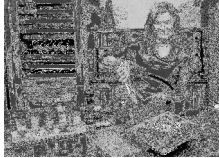


SPREADING YOUR MESSAGE WITH COOKING DEMOS THAT DAZZLE



Michelle Dudash, RD
Julie Negrin, MS, CN

Food And Culinary Professionals Webinar
June 17, 2011

Learning codes: 1130, 8060, 8080



@michelledudash
@julienegrin

Objectives

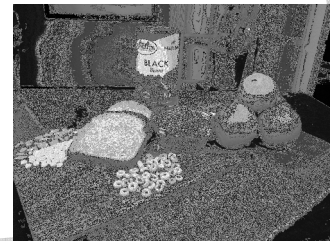
- Understand why a cooking demo is an effective way to spread your nutrition message.
- Discover the steps going into the execution of a professional and memorable cooking demo.
- Develop skills used by pro food stylists, media spokespersons, and chefs to make your cooking demo appear effortless and magical.

The 4 Ps

- Plan
- Prep
- Practice
- Passionate Execution

Why Just Talk the Talk When You Can Walk the Walk?

- Message trifecta: Tell, do, review
- The way to a person's brain is through their stomach
- It's fun!



Step 1: Plan

Crucial Questions

- ⦿ How long of a demo?
- ⦿ How many attendees?
- ⦿ How long of an event?
- ⦿ About the facilities?
- ⦿ Budget?
- ⦿ Fire code?
- ⦿ Audience?

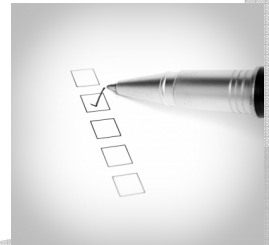


Photo: freedigitalphotos.net

Choosing the Theme

- ⦿ Season
- ⦿ Event theme?
- ⦿ Nutritional considerations



Request Ahead of Time

- ⦿ Tables
- ⦿ Lavelier mic, if needed
- ⦿ Assistants
- ⦿ Hand-washing facilities
- ⦿ Tablecloths
- ⦿ Extension cords
- ⦿ Waste receptacles cans
- ⦿ Equipment
- ⦿ Coolers

Help Wanted

- Don't be afraid to ask for help
- Interns, students, utilize local list serv

They can

- Find recipe
- Source/create handouts
- Shop
- Day of assistance



Photo: freedigitalphotos.net

Choosing the Recipe

- Audience
- Season
- Time available
- Appeal
- Where to get?
- Copyright issues?
- Comfort level of yourself and audience



"I do something much simpler than I think that I need to. Choose simple recipes to illustrate your point."

--Jill Nussinow, MS, RD "The Veggie Queen"

Recipe Example

CHUNKY GRAPE SALSA

Kids will love having this fruity dip with whole-grain chips or crackers for an afternoon snack. This also makes a great accompaniment for fish or chicken.

CHUNKY GRAPE SALSA

INGREDIENTS

- 1 medium navel orange, peeled and cut into 1/2-inch pieces
- 8 oz. seedless red grapes, stemmed and cut into quarters
- 1/2 cup chopped red pepper
- 1/4 cup chopped cilantro
- 1/4 cup chopped green onions
- 1 tbsp minced jalapeños (optional)
- 1/2 cup Welch's 100% Grape Juice made with Concord grapes
- About 1 tbsp fresh lime juice
- 1 8-oz. bag baked tortilla chips or whole-wheat crackers

www.welchs.com

PREPARATION

1. In a medium bowl, mix the orange, grapes, red pepper, cilantro, green onions, and jalapeño if using. Stir in the grape juice and lime juice. Taste and adjust the seasoning with more lime juice, if needed.
2. Serve immediately with tortilla chips or whole-wheat crackers.

Makes 2 1/2 cups salsa (4 servings)

NUTRITION PER SERVING (without chips): 70 calories, 0g fat, 0g saturated fat, 1g protein, 15g carbohydrate, 0mg cholesterol, 5mg sodium, 2g fiber

Props

- Seasonal or related to topic
- Ingredients from recipe
- Final dish
- Produce/grains in raw form
- Under liners
- Accents



"Show a large variety of uncooked grains in whole form for people to touch and see, such as red quinoa."

