



Return On Ingredients® LLC
P.O. Box 2387, Westerville, Ohio 43086-2387
614.558.2239 ■ Fax 614.340.7946 ■ info@ReturnOnIngredients.com

Mark Kelnhofer, President & CEO, Return On Ingredients® LLC International Author & Speaker

Mark Kelnhofer, 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 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 also is currently an Adjunct Faculty member of Ohio Dominican University instructing several undergraduate accounting courses as well at Ohio University instructing hospitality accounting. He also sits on several hospitality advisory boards for Ohio University in Athens, Ohio and Hocking College in Nelsonville, Ohio. Mark is also a member of the National Veteran-Owned Business Association (NaVOBA) 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.