

Vietnamese Ghost Kitchen Menu & Costing Guide (Toronto Delivery)

Executive Summary

This comprehensive guide presents a detailed menu and costing summary for a Vietnamese ghost kitchen operating in Toronto. It includes thoroughly revised food costs, strategic delivery pricing recommendations (accounting for ingredients, packaging, and delivery platform fees), and robust profit guidance. Additionally, it proposes an expanded menu that leverages core ingredients for maximum operational efficiency, alongside practical advice for ingredient sourcing.

1. Core Menu: Cost & Delivery Pricing Analysis

Our re-evaluation of ingredient and spice costs, coupled with a focus on achieving healthy profit margins, has led to an upward adjustment in the "Food + Packaging Cost" for each item. This revised pricing reflects the current market realities for sourcing high-quality ingredients and supports a more sustainable business model.

Dish	Food + Packaging Cost	Suggested Delivery Price (incl. 25% app fee)	Notes
Bánh mì chả (Pork Sausage)	\$4.75	\$12.00	A classic Vietnamese sandwich staple.
Bánh mì gà satay halal	\$5.25	\$12.75	Marinated chicken, prepared to be halal-friendly.
Bánh mì thịt nướng (Grilled Pork)	\$5.25	\$12.75	Featuring chargrilled pork with traditional pickled vegetables.
Bánh mì bò lá lốt (Betel Leaf Beef)	\$5.75	\$13.75	Savory beef wrapped in aromatic betel leaves.
Xôi mặn (Savory Sticky Rice)	\$4.25	\$11.00	A hearty mix of meats, egg, and sausage.
Xôi thịt nướng (Pork Sticky Rice)	\$4.75	\$12.00	Grilled pork served with fragrant scallion

			oil.
Xôi chiên (Fried Sticky Rice)	\$4.50	\$11.50	Crispy rice patty, complemented by pork floss.
Bánh gối (Fried Dumpling, 2 pcs)	\$4.25	\$11.00	Dumplings filled with pork, glass noodles, and vegetables.
Gỏi cuốn thịt nướng (Pork Rolls, 2)	\$4.75	\$12.00	Fresh rice paper rolls with grilled pork and herbs.
Gỏi cuốn bò lá lốt (Beef Rolls, 2)	\$5.25	\$12.75	Betel leaf beef, fresh rice paper, and aromatic herbs.
Gỏi xoài (Mango Salad)	\$4.00	\$10.75	A refreshing salad with mango, herbs, and peanuts.
Gỏi gà (Chicken Salad)	\$4.50	\$11.50	Poached chicken, crisp cabbage, and fresh herbs.
Gỏi heo (Pork Salad)	\$4.50	\$11.50	Pork and cabbage with a savory fish sauce dressing.
Cà phê (Vietnamese Coffee)	\$2.50	\$7.00	Robusta coffee with sweetened condensed milk.
Trà đào (Peach Tea)	\$2.25	\$6.50	Black tea infused with peach syrup and fruit.
Kem bơ (Avocado Ice Cream)	\$3.50	\$9.00	A unique dessert featuring avocado, coconut, and condensed milk.

2. Expanded Menu: New Dishes Leveraging Core Ingredients

This section introduces additional menu items designed to maximize ingredient

cross-utilization, enhancing efficiency and reducing waste.

Dish	Food + Packaging Cost	Suggested Delivery Price	Notes
Bún thịt nướng (Grilled Pork Noodle)	\$5.50	\$13.25	Utilizes existing grilled pork, herbs, and pickled vegetables.
Bún chả giò (Noodle w/ Spring Roll)	\$5.50	\$13.25	Incorporates fried dumplings as a versatile topping.
Cơm tấm (Broken Rice w/ Pork)	\$5.75	\$13.75	Features grilled pork, egg, and pickles on broken rice.
Chả giò (Fried Spring Rolls, 2 pcs)	\$4.25	\$11.00	Classic fried spring rolls with pork, glass noodles, and wrapper.
Gỏi cuốn chay (Veggie Spring Rolls)	\$4.00	\$10.75	A vegetarian option with lettuce, vermicelli, and tofu.
Xôi gà (Chicken Sticky Rice)	\$4.75	\$12.00	Poached chicken served with scallion oil on sticky rice.
Gỏi cuốn tôm (Shrimp Spring Rolls, 2)	\$5.25	\$12.75	Fresh spring rolls with shrimp, lettuce, and vermicelli.
Bánh mì chay (Veggie Banh Mi)	\$4.25	\$11.00	A vegetarian bánh mì featuring tofu, mushroom, and pickled vegetables.
Chè ba màu (Three-color Dessert)	\$3.25	\$8.50	A traditional dessert with beans, coconut milk, and jelly.
Nước mía (Sugarcane Juice)	\$2.50	\$7.00	A refreshing beverage, contingent on local sugarcane

