

Recipe Pricing Checklist

A practical check before you set a selling price. For home bakers and small food businesses.

Recipe: _____ Date: _____

01 GET THE BATCH RIGHT

☐ **Define your sellable output.**

Record the batch size and units you can actually sell after waste, breakage or samples.

☐ **Check ingredient costs and units.**

Use current pack prices and quantities. Allow for usable yield and match units before calculating.

02 INCLUDE THE WORK AROUND THE RECIPE

☐ **Count active labour.**

Include preparation, decorating, packing and cleaning. Set an hourly rate and count shared time once.

☐ **Include all packaging.**

Count individual wraps or labels, plus any boxes or other packaging used for the whole batch.

☐ **Allocate overhead consistently.**

Allow for relevant costs such as utilities and equipment use. Avoid counting the same cost twice.

☐ **Check costs outside the kitchen.**

Review selling/payment fees, delivery, discounts and applicable taxes before settling on a price.

03 REVIEW THE PRICE

☐ **Calculate cost per sellable unit.**

Divide total batch cost by sellable output. Check that every cost belongs to the same batch.

☐ **Distinguish margin from markup.**

Margin is profit divided by selling price; markup is profit divided by cost. They are not the same.

☐ **Recheck after rounding or changes.**

Review your final price against costs, customer expectations and a realistic ingredient-cost increase.

A QUICK MARGIN CHECK

Example: unit cost 3.00 / (1 - 0.40 target margin) = selling price 5.00.

This assumes all relevant costs are included; percentage-of-price fees need separate treatment.

Want to bring the numbers together?

Explore the Recipe Cost & Pricing Calculator on Etsy

A planning checklist, not a profit guarantee. The calculator models entered costs; taxes, selling/payment fees and delivery are not automatic. Review them separately or incorporate them into your inputs.