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SECOND EDITION OF RETURN ON INGREDIENTS BOOK RELEASED

Westerville, OH – Restaurant Institute today released on Amazon the second edition of *Return On Ingredients: Controlling Food & Beverage Costs To Improve Efficiency and Profits* by Mark Kelnhofner, CFBE, MBA, hospitality educator and international speaker on cost controls. The expanded edition adds topics on recipe documentation, the supply chain, budgeting, labor and overhead rates, recipe costing, menu engineering, forecasting, menu design, basic hospitality financial analysis, and more.

"This book should be mandatory reading for all restaurant operators and chefs," says Angelica Sbai, Director of Operations of the historic Palm Restaurant Group, international restaurant chain. "It is fascinating how pennies add up. This book shows you how to identify opportunities within your menu and operation."

"This edition has vital information all restaurant and foodservice operators need to design and implement proper cost controls. It will help operators manage costs at a much higher level," stated Kelnhofner. The book is available in paperback and hardback formats.

Kelnhofner, a well-known expert on recipe costing, menu engineering, and cost controls, has spoken at over 100 industry tradeshow and seminars. He is also a lecturer at The Ohio State University, instructing Food, Beverage, and Labor Cost Controls, and sits on several hospitality advisory boards.

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