






















# New Foodservice Item Introduction Form

- ☐  **Eureka! New Product Idea!**  
*Clarify product development needs and goals for new product.*
- ☐  **Get Approval for Product Idea from Dept Leader**  
*Required before using time and ingredients. Note any costing, pricing, production or merchandising issues.*
- ☐  **Produce Test Batch**  
*Recipe must be documented with precise ingredient measurements and directions.*
- ☐  **Recipe Tasting & Feedback**  
*Use feedback from key staff to perfect a recipe before introducing it for sale.*
- ☐  **Revise & Perfect Recipe**  
*Revise recipe documentation. Repeat steps 4 and 5 as needed until we're proud of the new product.*
- ☐  **Complete a New Item Entry Form**  
*This form gathers all info needed to complete the other procedures needed to introduce a new item.*
- ☐  **Add New Ingredients to Order List**  
*Source any new ingredients and add them to a vendor order list.*
- ☐  **Cost Out Recipe**  
*Use Recipe Cost Out Form to ensure we introduce new items at an appropriate retail price.*
- ☐  **Document Recipe Electronically**  
*Include step-by-step directions to reproduce the new product. Back up file frequently to safeguard cookbook.*
- ☐  **Print Kitchen Recipe Card**  
*Keep only current recipes in organized recipe card box or binder in kitchen.*
- ☐  **Determine Portion and Recipe Servings**  
*Package or plate a typical serving to determine serving portion size. Determine servings per recipe.*
- ☐  **Establish Retail Price**  
*Calculate at full margin goal, then consider variable margin price based on serving portion.*
- ☐  **Determine Shelf Life**  
*Tip: Start with conservative guess for first batch. Taste daily and reset shelf life to = yummy days minus 2.*
- ☐  **Add Item to Scale Label Machine Database**  
*Include all ingredients in order or predominance. Refer to Style Manual to ensure consistency of expression.*
- ☐  **Add Item to POS System**  
*We can't sell it until it's in our POS system.*
- ☐  **Create Signage**  
*Make signs, shelf tags before introducing the item. Tip: Use "New Item" stickers for extra visibility.*
- ☐  **Add New Item to Production Schedule**  
*Update Production Schedule to ensure the kitchen continues to make the new item.*
- ☐  **Produce 1st Sale Batch**  
*Tip: Consider sale "introductory price" to draw attention to new products.*
- ☐  **Sample Heavily for a Week**  
*Sampling is essential! Be sure staff are familiar with the new product so they can talk it up with customers.*
- ☐  **Record, monitor amounts sold, sampled and wasted**  
*Adjust batch size to reflect product movement. Never be out-of-stock and allow up to 15% waste for 2 weeks.*
- ☐  **Viola! New Item Successfully Introduced!**