



RESTAURANT
INSTITUTE

2018 OHIO F&B COST MANAGEMENT SUMMITS

Columbus 04/16/2018
Greater Columbus Convention Center
400 N. High Street
Columbus, OH 43215

Toledo 04/30/2018
SeaGate Convention Centre
401 Jefferson Avenue
Toledo, OH 43604

Cleveland 05/14/2018
Huntington Convention Center
300 Lakeside Avenue E.
Cleveland, OH 44113

Cincinnati 06/04/2018
Sharonville Convention Center
11355 Chester Road
Cincinnati, OH 45246

*Designed especially for middle and top level
restaurant and foodservice management!*

*Don't see your city listed?
Request a session for your city at
info@RestaurantInstitute.com
or 614.558.2239*



RESTAURANT INSTITUTE LLC
P.O. Box 2387, Westerville, Ohio 43086
www.RestaurantInstitute.com
info@RestaurantInstitute.com
[@RestaurantInst](https://twitter.com/RestaurantInst)

AGENDA

REGISTRATION Opens at 7:30 a.m.

THE ART OF RECIPE WRITING 8:30 a.m. — 9:20 a.m.

The accuracy of the recipe documentation is so important to every operator. It affects and touch so many aspect of the operation. That's why it is the first session of the morning! Without a properly documented recipe you cannot possibly be able to manage the business properly.

PUMPING UP YOUR RECIPE COSTING 9:30 a.m. — 10:20 a.m.

Mark will take you on a journey of combining his passion for the number and data with your passion for the food, beverage and superior service. Learn how to apply his unique methodology to discover what producing the menu items for the guest experience really costs you.

RECIPE COSTING APPLICATION & CASE 10:30 a.m. — 11:20 a.m.

Hands on case study of recipe costing applying yield tests, density calculations, labor standards, labor rates, and overhead rates.

LUNCH 11:30 a.m.—12:30 p.m. Lunch and opening networking session.

PROVEN MENU ENGINEERING TECHNIQUES 12:30 p.m. — 1:20 p.m.

With accurate recipe costing as a base, Mark will walk you through the steps to re-engineer your menu for success and profitability utilizing his proven methods. Review with him the flaws of the traditional dog/star reporting and learn about the proper data to be reviewed. Utilizing the proper data combined with your passion for industry can assist in driving your bottom line.

UNDERSTANDING YOUR FINANCIAL STATEMENTS 1:30 p.m. — 2:20 p.m.

As an operator it is important to understand the basic financial statements and methods of analysis. Learn how to read and interpret the income statement and balance sheets for your operation. Understand what is the accuracy of the financial statements and methods to enhance their detail.

APPLYING FORECASTING METHODS TO YOUR OPERATION 2:30 p.m. — 3:20 p.m.

One of the challenges today for restaurants and foodservice operators is the ability to develop forward looking forecasts. Forecasts can affect ultimately production schedules, ordering practices and staffing. Learn the proven methods to develop an accurate forecast for your operation.

PERFORMANCE BENCHMARKING FOR GREATER PROFITABILITY 3:30 p.m. — 4:20 p.m.

Learn how to utilize recipes to benchmark the performance of the company in ingredients, labor and overall. Apply various techniques to create unique benchmarks to assist in problems you want to focus on.

VETTING COST CONTROL SYSTEMS 4:30 p.m. — 5:00 p.m.

Learn about what to look for when evaluating cost control systems. Understand how they may enhance your ability to grow your operation in today's economy. Reviewing the relationships of cost control systems with other restaurant and foodservice technology is critical in the decision making process.

TESTIMONIAL

"I first experienced Mark Kelnhofer's courses while attending the International Restaurant & Foodservice Show of New York. The courses were well developed and included an incredible amount of information. The presentations were so great that I immediately felt motivated to apply what I learned to my operation. I have since attended multiple times and learn something new each time. The sessions are constantly evolving and changing. You will never see the exact same presentation more than once! Every year now, I look to see where Mark is speaking and holding events so that I can continue to soak his knowledge in. I highly recommend attending his sessions, not once, but on an ongoing basis".—*Violetta Bitici, President, Macelleria, New York, NY*

TODAY'S SPEAKER



Mark Kelnhofer, CFBE, MBA
*Hospitality Educator,
International Speaker, &
Author*

Mark Kelnhofer, President and CEO of Return On Ingredients® LLC, is an international speaker on recipe costing and menu engineering and a published author as well. He has more than 20 years of experience in bottom line-boosting accounting. After graduating from Ohio Dominican University with

his undergraduate degree (1993) he immediately went into manufacturing accounting. He spent eight years in a variety of industries including plastic injection molding, lighting equipment, transit buses and tire repair products.

