CHEF'S NOTEBOOK · FREE CHEAT SHEET

The Chef's Formula for Pricing What You Bake

Stop guessing. Price the work, not just the flour.

TRUE PRICE

True Cost = Ingredients + Packaging + Labour € + Overhead

Labour € = (minutes ÷ 60) × your hourly rate

Sell price = True Cost ÷ (1 − margin %) → then add VAT if you charge it

Worked example — one butter croissant

Example EU prices · €25/h · 15% overhead · 35% margin · replace with yours

Step	Number
Ingredient cost (flour, butter, yeast…)	€0.40
Packaging share	€0.10
Labour (7.5 min @ €25/h)	€3.13
Subtotal	€3.63
+ Overhead 15%	€0.54
TRUE COST	**€4.17**
Suggested price @ 35% margin (ex-VAT)	**€6.42**

GUT PRICE

€2.00

Looks fair. Actually below True Cost — you pay to bake.

DEFENSIBLE PRICE

€6.50

Covers labour + margin. Sleeps better than €2.

Quick checklist before you quote

☐ Pack prices updated this month	☐ Labour minutes honest (incl. clean-up)
☐ Packaging + board / box counted	☐ Overhead % not zero
☐ Margin chosen on purpose	☐ VAT rate checked for your activity

Want the full spreadsheet (Ingredients → Recipes → Pricing → Orders → Dashboard) with these sample recipes ready in **EUR / metric**?
Chef's Pricing Kit — Know What to Charge by Domenico Vescera · ChefLabNotes on Etsy / Payhip.

Educational tool only — not tax advice. Sample prices are examples. © Chef's Notebook by Domenico Vescera