

Faroe Island Salmon price increases

Salmon fillet with black sticky rice and baby spinach

Purchase 4# sides of salmon, that would be trimmed @80% yield (skin, bones, small pieces)



Scottish Farm raised in Faroe Islands was \$7.95 per pound for a side. Then the price went to \$10.10 per pound (later to \$12.00 per pound)

1582	Salmon, Scottish 3-4# D trim Faroe Island	\$ 0.609	oz	16	lb	\$ 9.75	1	\$ 9.75	feb17	41%	\$ 6.90	GoldStar2017	Aug12 \$7.95, 2013 \$6.90, Oct13 \$8.50, May14 \$9.25, Aug14 \$8.25, Oct14 \$7.95, Feb15\$8.25, Apr\$7.5, Jun15\$7.95, Mar16\$8.5, feb17\$9.75
1582.1	Salmon, Scottish 3-4# D trim Faroe Island	\$ 0.631	oz	16	lb	\$ 10.10	1	\$ 10.10	apr18	4%	\$ 9.75	Supreme2017	Nov17\$8.95, Mar\$9.65, apr18\$10.10
1582.2	Salmon, Scottish 3-4# D trim Faroe Island	\$ 0.543	oz	16	lb	\$ 8.69	1	\$ 8.69	apr18	-11%	\$ 9.75	RestDep2018	
1582.3	Salmon, Scottish 3-4# D trim True North	\$ 0.522	oz	16	lb	\$ 8.35	1	\$ 8.35	apr18		\$ 8.35	Supreme2018	
1583	Salmon True North North Atlantic	\$ 0.547	oz	16	lb	\$ 8.75	1	\$ 8.75	aug18	6%	\$ 8.25	Supreme2018	Jul18\$8.95

Originally 7 oz serving (9.33 of fish) sold for \$22.00, 29.2% food cost. When the fish price rose food costs went to 35.2%. Changed to a 6 oz serving and raised the price to \$24.00 back to a 28.7% food costs.

Entree

Salmon Scottish Faroe \$7.95 7oz \$22

Deleece #	Description	costs per serving	Starting units per serving	Yield	cook unit	costs per cook unit	
1582.1	Salmon, Scottish 3-4# D trim Faroe Island	\$ 4.64	9.33	80%	oz	\$ 0.497	7.95
6925	Rice, Black Forbidden	\$ 0.93	2.00		oz	\$ 0.463	
6613	Sugar in the Raw bulk	\$ 0.04	0.30		oz	\$ 0.134	
4170	Butter, #1 solid unsalted grade A	\$ 0.11	0.50		oz	\$ 0.214	
6243	Olive oil 75% / Canola 25% blend	\$ 0.03	0.50		oz	\$ 0.066	
2470	Leek bunches fresh	\$ 0.04	0.50		oz	\$ 0.082	
2211	Spinach, baby	\$ 0.20	1.00		oz	\$ 0.199	
7410	Pepper, black ground bulk	\$ 0.02	0.25		teas	\$ 0.085	
7451	Salt, kosher diamond Crystal 12/3# boxes	\$ 0.00	0.25		teas	\$ 0.007	
	-	\$ -	0.00		unit	\$ -	
9999	Misc or other side dishes	\$ 0.10	0.10		0	\$ -	
	-	\$ -	0.00		unit	\$ -	
	Costs per serving	\$ 6.11					
99	FOOD PREP LABOR	\$ 0.33	0.03	1.5 min per serving	hr	\$ 13.000	
	TOTAL PLATE COSTS	\$ 6.43					

target food cost percentage

30%

Contribution:

\$ 22.00 Revenue

\$ 6.43

29% food cost

\$ 15.57 contribution

\$ 15.01

Target Minimum Price:	\$	21.44
Price	\	\$ 22.00
Current food cost %		29.2%
Price	\	\$ 22.00
Current food cost %		29.2%

Entree

Salmon Scottish Faroe \$10.10 7oz \$22

Deleece #	Description	costs per serving	Starting units per serving	Yield	cook unit	costs per cook unit	
1582.1	Salmon, Scottish 3-4# D trim Faroe Island	\$ 5.89	9.33		oz	\$ 0.631	10.1
6925	Rice, Black Forbidden	\$ 0.93	2.00		oz	\$ 0.463	SIP \$22
6613	Sugar in the Raw bulk	\$ 0.04	0.30		oz	\$ 0.134	sola \$27
4170	Butter, #1 solid unsalted grade A	\$ 0.11	0.50		oz	\$ 0.214	CK BBQ 17
6243	Olive oil 75% / Canola 25% blend	\$ 0.03	0.50		oz	\$ 0.066	razon \$21
2470	Leek bunches fresh	\$ 0.04	0.50		oz	\$ 0.082	takashi \$30
2211	Spinach, baby	\$ 0.20	1.00		oz	\$ 0.199	Devon NZ king \$30
7410	Pepper, black ground bulk	\$ 0.02	0.25		teas	\$ 0.085	MK \$30
7451	Salt, kosher diamond Crystal 12/3# boxes	\$ 0.00	0.25		teas	\$ 0.007	Boka faroe Island \$33
	-	\$ -	0.00		unit	\$ -	HomeBistro 22
9999	Misc or other side dishes	\$ 0.10	0.10		0	\$ -	Uncommon 24
	-	\$ -	0.00		unit	\$ -	
	Costs per serving	\$ 7.36					
99	FOOD PREP LABOR	\$ 0.38	0.03	1.5 min per serving	hr	\$ 15.000	
	TOTAL PLATE COSTS	\$ 7.73					

target food cost percentage 30%

Contribution:

