



Mark Kelnhofer, CFBE, MBA
*President & CEO of Return On Ingredients®,
International Speaker, Author
& Lecturer, The Ohio State University*

SPEAKER TOPICS

Recipe Documentation
Recipe Costing
Menu Engineering
Just-In-Time (JIT) Practices
Forecasting Methods
Performance Benchmarking
Cost Control Systems
Hospitality Accounting

QUICK FACTS

Total Speaking Events: 102
U.S. Cities: 41
U.S. States: 19
International: 2
Books Authored: 4
Articles Published: 22

CONTACT US

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SPEAKERS BUREAU— FEATURED SPEAKER FACT SHEET

BIOGRAPHY

Mark Kelnhofer, President and CEO of Return On Ingredients® LLC, is an international speaker and author on recipe costing and menu engineering. 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 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.

The Return On Ingredients® methodology is proven to mitigate loss and increase profits. He spent 20 years in managerial cost accounting refining his methods including more than a decade in restaurant cost management. When these two areas of expertise are combined, his one-of-a-kind methodology was born. Return On Ingredients® is a leading software and consulting company servicing the restaurant industry in accurate recipe costing, effective menu engineering, benchmarking and improving the overall profitability of the operations.

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. Mark is an international speaker addressing nearly 100 different tradeshow, expos and events in the United States and Canada. Mark also is currently a Lecturer for The Ohio State University instruction Food, Beverage & Labor Cost Controls as well as an adjunct faculty member for Ohio University instructing Hospitality Accounting. He also sits on several hospitality advisory boards including Ohio University (Athens, Ohio) and Hocking College (Nelsonville, Ohio). He has also had articles published as well in *Catering, Foodservice Equipment and Supplies, FSR, Today's Restaurant News, Entrepreneurial Chef, Sunbelt Foodservice* and *Las Vegas Food & Beverage Professional*. He is also the author of *The Culinary Pocket Resource of Yields, Weights, Densities & Measures* and *Return On Ingredients: Controlling Food & Beverage Costs To Improve Efficiencies & Profits!*

EDUCATION & CERTIFICATIONS

Certified Food and Beverage Executive (CFBE), 2017, American Hotel & Lodging Educational Institute (AHLEI), Orlando, FL
Masters of Business Administration (MBA), 2005, Ohio Dominican University, Columbus, OH
Bachelor of Arts (BA), 1993, Ohio Dominican College, Columbus, OH,
Majors: Accounting and Business Administration

Past Speaking Events

Industry Association & Tradeshows

Alaska CHARR ■ SFA Summer Fancy Food Show ■ Convenience Retailing University (CRU)
 SFA Winter Fancy Food Show ■ California Restaurant Association ■ Catersource Convention & Tradeshaw
 Food & Beverage Association of San Diego ■ Florida Restaurant & Lodging Show
 National Association of College & University Food Services (NACUFS) Pacific Region
 International Restaurant & Foodservice Show ■ North American Pizza & Ice Cream Show (NAPICS)
 Northwestern Foodservice Show ■ Southwestern Foodservice Expo ■ Oklahoma Restaurant Association
 Airport Revenue News' Revenue Conference ■ The Welcome Show ■ CSP C-Store Foodservice Forum
 International Hotel, Motel & Restaurant (IHMR) Show ■ Mid-America Restaurant Expo
 Restaurant Finance & Development Conference (RFDC) ■ ECRM Marketplace The Foodservice EPPS
 HX: The Hotel Experience ■ Nightclub & Bar Show ■ International Pizza Show
 Western Foodservice & Hospitality Expo ■ Canadian Restaurant Show ■ United States Bartenders Guild (USBG)
 Seafood Expo North America ■ FARE The Business of Food ■ New England Food Show
 National Restaurant Association (NRA) Show and Bar 17

Culinary & Hospitality Schools

Lexington College ■ Roosevelt University ■ Western Illinois University ■ Lake Michigan College
 Central Michigan University ■ Guilford Technical Community College ■ Midwest Culinary Institute
 Columbus Culinary Institute ■ Delaware Area Career Center ■ Ohio University
 Owens Community College ■ University of Nevada Las Vegas (UNLV) ■ The Ohio State University

Other Events, Universities & Colleges

The Clute Institute International Academic Business Conference ■ Southern California Gas Innovation Centers
 Northwest Ohio Cooperative Kitchen (NOCK) ■ Consortium for Entrepreneurship Education (CEE)
 Economic Community & Development Institute (ECDI) ■ Franklin University ■ Kenyon College
 Ohio Dominican University ■ Ohio Society Of CPAs Accounting Show
 Delta Hotels General Manager Conference ■ Distribution Market Advantage (DMA) Annual Conference

American Culinary Federation Chapters & Events

ACF Ohio Education Summit ■ ACF Northeast Regional Conference ■ ACF Bay Area Chefs
 ACF Cincinnati ■ ACF Maumee Valley Chefs Association ■ ACF Chef Connect

United States Locations

Ketchikan, AK ■ Glendale, AZ ■ Scottsdale, AZ ■ Anaheim, CA ■ Downey, CA ■ Los Angeles, CA
 Pomona, CA ■ San Diego, CA ■ San Francisco, CA ■ Washington, DC ■ Orlando, FL ■ Atlanta, GA
 Chicago, IL ■ Macomb, IL ■ New Orleans, LA ■ Boston, MA ■ Portland, ME ■ Benton Harbor, MI
 Mount Pleasant, MI ■ Charlotte, NC ■ Jamestown, NC ■ Wilmington, NC ■ Las Vegas, NV ■ New York, NY
 Athens, OH ■ Bowling Green, OH ■ Cincinnati, OH ■ Cleveland, OH ■ Columbus, OH ■ Delaware, OH
 Findlay, OH ■ Gambier, OH ■ Milan, OH ■ Toledo, OH ■ Tulsa, OK ■ Portland, OR ■ Pittsburgh, PA
 Nashville, TN ■ Dallas, TX ■ Houston, TX

International Locations

Canada: Ottawa, ON ■ Toronto, ON

Books Published

The Culinary Pocket Resource of Yields, Weights, Densities & Measures, 3rd Edition
 © 2016 Restaurant Institute (ISBN 978-0-9912812-3-7)
The Culinary Pocket Resource of Yields, Weights, Densities & Measures, 2nd Edition
 © 2015 Restaurant Institute (ISBN 978-0-9912812-2-0)
Return On Ingredients: Controlling Food & Beverage Costs To Improve Efficiencies & Profitability
 © 2014 Restaurant Institute (ISBN 978-0-9912812-1-3)
The Culinary Pocket Resource of Yields, Weights, Densities & Measures, 1st Edition
 © 2014 Restaurant Institute (ISBN 978-0-9912812-0-6)

Articles & Interviews Published

Las Vegas Food & Beverage Professional ■ *Today's Restaurant News* ■ Urner Barry's *The Reporter*
FSR Magazine ■ *Foodservice Equipment & Supplies* ■ *RD Wizard* ■ *Catering Magazine*
Sunbelt Foodservice ■ *Running Restaurants.com* ■ *Entrepreneurial Chef* ■ *Restaurant Owner Radio*