-- Crystal Petrello, MS, RD

The Script

- 3 main talking points
- Keep it positive
- How to fill moments of silence?
- Action verbs, descriptive adjectives
- Forecast potential questions
- What *don't* you know?
- Memorable tips

Messaging Example



1. **Following a heart-healthy diet is smart at any age,** and as part of a nutritious diet and active lifestyle, research suggests that dark-purple Concord grapes may play a role in heart health.
2. **Eating an array of colorful fruits and vegetables is central to heart-healthy living,** and Concord grape juice can be an easy, delicious way for the whole family to enjoy the heart-healthy goodness of this purple fruit.
3. In fact, more than a decade of research suggests that **Concord grape juice may benefit the heart by helping to maintain healthy, clear and flexible arteries,** which in turn can help promote healthy blood flow throughout the body and to the mind.

More info: <http://www.welchs.com/health-and-nutrition/healthy-living>

Step 2:


Prep

Prepping Your Demo

- 3 days ahead:
 - Determine how many samples
 - Make grocery and supply list
 - Copies of recipes
 - Other giveaways
- 2 days before: purchase
- 1 day before: prep ingredients



What to Prep for Chunky Grape Salsa?



**CHUNKY
GRAPE SALSA**

INGREDIENTS

- 1 medium navel orange, peeled and cut into 1/2-inch pieces
- 8 oz. seedless red grapes, stemmed and cut into quarters
- 1/2 cup chopped red pepper
- 1/4 cup chopped cilantro
- 1/4 cup chopped green onions
- 1 tbsp minced jalapeños (optional)
- 1/2 cup Welch's 100% Grape Juice made with Concord grapes
- About 1 tbsp fresh lime juice
- 1 8-oz. bag baked tortilla chips or whole-wheat crackers

www.welchs.com

Helpful Tools for Behind the Scenes

- ⦿ Plastic gloves
- ⦿ Spoons
- ⦿ Large “tweezers”
- ⦿ Paper towels/rags
- ⦿ Garbage bags
- ⦿ Cutting board
- ⦿ Knife
- ⦿ Crate, cooler on rollers

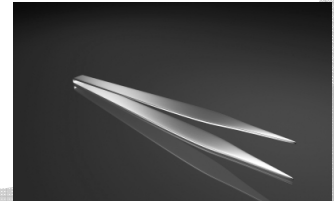


Photo: freedigitalphotos.net

Essential Tools On Set

- ⦿ Camera ready pots, pans, cutting boards, hand towels
 - ⦿ Spoons, spatulas
 - ⦿ Tasting fork and plate
 - ⦿ Small dishes and utensils
 - ⦿ Sampling supplies
- Nice to Have Gadgets
- ⦿ Lemon press
 - ⦿ Auto pepper grinder



Photo: freedigitalphotos.net

Operation: Food Safety

- ⦿ Proper temperature during transport and storage
- ⦿ Hand washing
- ⦿ Gloves
- ⦿ Serving utensils
- ⦿ How will it be served?

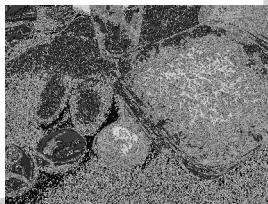
Step 3: Practice

Practicing

- Practice, practice, practice!
- Fully tested recipe
- Use a timer
- Smooth switch out
- Dry rehearsal
- "Dress" rehearsal

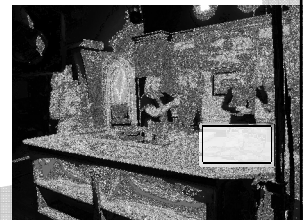
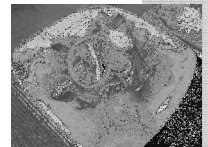
The Cherry On Top

- Door stops
- Risers
- Solid colors
- Cloth napkins & place mats
- Themed decor



Special Considerations for TV

- Finished dish
- Less time
- Precautions for dressings, sauces
- Teases and bumps
- Tasting
- Involve host?
- Ask host questions
- Live or taped?



Special Considerations for a Large Audience

- Prepare samples in advance
- Choose recipe that is easily served.

