

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!**