

- Head and sous chefs who write standard recipes and set portion sizes
- Outlet and restaurant managers who decide menu layout, specials and price changes
- Food and beverage cost controllers who run stock counts, recipe cards and theoretical cost reports
- Purchasing staff who specify ingredients, negotiate supply and approve substitutions
- Catering supervisors in hospitals, schools and staff restaurants planning cyclical menus to a cost per cover

A chef and the outlet manager from the same kitchen gain most when they attend together.

Menu Engineering and Food Cost Analysis Capabilities

Participants move from a single recipe card to a whole menu read through margin and guest choice.

- Calculate plate cost from standard recipes and tested yields — chef and cost controller sign-off
- Test butchery, trim and cooking yields for key ingredients — purchasing specifications
- Apply portion control tools and plating standards — consistent cost per cover
- Classify every dish by contribution margin and popularity — keep, reprice, rework or remove
- Design menu prices using margin targets and price-point ladders — outlet profit and guest value
- Build a menu redesign brief covering layout and descriptions — owners and outlet managers

Key Menu Engineering and Food Cost Analysis Terms

- Standard recipe — a fixed record of ingredients, quantities, method and portion size used to cost a dish.
- Yield percentage — the usable weight of an ingredient after trimming, cooking or portioning, divided by its purchased weight.
- Plate cost — the total ingredient cost of one served portion, including garnish and sauce.
- Food cost percentage — plate cost divided by the selling price net of sales tax.
- Contribution margin — the selling price of a dish minus its plate cost, the cash each sale adds.
- Menu mix — the share of total covers sold for each dish within a menu category over a set period.

Menu Engineering and Food Cost Analysis Day by Day

Day 1: Food Cost Drivers and Kitchen Economics

- Outlet Profit and Loss Reading — Food Cost Against Labour and Overheads
- Theoretical Versus Actual Food Cost — Locating Waste and Variance
- Supplier Price Tracking Sheets — Timing Recipe Cost Updates
- Sales Mix Reports From Point of Sale — Data Needed for Menu Decisions
- Menu Category Structure — Balancing Choice Against Kitchen Capacity

Day 2: Recipe Costing and Yield Testing

- Standard Recipe Cards — Fixed Quantities for Cost and Consistency
- Butchery and Trim Yield Tests — True Cost of Proteins
- Cooking Loss and Batch Yield Tests — Sauces, Stocks and Roasts
- Sub-Recipe Costing — Pricing Bases, Dressings and House Preparations
- Plate Cost Calculation — Including Garnish, Bread and Condiments

Day 3: Portion Control and Contribution Analysis

- Portion Specifications and Scoops — Holding Cost per Cover Steady
- Plating Photographs and Line Checks — Enforcing Portion Standards
- Contribution Margin per Dish — Cash Value Rather Than Percentage
- Popularity Index by Category — Comparing Each Dish With Its Fair Share
- Margin and Popularity Matrix — Sorting Dishes Into Four Action Groups

Day 4: Menu Pricing and Redesign Decisions

- Margin Target Pricing — Setting Prices From Plate Cost and Goals
- Price-Point Ladders Within Categories — Guiding Guest Choice
- Dish Rework Options — Recipe Changes That Lift Low Margins
- Menu Layout and Placement — Drawing Attention to High-Margin Dishes
- Menu Descriptions and Item Count — Reducing Choice Fatigue and Prep Load

Day 5: Practising the Costed Menu Engineering Worksheet

- Live Menu Data Capture — Applying Sales Mix and Supplier Prices
- Recipe and Yield Cost Entries — Applying Tested Yields to Each Dish
- Matrix Classification Run — Applying Margin and Popularity Rules
- Repricing and Rework Scenarios — Testing Effect on Outlet Gross Profit
- Costed Menu Engineering Worksheet — Completed Recommendations for Approval

Applying Menu Engineering and Food Cost Analysis After the Course

- Run butchery and cooking yield tests on the five highest-spend ingredients and update recipe cards.
- Classify one menu category with the margin and popularity matrix and propose one rework and one price change.

Menu Engineering and Food Cost Analysis Questions FAQ

What is menu engineering and food cost analysis, and why does it matter now?

Menu engineering and food cost analysis is the practice of costing every dish accurately and judging it by margin and popularity. It matters now because ingredient prices change quickly and weak dishes cost more to carry.

Which roles gain most from menu engineering and food cost analysis training?

Chefs, outlet managers and food and beverage cost controllers gain most. You benefit if you write recipes, set prices or decide which dishes stay.

How does menu engineering and food cost analysis differ from a general food and beverage management course?

Menu engineering and food cost analysis focuses on the economics of each dish. A general food and beverage management course covers service and staffing, while this subject goes deep into recipe costing, yields and the margin and popularity matrix.

What do you bring back from menu engineering and food cost analysis training?

You bring back a costed menu engineering worksheet for a real menu. It holds tested yields, plate costs and matrix classifications with repricing recommendations.

Menu Engineering and Food Cost Analysis: The Way Forward

The costed menu engineering worksheet first informs which dishes stay, which are repriced and which are reworked or removed. Chefs, outlet managers and cost controllers use it together when a supplier price moves. After the first menu cycle, revisit the popularity thresholds and yield figures against actual sales and stock results.