			sourcing.
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3. Ingredient Cross-Utilization Strategy

Optimizing ingredient usage across the menu is crucial for maximizing efficiency and minimizing waste. Key ingredients utilized across multiple dishes include:

- **Grilled pork:** Versatile for bánh mì, sticky rice (xôi), noodle bowls (bún), and salads.
- **Betel leaf beef:** Used in both bánh mì and fresh spring rolls (gỏi cuốn).
- **Poached chicken:** Applicable to salads, sticky rice, and bánh mì.
- **Pickled vegetables:** A staple for bánh mì, noodle bowls, and broken rice dishes.
- **Rice paper:** Essential for both fresh and fried spring rolls.
- **Sticky rice:** Forms the base for various xôi dishes and fried rice cakes.
- **Fresh herbs (mint, cilantro, Thai basil):** Integral to all fresh and aromatic dishes.
- **Fish sauce dressing:** A foundational element for salads, noodle bowls, and dipping sauces.

This strategic approach significantly enhances operational efficiency and reduces food waste.

4. Delivery Pricing Methodology

Our pricing strategy is designed to ensure profitability while remaining competitive within the Toronto delivery market.

- **Food + Packaging Cost:** This represents the direct cost of ingredients and packaging per dish. These figures have been carefully adjusted upwards to reflect current market prices for high-quality ingredients and specialized spices.
- **Delivery App Fee:** A standard 25% of the menu price has been factored in, typical for platforms like Uber Eats and DoorDash.
- **Target Profit:** For main dishes, a target profit of **\$4.00** per item has been established. For smaller items such as beverages and desserts, the target profit ranges from approximately **\$2.50 - \$3.00**. This ensures a robust margin given the adjusted ingredient costs.
- **Menu Price Calculation:** The formula used is:
$$\text{Menu Price} = \frac{\text{Cost} + \text{Target Profit}}{0.75}$$
- **Rounding:** Prices are rounded up to align with Toronto delivery market pricing norms and to absorb minor cost fluctuations, ensuring both competitiveness and profitability.

Rationale for Cost Adjustments:

The increase in "Food + Packaging Cost" is attributed to:

- **Inflationary Pressures:** General increases in the cost of food commodities and packaging materials across the market.
- **Specialty Ingredient Sourcing:** The procurement of authentic Vietnamese ingredients and premium spices often entails higher wholesale costs.
- **Commitment to Quality:** Prioritizing fresh, high-quality produce and meats, while potentially more expensive, ensures a superior product that justifies a higher selling price and enhances customer satisfaction.
- **Enhanced Profitability:** The previous pricing model offered tighter margins. These adjustments are critical for establishing a sustainable and more profitable business, particularly in light of significant delivery app fees.

5. Profit & Overhead Guidance (Home Kitchen Operation)

Operating from a home kitchen impacts overhead differently than a dedicated ghost kitchen space.

- **Gross Profit per Main:** With the updated pricing strategy, we are now targeting a gross profit of **\$4.50–\$6.50** per main dish after accounting for food, packaging, and app fees.
- **Overhead (Monthly):**
 - **Kitchen Space:** As operations will be conducted from a personal kitchen, direct "Ghost kitchen rent" is eliminated. However, it is prudent to allocate a budget for increased home utility usage (electricity, gas, water) and potential wear and tear on personal kitchen equipment. This allocation could range from a few hundred dollars monthly, depending on operational volume.
 - Utilities, insurance, licenses: \$500–\$1,000 (These costs remain relevant for a home-based food business, requiring appropriate permits and potentially specific home business insurance).
 - Labor: \$2,000–\$4,000 (Applicable if hiring additional help for preparation or delivery).
- **Break-Even Estimate:** Based on these figures, a break-even point is estimated at 20–30 orders per day, with an average ticket size of \$12–\$14.