\$ 22.00 Revenue

\$ 7.73
35% food cost
\$ 14.27 contribution

\$ 18.05

Target Minimum Price:	\$ 25.78
Price \	\$ 22.00
Current food cost %	35.2%
Price \	\$ 22.00
Current food cost %	35.2%

Grassroots

Food Expense Analysis by Serving

9/22/2017

Salmon Scottish Faroe \$10.10 6oz \$24

Deleece #	Description	costs per serving	Starting units per serving	Yield	cook unit	costs per cook unit	
1582.1	Salmon, Scottish 3-4# D trim Faroe Island	\$ 5.05	8.00		oz	\$ 0.631	10.1
6925	Rice, Black Forbidden	\$ 0.93	2.00		oz	\$ 0.463	SIP \$22
6613	Sugar in the Raw bulk	\$ 0.04	0.30		oz	\$ 0.134	sola \$27
4170	Butter, #1 solid unsalted grade A	\$ 0.11	0.50		oz	\$ 0.214	CK BBQ 17
6243	Olive oil 75% / Canola 25% blend	\$ 0.03	0.50		oz	\$ 0.066	razon \$21
2470	Leek bunches fresh	\$ 0.04	0.50		oz	\$ 0.082	takashi \$30
2211	Spinach, baby	\$ 0.20	1.00		oz	\$ 0.199	Devon NZ king \$30
7410	Pepper, black ground bulk	\$ 0.02	0.25		teas	\$ 0.085	MK \$30
7451	Salt, kosher diamond Crystal 12/3# boxes	\$ 0.00	0.25		teas	\$ 0.007	Boka faroe Island \$33
-	-	\$ -	0.00		unit	\$ -	HomeBistro 22
9999	Misc or other side dishes	\$ 0.10	0.10		0	\$ -	Uncommon 24
-	-	\$ -	0.00		unit	\$ -	
Costs per serving		\$ 6.52	1.5 min per serving				
99	FOOD PREP LABOR	\$ 0.38	0.03		hr	\$ 15.000	
TOTAL PLATE COSTS		\$ 6.89					

target food cost percentage 30%

Contribution:

\$ 24.00 Revenue

\$ 6.89
29% food cost
\$ 17.11 contribution

\$ 16.09

Target Minimum Price:	\$ 22.98
Price \	\$ 24.00
Current food cost %	28.7%
Price \	\$ 24.00
Current food cost %	28.7%

Grassroots

Food Expense Analysis by Serving

9/29/2018

Salmon True North Fillet 6oz \$24

Deleece #	Description	costs per serving	Starting units per serving	Yield	cook unit	costs per cook unit	
1583	Salmon True North North Atlantic\	\$ 5.02	9.18		oz	\$ 0.547	8.75
6925	Rice, Black Forbidden	\$ 0.93	2.00		oz	\$ 0.463	SIP \$22
6613	Sugar in the Raw bulk	\$ 0.04	0.30		oz	\$ 0.134	sola \$27
4170	Butter, #1 solid unsalted grade A	\$ 0.11	0.50		oz	\$ 0.214	CK BBQ 19
6243	Olive oil 75% / Canola 25% blend	\$ 0.03	0.50		oz	\$ 0.066	razon \$21
2470	Leek bunches fresh	\$ 0.04	0.50		oz	\$ 0.082	takashi \$30
2211	Spinach, baby	\$ 0.20	1.00		oz	\$ 0.199	Devon NZ king \$30
7410	Pepper, black ground bulk	\$ 0.02	0.25		teas	\$ 0.085	MK \$30
7451	Salt, kosher diamond Crystal 12/3# boxes	\$ 0.00	0.25		teas	\$ 0.007	Boka faroe Island \$33
-	-	\$ -	0.00		unit	\$ -	HomeBistro 24
9999	Misc or other side dishes	\$ 0.10	0.10		0	\$ -	hotchocl sockeye \$26
-	-	\$ -	0.00		unit	\$ -	
Costs per serving		\$ 6.49	2 min per serving				
99	FOOD PREP LABOR	\$ 0.50	0.03		hr	\$ 15.000	
TOTAL PLATE COSTS		\$ 6.99					

target food cost percentage 30%

Contribution:

\$ 24.00 Revenue

\$ 6.99
29% food cost
\$ 17.01 contribution

\$ 16.31

Target Minimum Price:	\$ 23.30
Current Price	\$ 24.00
Current food cost %	29%