In 2002, Mark was brought into the Bravo Brio Restaurant Group (NASDAQ:BBRG) to design and implement a cost control system based principles learned from his past industry experience. After implementation, BBRG experienced five consecutive years of cost reductions resulting in millions of dollars in savings. Mark started Return On Ingredients® LLC in January 2009 based on those same principles including accurate recipe costing, effective menu engineering, and process improvements.

Mark holds a Masters in Business Administration (2005) and a Bachelor of Arts majoring in Accounting and Business Administration (1993) from Ohio Dominican University in Columbus, Ohio. He also is a Certified Food and Beverage Executive (CFBE) from the American Hotel & Lodging Educational Institute (AHLEI). Mark is currently a Lecturer at The Ohio State University instructing Food, Beverage, & Labor Cost Control as well as Adjunct Faculty at Ohio University instructing Accounting for Hospitality Operations.

He also volunteers on several hospitality advisory boards including Ohio University in Athens, Ohio and Hocking College in Nelsonville, Ohio. Mark is a past contributor to *Las Vegas Food & Beverage Professional* magazine. He is the author of two books, *Return On Ingredients* and *The Culinary Pocket Resource of Yields, Weights, Densities, & Measures* published by Restaurant Institute.

REGISTRATION & COSTS

All registrations for all markets are to be submitted through the Restaurant Institute's website:

www.restaurantinstitute.com/events/

Registration Costs are:

Regular Price \$179

Group discounts my by available:
Contact info@restaurantinstitute.com
for more information

EVENT CITIES, DATES, LOCATIONS, & AIRPORTS

Columbus, OH ■ Monday, 04/16/2018

Airport: John Glenn International Airport (CMH)

Location: Greater Columbus Convention Center, 400 N. High Street, Columbus, OH 43215, 614-827-2500, **Room B144-B145**



Toledo, OH ■ Monday, 04/30/2018

Airport: Toledo Express Airport (TOL)

Location: SeaGate Convention Centre, 401 Jefferson Avenue, Toledo, OH 43604, 419-255-3300, **Room 211.**

Cleveland, OH ■ Monday, 05/14/2018

Airport: Cleveland Hopkins International Airport (CLE)

Location: Huntington Convention Center, 300 Lakeside Avenue E., Cleveland, OH 44113, 2016-928-1600, **Meeting Room 6**



Cincinnati, OH ■ Monday, 06/04/2018

Airport: Cincinnati/Northern Kentucky Airport (CVG)

Location: Sharonville Convention Centre, 11355 Chester Road, Cincinnati, OH 45246, 513-771-7744, **Room TBD**

YOUR REGISTRATION INCLUDES BOTH OF THE SPEAKER'S BOOKS!

The Culinary Pocket Resource of Yields, Weights, Densities, & Measures
A pocket handbook to assist in the accuracy of recipe costing.



3e Mark Kelnhofer, CFBE, MBA

RETURN ON INGREDIENTS



Controlling Food & Beverage Costs To Improve Efficiency & Profit!
BY MARK KELNHOFER, CFBE, MBA
SECOND EDITION

The Culinary Pocket Resources of Yields, Weights, Densities & Measures: A pocket handbook to assist in the accuracy of recipe costing. 3rd Edition. The perfect tool for every culinary professional who desires to have a higher level of accuracy on their recipe costing!

Return On Ingredients: Controlling Food & Beverage Costs To Improve Efficiencies & Profits. 2nd Edition. Read and learn about the complete supply chain management cycle and how to account and control all costs related to your operation: ingredients, labor and overhead.

Get the Restaurant Institute app before attending!
Scan the QR code to download





P.O. BOX 2387, WESTERVILLE, OH 43086-2387

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