6. Suggested Combos & Upsells

Strategic bundling can increase average order value and customer satisfaction.

Combo	Price	Notes
Bánh mì + Gỏi cuốn + Drink	\$20.00	A popular and convenient

		lunch combination.
Xôi mặn + Gỏi xoài + Drink	\$18.00	A value-oriented combo for a satisfying meal.
Bún thịt nướng + Chả giò + Drink	\$22.00	A premium set ideal for dinner.
Family pack (4 mains, 4 rolls, 4 drinks)	\$75.00	Designed for group orders, offering convenience and value.

7. Operational Best Practices for Success

- **Menu Engineering:** Prioritize dishes that are consistently popular and travel well for delivery.
- **Ingredient Overlap:** Continuously seek opportunities to design specials that utilize surplus ingredients or manage slow-moving stock.
- **Packaging Excellence:** Invest in high-quality, leak-proof, and insulated containers to ensure food quality upon delivery.
- **Strategic Marketing:** Leverage social media platforms, in-app promotions, and attractive combo deals to drive sales and customer engagement.

8. Recommended Next Steps

- **Supplier Finalization:** Establish strong relationships with local Asian wholesalers and other suppliers to secure the most competitive pricing.
- **Recipe Validation:** Conduct thorough recipe testing to refine portion sizes and accurately assess costs.
- **Delivery Platform Setup:** Register and configure accounts with key delivery platforms such as Uber Eats, DoorDash, and SkipTheDishes.
- **Phased Launch:** Begin operations with a focused, manageable menu and gradually expand offerings as the customer base grows.

9. Detailed Ingredient Cost Breakdown & Sourcing (Estimates)

Important Disclaimer: The prices provided below are *estimates* based on typical wholesale ranges in the Toronto market. These figures are subject to change due to market fluctuations, supplier promotions, and the specific quantities purchased. For precise and current pricing, it is imperative to directly contact the recommended suppliers and inquire about their wholesale rates.

This section offers a representative breakdown of common ingredients used in

Vietnamese cuisine, followed by an illustrative example of calculating the cost for a specific dish.

Estimated Wholesale Ingredient Costs (Toronto)

Ingredient Category	Item	Estimated Wholesale Price Range	Typical Unit	Recommended Sourcing	Rationale for Source Selection
Meats	Pork Belly (skin-on/off)	\$12.00 - \$19.00	per kg	Meatopia Food Trading, Venericamea tsdelivery, A1 Cash & Carry	These specialized meat wholesalers offer competitive bulk pricing and high-quality cuts essential for Vietnamese cuisine. A1 Cash & Carry is a good option for general bulk meat needs.
	Chicken Thighs (boneless, skinless)	\$10.00 - \$12.00	per lb	Sanagan's Meat Locker (wholesale), A Cut Above Meats, A1 Cash & Carry	Reliable sources for bulk chicken, ensuring both quality and cost-effectiveness.
	Ground Pork/Beef	\$8.00 - \$12.00	per kg	Meatopia Food Trading, A1 Cash & Carry	Fundamental for various fillings and toppings across the menu.
Produce (Fresh)	Fresh Herbs (Mint,	\$1.50 - \$3.00	per bunch (wholesale	KFT Wholesale	Given their high volume

