



MILLIONAIRE CHEF

# Profit Toolkit Bundle

## Start Here Guide



Use the Recipe Costing Tool and Menu Engineering Tool together to cost recipes, analyze menu performance, and make better profit decisions.

Includes:

Recipe Costing Tool

Menu Engineering Tool

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# HOW THE TWO TOOLS WORK TOGETHER

The Profit Toolkit includes two connected Excel tools.

| Recipe Costing Tool                                                                                                                                                                                                                                                                                                                     | Menu Engineering Tool                                                                                                                                                                                                                                                                                                                                                                                                              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>This is where you calculate accurate recipe costs.</p> <p>Use it for:</p> <ul style="list-style-type: none"><li>• Ingredients</li><li>• Batch recipes</li><li>• Plated recipes</li><li>• Cost per Recipe</li><li>• Cost per Portion</li><li>• Dish Cost</li><li>• Sell Price</li><li>• Food Cost %</li><li>• Recipe export</li></ul> | <p>This is where you turn costs and sales into menu decisions.</p> <p>Use it for:</p> <ul style="list-style-type: none"><li>• Meal Period</li><li>• Date of Report</li><li>• Period Covered</li><li>• Menu Category</li><li>• Quantity Sold</li><li>• Contribution / Dish</li><li>• Total Contribution</li><li>• Weighted Menu Food Cost %</li><li>• Dashboard filters and insights</li><li>• Menu Matrix classification</li></ul> |

Simple version:

The Recipe Costing Tool tells you what each recipe and plated dish costs. The Menu Engineering Tool shows how those dishes perform on the menu..

# BEFORE USING THE BUNDLE

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Use this checklist before connecting both tools:

-  Open the file in Microsoft Excel desktop.
-  Enable macros in both files.
-  Save a clean backup copy of both files.
-  Keep both files saved as .xlsm files.
-  Do not rename the files if you want the export/import workflow to work.
-  Keep both files in the same folder.
-  Do not delete, rename, or move workbook tabs.
-  Do not edit helper or technical sheets.
-  Start by costing recipes before running menu analysis.

## Important file rule:

The connected workflow depends on both workbooks being saved as .xlsm files in the same folder and keeping their connected file names.

The Menu Engineering Tool does not need to be open before you export from Recipe Costing. The Recipe Costing Tool can open it as needed.

- The files are not in the same folder.
- One of the connected files was renamed.
- The workbook was saved as .xlsx instead of .xlsm.
- Macros are blocked.

# RECOMMENDED WORKFLOW

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Follow this order:

1

## Add ingredients

Open the Recipe Costing Tool and build your ingredient database.

2

## Build batch recipes

Cost prep recipes, sauces, bases, doughs, creams, garnishes, and components.

3

## Build plated menu items

Use ingredients and batch recipes to cost finished menu items.

4

## Review food cost %

Check cost per dish, selling price, and food cost percentage.

5

## Mark plated items as Ready

Only items marked Ready are prepared for export.

6

## Export from the Recipe Costing Tool

Use EXPORT MENU to send the Ready plated recipe data to the Menu Engineering Tool.

7

## Import into the Menu Engineering Tool

Open Menu Engineering, go to Input, and click IMPORT.

8

## Complete sales data

Select the imported recipe, then add or confirm Meal Period, Date of Report, Period Covered, Menu Category, and Quantity Sold. Dish Cost, Sell Price, and Recipe ID come from the imported recipe data.

9

## Review the Dashboard

Use the four Dashboard dropdown filters to review Revenue, Cost, Contribution, Weighted Menu Food Cost %, Menu Mix, and operational insights.

10

## Review the Menu Matrix

Use Stars, Workhorses, Challenges, and Dogs to decide what action to take.

# WHAT EACH TOOL OWNS

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## Recipe Costing Tool

- Ingredient Cost
- Supplier notes
- Batch Cost per Recipe
- Batch yield
- Cost per Portion
- Dish Cost
- Sell Price
- Food Cost %
- Recipe status
- Export data

## Menu Engineering Tool

- Meal Period
- Date of Report
- Period Covered
- Menu Category
- Quantity Sold
- Contribution / Dish
- Total Cost
- Total Revenue
- Total Contribution
- Contribution Margin %
- Weighted Menu Food Cost %
- Popularity %
- Dashboard insights
- Menu Matrix classification

### Important:

Do not expect the Recipe Costing Tool to know sales data.  
Do not expect the Menu Engineering Tool to build detailed recipes.  
Each tool has a clear job. Together, they create the full picture.

