

Food Service Cost Structures

Impact on menu prices

Foodservice customers generally work on the following cost structure:

1. The cost for ingredients is about 25% of the price on the menu, so for a menu price of \$40, the ingredients (including but not only eel) are \$10.
2. An average per-person portion of protein per meal is 120gms
3. If whole eel is used and portioned, it is 53% recovery, so 1kg = 530gms ingredient, so 4 dishes per 1 kg of eel.

The following table illustrates this for different starting prices (ranging from \$8 to \$18 per kg). Note that transport and logistics have been set at zero. If this is an additional cost for the food service outlet then there are consequential impacts on the final dish price.

Beach price	Transport & Logistics	Dist margin	Cost to buy	Recovery rate	Actual cost	Cost per plate	GP margin	Dish price
	est	30%					50%	
\$ 8.00	\$ -	\$ 2.40	\$ 10.40	0.53	\$ 19.62	\$ 4.91	\$ 7.36	\$ 29.43
\$ 9.00	\$ -	\$ 2.70	\$ 11.70	0.53	\$ 22.08	\$ 5.52	\$ 8.28	\$ 33.11
\$ 10.00	\$ -	\$ 3.00	\$ 13.00	0.53	\$ 24.53	\$ 6.13	\$ 9.20	\$ 36.79
\$ 11.00	\$ -	\$ 3.30	\$ 14.30	0.53	\$ 26.98	\$ 6.75	\$ 10.12	\$ 40.47
\$ 12.00	\$ -	\$ 3.60	\$ 15.60	0.53	\$ 29.43	\$ 7.36	\$ 11.04	\$ 44.15
\$ 13.00	\$ -	\$ 3.90	\$ 16.90	0.53	\$ 31.89	\$ 7.97	\$ 11.96	\$ 47.83
\$ 14.00	\$ -	\$ 4.20	\$ 18.20	0.53	\$ 34.34	\$ 8.58	\$ 12.88	\$ 51.51
\$ 15.00	\$ -	\$ 4.50	\$ 19.50	0.53	\$ 36.79	\$ 9.20	\$ 13.80	\$ 55.19
\$ 16.00	\$ -	\$ 4.80	\$ 20.80	0.53	\$ 39.25	\$ 9.81	\$ 14.72	\$ 58.87
\$ 17.00	\$ -	\$ 5.10	\$ 22.10	0.53	\$ 41.70	\$ 10.42	\$ 15.64	\$ 62.55
\$ 18.00	\$ -	\$ 5.40	\$ 23.40	0.53	\$ 44.15	\$ 11.04	\$ 16.56	\$ 66.23