



appetizer combo builder profit worksheet

Use our leading appetizers to
build profitable combination
platters and baskets

Flavor Favorites Combo Basket — an example to get started



Flavor Favorites Combo Basket	Number of Pieces	Piece Cost	Portion Cost
1. Anchor Butter Breaded Mushrooms	5	0.09	0.45
2. Brew City Jalapeño Bottle Caps®	12	0.03	0.36
3. Brew City Spicy Pub Pickles	3	0.20	0.60
4. Anchor Battered Mozzarella Cheese Sticks	4	0.36	1.44
5. McCain Harvest Splendor™ Sweet Potato Deep Groove Crinkles	2 oz.	0.08 oz.	0.16
Dip: Aioli Dip	3 oz.	0.15 oz.	0.45
Total Cost			\$3.46
Menu Price	Profit	Profit %	
\$7.99	\$4.53	57%	

- Sharing is the number one reason patrons order appetizers¹
- 61% of patrons say having a wide variety of appetizer choices makes a positive impression¹
- 74% of consumers like to try new dishes when they dine out²



¹Zoomerang Consumer Survey, 12/07

²Yankelovich Monitor, Volume 1, 2004

Use this worksheet to create a new signature combo appetizer

Combo #1

Item	Number of Pieces	Piece Cost	Portion Cost
1.			
2.			
3.			
4.			
Dip:			
Dip:			
Other:			
Total Cost			
Menu Price	Profit	Profit %	

Combo #2

Item	Number of Pieces	Piece Cost	Portion Cost
1.			
2.			
3.			
4.			
Dip:			
Dip:			
Other:			
Total Cost			
Menu Price	Profit	Profit %	

combo builder cost guide



Appetizer Items	Cost per Piece/Oz	Portion Size
Fried Stuffed Jalapeños	\$0.35 / Piece	6 Pieces
Fried Vegetables (non-Jalapeños, Average)	\$0.09 / Piece	10 Pieces
Fried Cheese (Italian Breaded Mozzarella)	\$0.30 / Piece	6 Pieces
Onion Rings (5/8" Gourmet Breaded)	\$0.14 / Piece	8 Pieces

Please Note: McCain appetizer costs are estimated and based on approximate delivered cost plus average distributor markup. They are to be used as a reference tool for filling in the Profit Calculator (in lieu of actual operator costs and prices).

Other Popular Appetizer Items	Cost per Piece/Oz	Portion Size
BBQ Ribs	\$0.60 / Piece	4 Pieces
Chicken Nuggets	\$0.20 / Piece	5 Pieces
Chicken Strips	\$0.35 / Piece	5 Pieces
Wings (Fried/Buffalo/Asian)	\$0.21 / Piece	8 Pieces
Quesadilla	\$0.20 / Piece	6 Pieces
Shrimp Cocktail	\$0.60 / Piece	5 Pieces
Calamari	\$0.31 / Ounce	5 Ounces
Chips and Salsa	\$0.15 / Ounce	8 Ounces
Egg Rolls/Spring Rolls	\$0.25 / Piece	2 Pieces
Bruschetta	\$0.30 / Piece	6 Pieces
Crab Rangoon	\$0.15 / Piece	6 Pieces
Spinach/Artichoke Cheese Dip	\$0.25 / Ounce	6 Ounces
Stuffed Mushroom	\$0.25 / Piece	5 Pieces
Nachos	\$0.20 / Ounce	8 Ounces



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great food. good sense.