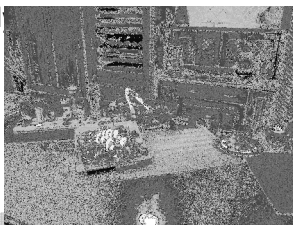


Step 4:

Passionate Execution

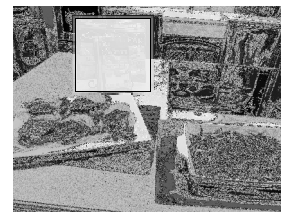
After Arriving Early

- Make sure equipment is plugged in and works
- Set up
- Get samples ready



Performing the Demo

- Flag one or two take-home tips
- Pre-heated pan
- Magical, effortless



“You can say whatever you want, but you must be absolutely fascinating.”

-- Michelle Dudash, RD

“...And don't be boring!”

Engaging

- ⦿ Audience volunteers
- ⦿ Show of hands
- ⦿ Ask questions
- ⦿ ABC

“The best thing you can do is make it over and over yourself and then give your personal experience and presentation. If you get someone to help you from the audience that makes it easier and more fun without any work!”

--Judy Doherty, Food and Health Communications

Post Demo

- ⦿ Thorough clean up
- ⦿ Follow up with answers to questions
- ⦿ Post recipe on your website
- ⦿ Plenty of recipe copies and business cards

Special Considerations for Cooking Demos for Kids



Julie Negrin, MS, CN

Special Considerations for Cooking Demos for Kids

- ◎ STEP 1: Do your homework
 - Find out the age group
 - Special food requests?
 - Certain classroom/curriculum to integrate?



Figuring out the Food



- ◎ STEP 2: Once you know the logistics, you can develop the menu
 - Find something healthy and kid-friendly
 - Make sure it's a recipe that you can prepare in advance so you can pass out samples (spring rolls or veggie shish kebabs)
 - Or, make sure you can make it in real time (like dips or smoothies) and pass out with veggies

Tips on Deciding on Menus

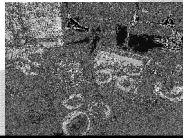
- ◎ STEP 3: When deciding recipe(s), pick something interactive so you can:
 - Pass around samples of each vegetable for them to sample and spices you're using.
 - Ask kids to come up to help push buttons, pass out food, cut items with a plastic knife (or metal butter knife).
 - Have them taste test the food to decide if it needs any additional spices or ingredients.
 - Encourage kids to help pass out samples.

To Do List – BEFORE DEMO

- STEP 4: Make the plan!
 - ◎ If possible, visit the site and see where you'll be conducting it
 - ◎ Collect as much info as possible
 - looking at hand-washing options
 - electrical socket (if using a processor or blender)
 - how many kids can fit
 - tables to set up
 - microphone for really large groups

Test Your Recipe(s)

- ◎ STEP 5: Test your recipe(s) ahead of time to time it
- ◎ Make notes to determine which equip you'll need
- ◎ Determine how many times you'll need to multiply recipe
- ◎ Calculate your budget
- ◎ Step 6: Write a detailed timeline for your demo



Day of Demo

- ◎ Wash product, chop, and prep ingredients, bring them ready-to-go but leave some whole to show kids
- ◎ Save time to taste food and discuss



Managing a Group of Kids

- ◎ Make sure you have teachers, parents or other experienced staff to help keep kids under control
- ◎ Bring a friend or assistant to help you with food (don't count on site staff)
- ◎ Stay on schedule – kids get antsy
- ◎ Feed them throughout the demo – don't wait until the end



Have fun with the kids!



- ◎ Ask them questions
- ◎ Include them as much as possible
- ◎ Have them smell, touch, taste a lot
- ◎ Share your excitement about food with them!

Additional Resources

- Food and Culinary Professional Dietetic Practice Group
Culinary Resource Manual
- *Cooking Show and Tell for Dietitians*
by Sharon B. Salomon, MS, RD and Patty Hart, MS,
RD. Email sbsrd@aol.com for more info.
- Video links: www.michelledudash.com/michelle
- La Diva Dietitian
<http://www.ladivadietitian.com/ladivadietitian/Welcome.html>
- Keep the Beat Deliciously Healthy Eating, by NHLBI
<http://hin.nhlbi.nih.gov/healthyeating>

Contact

Michelle Dudash, RD

www.michelledudash.com: Visit for video clips with cooking demos.

Facebook: Michelle Dudash, RD

Julie Negrin, MS, CN

www.julienegrin.com

Book: *Easy Meals to Cook with Kids* by Julie Negrin
© 2010

Facebook: My Kitchen Nutrition