



Return On Ingredients® LLC
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**Mark Kelnhofner, CFBE, MBA
President & CEO, Return On Ingredients® LLC
International Author & Speaker**

Mark Kelnhofner, 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.

The Return On Ingredients® methodology is proven to mitigate loss and increase profits. He has spent his entire career 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 consulting company servicing the restaurant industry in accurate recipe costing, effective menu engineering, benchmarking and improving the overall profitability of the operations.

Mark is a Certified Food & Beverage Executive (CFBE) through American Hotel & Lodging Educational Institute (AHLEI). 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 currently an Adjunct Faculty member at The Ohio State University as well as Ohio University instructing Food, Beverage & Labor Cost Controls and Hospitality Accounting. He also sits on several hospitality advisory boards including Ohio University in Athens, Ohio and Hocking College in Nelsonville, Ohio. Mark is also a member of the Board of Trustees at Village Academy in Powell, Ohio and a contributor to *Las Vegas Food & Beverage Professional* magazine. He is also the author of two books, *Return On Ingredients* and *The Culinary Pocket Resource of Yields, Weights, Densities & Measures* published by Restaurant Institute.