



**Mark Kelnhofer, CFBE, CTA, MBA**  
*President & CEO of Return On Ingredients®,  
International Speaker, Author  
& Hospitality Educator  
#Vaccinated*

## 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: 130  
U.S. Cities: 49  
U.S. States: 21  
International: 2  
Books Authored: 5  
Articles Published: 23  
Periodicals Published: 1

## 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 25 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 documentation and costing, effective menu engineering, and process improvements.

In 2012, Mark started the **Restaurant Institute LLC**. It was formed to be an educational resource for the industry. Originally started as a book publisher, **Restaurant Institute LLC** launched their annual Food, Beverage, & Labor Cost Management Summits in 2017. In fall of 2018, they started a quarterly industry publication titled [ *FB&L* ] *Food, Beverage, & Labor Cost Control Quarterly*. In addition to the publications and conferences, they also have assembled a group of professionals as a speakers bureau. Looking into 2022, **Restaurant Institute LLC** is planning to launch Hospitality Leadership training to prepare those within the industry for management.

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 over 125 different tradeshows, expos, and events in the United States and Canada. Mark also is currently a Lecturer for **The Ohio State University** and Adjunct Faculty at **Georgetown University** instructing food, beverage, & labor cost controls. He also sits on several hospitality advisory boards including **Ohio University** (Athens, Ohio) and **Hocking College** (Nelsonville, Ohio). He has published articles in industry publications including *Catering, Foodservice Equipment and Supplies, FSR, Today's Restaurant News, Entrepreneurial Chef, Food Business Puerto Rico, 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

ServSafe Manager, Expires 10/2025, National Restaurant Association (NRA), Chicago, IL  
Certified Bourbon Steward, 2020, Stave & Thief Society, Louisville, KY  
Certified Tourism Ambassador (CTA), 2019, Tourism Ambassador Institute  
ServSafe Alcohol, Expires 08/2022, National Restaurant Association (NRA), Chicago, IL  
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

## AWARDS & RECOGNITION

Global Summit on All Things Food (GSAF) 2021 Top 100 Food & Beverage Leader  
National Restaurant Association (NRA) 2020 #BestofRest Industry Thought Leader

## 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 & Tradeshow  
 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 ■ Pizza & Pasta Northeast  
 National Restaurant Association (NRA) Show and Bar 17 ■ North Carolina Restaurant & Lodging Expo  
 Atlanta Foodservice Expo ■ Pennsylvania Foodservice Expo ■ Association of Nutrition & Foodservice Professionals— Ohio  
 Hospitality Financial & Technology Professionals (HFTP) Ohio Valley Chapter ■ NRA Finance Officers & Tax Executive ESG  
 Americas Food & Beverage Show & Conference ■ Food, Beverage, & Labor Cost Management Summit  
 Global Summit on All Things Food (GSAF)

### Culinary & Hospitality Management 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 ■ Ursuline College  
 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

## 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 ■ Cape Coral, FL ■ Miami Beach, FL ■ Orlando, FL  
 Atlanta, GA ■ Chicago, IL ■ Macomb, IL ■ Covington, KY ■ New Orleans, LA ■ Boston, MA ■ Portland, ME  
 Benton Harbor, MI ■ Mount Pleasant, MI ■ Charlotte, NC ■ Jamestown, NC ■ Raleigh, NC ■ Wilmington, NC  
 Atlantic City, NJ ■ 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 ■ Pepper Pike, OH ■ Toledo, OH ■ Tulsa, OK  
 Portland, OR ■ Philadelphia, PA ■ Pittsburgh, PA ■ Nashville, TN ■ Dallas, TX ■ Houston, TX ■ San Antonio, TX

## International Locations

**Canada:** Ottawa, ON ■ Toronto, ON

## Books & Publications

[ FB&L ] *Food, Beverage, & Labor Cost Control Quarterly*  
 © 2018 Restaurant Institute | Quarterly Publication starting in Fall 2018  
*Return On Ingredients: Controlling Food & Beverage Costs To Improve Efficiency & Profits, 2nd Edition*  
 © 2017 Restaurant Institute (ISBN 978-0-9912812-4-1 paperback; 978-0-9912812-5-1 hardback)  
*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 Efficiency & Profits*  
 © 2014 Restaurant Institute (ISBN 978-0-9912812-1-3)  
*The Culinary Pocket Resource of Yields, Weights, Densities & Measures, 1st Edition*

## Articles & Interviews Published

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