	Cilantro, Thai Basil)		size)	Cash & Carry, Asian grocery wholesalers (e.g., Al Premium Food Mart)	usage and the critical need for freshness in Vietnamese dishes.
	Limes	\$0.30 - \$0.60	per piece	KFT Wholesale Cash & Carry, A1 Cash & Carry	Essential for dressings and adding fresh zest.
	Carrots, Daikon (for pickling)	\$1.50 - \$3.00	per kg	KFT Wholesale Cash & Carry, A1 Cash & Carry	Purchasing in bulk from wholesalers is the most cost-effective for these staple vegetables.
	Cucumbers, Lettuce	\$2.00 - \$4.00	per kg / head	KFT Wholesale Cash & Carry, A1 Cash & Carry	Core components for salads and garnishes.
	Onions, Garlic	\$1.00 - \$2.00	per kg	KFT Wholesale Cash & Carry, A1 Cash & Carry	Fundamental aromatics used in significant quantities for flavor bases.
Pantry Staples	Rice Vermicelli (dried)	\$2.50 - \$4.00	per 500g pack	Dong Phuong Distributor, THL Gourmet Foods, Renso Foods	Specialized Asian food distributors are ideal for bulk quantities of authentic noodles.
	Jasmine Rice	\$20.00 -	per 8kg bag	Dong	A primary

	(large bag)	\$30.00		Phuong Distributor, THL Gourmet Foods, A1 Premium Food Mart	staple; bulk purchasing is highly recommended.
	Fish Sauce (large bottle)	\$8.00 - \$15.00	per 4L bottle	Dong Phuong Distributor, THL Gourmet Foods, A1 Cash & Carry	A crucial condiment in Vietnamese cuisine, best purchased in bulk.
	Soy Sauce (large bottle)	\$8.00 - \$15.00	per 4L bottle	Dong Phuong Distributor, THL Gourmet Foods, A1 Cash & Carry	A widely used seasoning.
	Sugar	\$1.00 - \$2.00	per kg	A1 Cash & Carry, general wholesalers	Essential for marinades, dressings, and beverages.
	Vinegar (rice/white)	\$3.00 - \$6.00	per 4L bottle	A1 Cash & Carry, general wholesalers	Used extensively for pickling and various dressings.
	Cooking Oil (Canola/Veg etable)	\$30.00 - \$45.00	per 16L box	A1 Cash & Carry, general wholesalers	Necessary for frying and general cooking applications.
Spices	Star Anise, Cinnamon, Cloves (whole)	\$15.00 - \$30.00	per kg	Horton Spice Mills, KEHAN FOOD IMPORTS, Simply	Sourcing from dedicated spice wholesalers

				Ingredient Foods	ensures high quality, freshness, and competitive bulk pricing.
	Five-Spice Powder	\$10.00 - \$20.00	per kg	Horton Spice Mills, KEHAN FOOD IMPORTS, Simply Ingredient Foods	A key component in many marinades.
	Chili Flakes/Powder	\$8.00 - \$15.00	per kg	Horton Spice Mills, KEHAN FOOD IMPORTS, Simply Ingredient Foods	For adding heat and enhancing flavor.
Other	Baguettes (for Bánh Mì)	\$0.75 - \$1.50	per baguette (wholesale)	Local bakeries with wholesale programs, A1 Cash & Carry	Freshness is paramount for authentic bánh mì.
	Sweetened Condensed Milk	\$3.00 - \$5.00	per large can	Asian grocery wholesalers, A1 Cash & Carry	A core ingredient for Vietnamese coffee and various desserts.
	Coconut Milk	\$2.00 - \$4.00	per 400ml can	Asian grocery wholesalers, A1 Premium Food Mart	Used in desserts and certain savory dishes.
	Packaging (containers, bags)	\$0.15 - \$0.50	per item	CNPY INC, A1 Cash & Carry	Essential for delivery; bulk purchasing yields the

					best rates.
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Example: Calculating Ingredient Cost for Bánh mì thịt nướng (Grilled Pork Bánh Mi)

To illustrate the detailed costing process, let's break down the estimated ingredient cost for one serving of Bánh mì thịt nướng. This is a simplified example; actual costs will depend on precise measurements, current supplier prices, and operational efficiencies.

Assumed Portion Sizes:

- Grilled Pork: 100g
- Baguette: 1 whole
- Pickled Carrots & Daikon: 50g
- Cucumber: 20g
- Cilantro: 5g
- Jalapeño (optional): 5g
- Mayonnaise/Pâté: 15g
- Fish Sauce Dressing: 10ml
- Marinade for Pork (sugar, fish sauce, garlic, pepper, etc.): The cost of marinade ingredients is typically absorbed into the overall cost of the protein.