# EXAMPLE WORKFLOW

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Here is a simple example of how one item moves through the bundle.

## In the Recipe Costing Tool:

- 1 Add the ingredients.
- 2 Build any batch recipes used in the item.
- 3 Build the plated item.
- 4 Enter the menu price.
- 5 Review the food cost %.
- 6 Mark the item as Ready.
- 7 Export the item.



## In the Menu Engineering Tool:

- 1 Click IMPORT.
- 2 Select the imported item from the Menu Item dropdown.
- 3 Confirm the Recipe ID, Dish Cost, and Sell Price pulled from the Recipe Tool.
- 4 Add the meal period.
- 5 Add the date of report.
- 6 Add the period covered.
- 7 Add the menu category.
- 8 Add quantity sold.
- 9 Click ADD MENU ITEM.
- 10 Review the Dashboard.
- 11 Review the Menu Matrix classification.
- 12 Decide the next action.

This turns one recipe from a costing exercise into a menu decision.

# HOW TO MAKE DECISIONS FROM THE DATA

Once your recipe costs and sales data are connected, use the results to make decisions.

If an item is a Star



Protect it.  
Protect the recipe and execution. Keep standards consistent, promote carefully, and make sure the team knows how to sell it.

If an item is a Workhorse:



Optimize it. Review pricing, portion size, garnish cost, ingredient cost, supplier pricing, and prep efficiency. Small improvements matter because this item sells often.

If an item is a Challenge:



Build demand.  
Improve menu placement, description, server training, photography, or specials. The goal is to increase sales without damaging contribution.

If an item is a Dog:



Question its role.  
Review the recipe, pricing, positioning, and purpose. Improve, simplify, replace, or remove the item if it no longer earns its place.

Use Menu Class as a decision aid - not a verdict. Check recipe cost, contribution, operational complexity, and the item's strategic role before making changes.

The goal is not just to collect numbers.  
The goal is to run a calmer, clearer, more profitable menu.

# BUNDLE TROUBLESHOOTING

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Export does not work:

Check that both .xslm files are in the same folder, the connected file names have not changed, macros are enabled, and the plated items are marked Ready. Menu Engineering does not need to be open before export.



Import does not work:

Confirm the recipes were exported first, then click IMPORT on the Menu Engineering Input sheet.



I imported a recipe but do not see a new Input row

That is normal. Imported recipes appear in the Menu Item dropdown. Select the recipe, complete the reporting and sales fields, then click ADD MENU ITEM.



The wrong items exported:

Check the recipe status. Only items marked Ready should be exported.



Items show as Exported:

That means the export was completed successfully.



Imported items are missing sales data:

That is normal. The Recipe Costing Tool sends Recipe ID, Menu Item, Dish Cost, and Sell Price. Meal Period, Date of Report, Period Covered, Menu Category, and Quantity Sold are completed in Menu Engineering.



Menu analysis looks wrong:

Check Quantity Sold, Sell Price, Dish Cost, reporting fields, and the active Dashboard/Menu Matrix filters.



Food cost looks wrong:

Go back to Recipe Costing and check ingredient Cost per Unit, units, batch yield, and plated recipe amounts.



Buttons do not work:

Open the files in Excel desktop and enable macros.



Files cannot connect:

Check that both files are saved as .xslm, kept in the same folder, and retain their connected file names.

# WHAT TO READ NEXT

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Use the detailed guides when you need step-by-step help.

Read the Recipe Costing Tool User Guide if you need help with:

- Ingredients
- Batch recipes
- Plated recipes
- Food Cost %
- Currency Settings
- Recipe status
- EXPORT PDF recipe cards
- Exporting to Menu Engineering
- Clearing saved recipe records safely

Read the Menu Engineering Tool User Guide if you need help with:

- Setup
- Manual menu entry
- Importing recipe cost data
- Dashboard dropdown filters
- Dashboard insights
- Menu Matrix
- Menu Classes
- EXPORT PDF
- Clearing safely



For support, contact:

[support@millionairechef.com](mailto:support@millionairechef.com)

When asking for help, include:

- Which file you are using
- Which tab you are on
- What button you clicked
- A screenshot of the issue
- A short description of what you expected to happen

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COST SMART. PRICE RIGHT. PROFIT MORE.

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