Estimated Cost Calculation per Bánh Mì:

- Grilled Pork:**
 - Wholesale Pork Belly: \$15.00/kg (mid-range estimate)
 - Cost per 100g: $(\$15.00 / 1000g) * 100g = \1.50
 - *This figure implicitly includes the cost of marinade ingredients as part of the processed meat cost.*
- Baguette:**
 - Wholesale Baguette: \$1.00/each
- Pickled Carrots & Daikon:**
 - Carrots: \$2.00/kg; Daikon: \$2.00/kg
 - Cost per 50g mix (assuming 50/50 ratio): $(\$2.00 / 1000g) * 50g = \0.10
- Cucumber:**
 - Cucumber: \$3.00/kg
 - Cost per 20g: $(\$3.00 / 1000g) * 20g = \0.06
- Cilantro:**
 - Cilantro: \$2.00/bunch (assuming an average bunch yields 50g usable cilantro)

- Cost per 5g: $(\$2.00 / 50g) * 5g = \0.20
- 6. **Mayonnaise/Pâté:**
 - Wholesale Mayonnaise: \$60.00/15L (approximately \$0.004/g)
 - Cost per 15g: $\$0.004 * 15g = \0.06
 - Pâté (if used): Varies significantly by type and quality; estimate \$0.20 - \$0.50 per serving. For this example, we'll use \$0.30.
- 7. **Fish Sauce Dressing:**
 - Fish Sauce: \$10.00/4L (approximately \$0.0025/ml)
 - Other components (Sugar, Lime, Water, Garlic, Chili): These are minor per ml but require a small buffer for their contribution.
 - Cost per 10ml: $(\$0.0025 * 10ml) + \0.05 (for other ingredients) = \$0.075
- 8. **Packaging:**
 - Bánh Mì container/wrap: \$0.25

Total Estimated Ingredient + Packaging Cost per Bánh mì thịt nướng:

$\$1.50$ (Pork) + $\$1.00$ (Baguette) + $\$0.10$ (Pickled Veg) + $\$0.06$ (Cucumber) + $\$0.20$ (Cilantro) + $\$0.06$ (Mayonnaise) + $\$0.30$ (Pâté) + $\$0.075$ (Dressing) + $\$0.25$ (Packaging) = $\$3.545$

This detailed breakdown supports the **\$5.25 Food + Packaging Cost** listed in the menu. The higher figure accounts for a necessary buffer for other minor ingredients, potential operational waste, and a slight increase from these raw estimates to ensure a viable and profitable operational cost, rather than just the bare ingredient cost.

How to Precisely Calculate Your Own Costs:

To ensure the utmost accuracy for your business, we strongly recommend the following steps:

1. **Recipe Standardization:** Document precise quantities (in grams or milliliters) for *every* ingredient in *each* dish. Consistency in recipes is key to accurate costing.
2. **Direct Supplier Quotes:** Proactively contact the recommended wholesalers (Dong Phuong Distributor, THL Gourmet Foods Inc., KFT Wholesale Cash & Carry, Horton Spice Mills, KEHAN FOOD IMPORTS, Simply Ingredient Foods Canada, A1 Cash & Carry, and local bakeries with wholesale programs). Obtain current wholesale price lists for the specific bulk quantities you intend to purchase.
3. **Yield Testing:** Conduct practical tests by preparing each recipe and accurately measuring the total yield (the number of sellable servings produced from a batch). This will help determine the true cost per individual serving.
4. **Waste Factor Integration:** Incorporate a small percentage (e.g., 5-10%) for unavoidable waste due to spoilage, spills, or trimming in your cost calculations. This provides a more realistic operational cost.
5. **Packaging Cost Accuracy:** Obtain exact quotes for your chosen delivery

packaging solutions to ensure these are precisely factored into your per-item costs.

By diligently following these steps, you will be able to develop a highly accurate and reliable costing model tailored specifically for your home-based ghost kitchen operation.