

**MASTER THE ART
OF LEADING
COOKING DEMOS**


KARMAN MEYER, RDN, LDN



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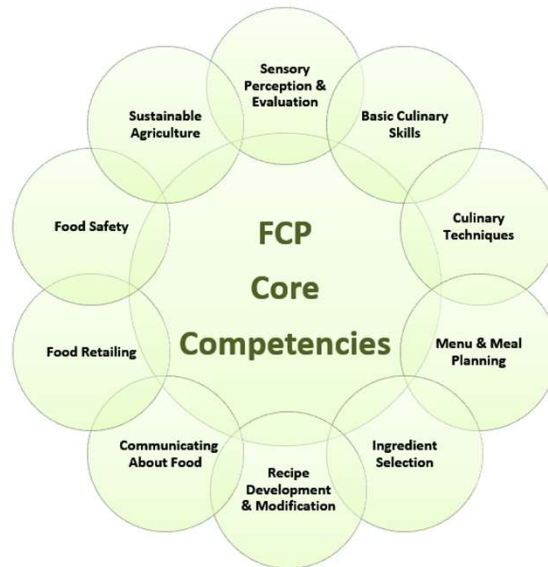
**Food &
Culinary
Professionals**

a dietetic practice group of the
**Academy of Nutrition
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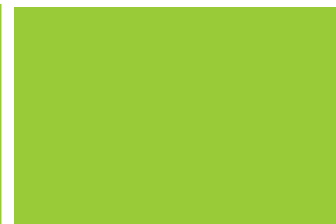
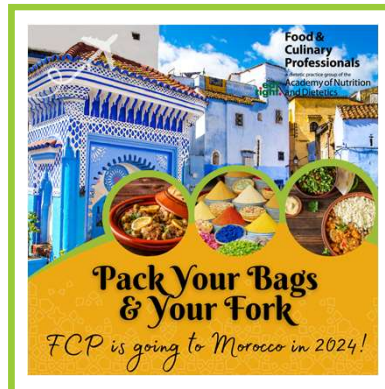


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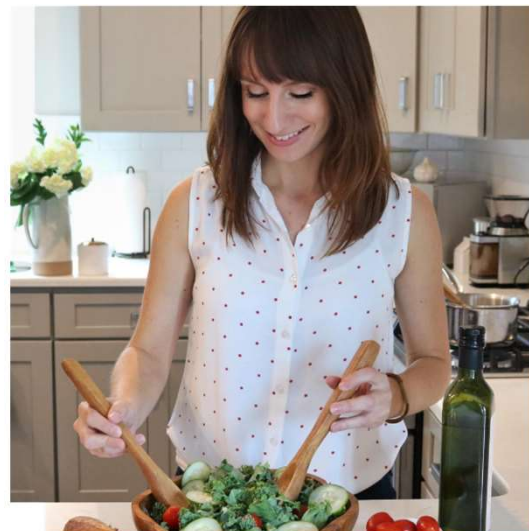


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About

- Certified in Culinary Nutrition, Adult Weight Management
- Led 400+ cooking demos, classes, and TV segments over the past 5 years
- Virtual cooking classes, corporate wellness events, private cooking classes, kids cooking classes



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Learning Objectives

1. Identify the many opportunities for dietitian-led cooking demonstrations in various settings.

2. Understand the important elements to consider when developing an engaging and effective cooking demonstration.

3. Understand how to create nutrition messages that resonate with the target audience.



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Practice Applications

- Offer in-person cooking classes to current clients
- Add virtual cooking classes to list of services
- Reach out to TV stations for cooking segments
- Work with corporate clients/local businesses offering employee engagement events



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Benefits of Culinary Experiences

- 1) Increase Food Knowledge
- 2) Reach More People
- 3) Build Kitchen Confidence
- 4) Share Your Expertise

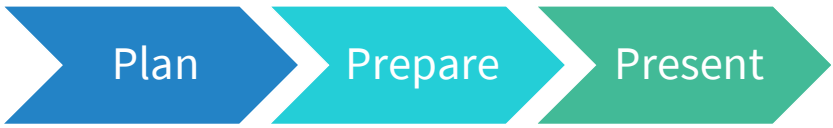


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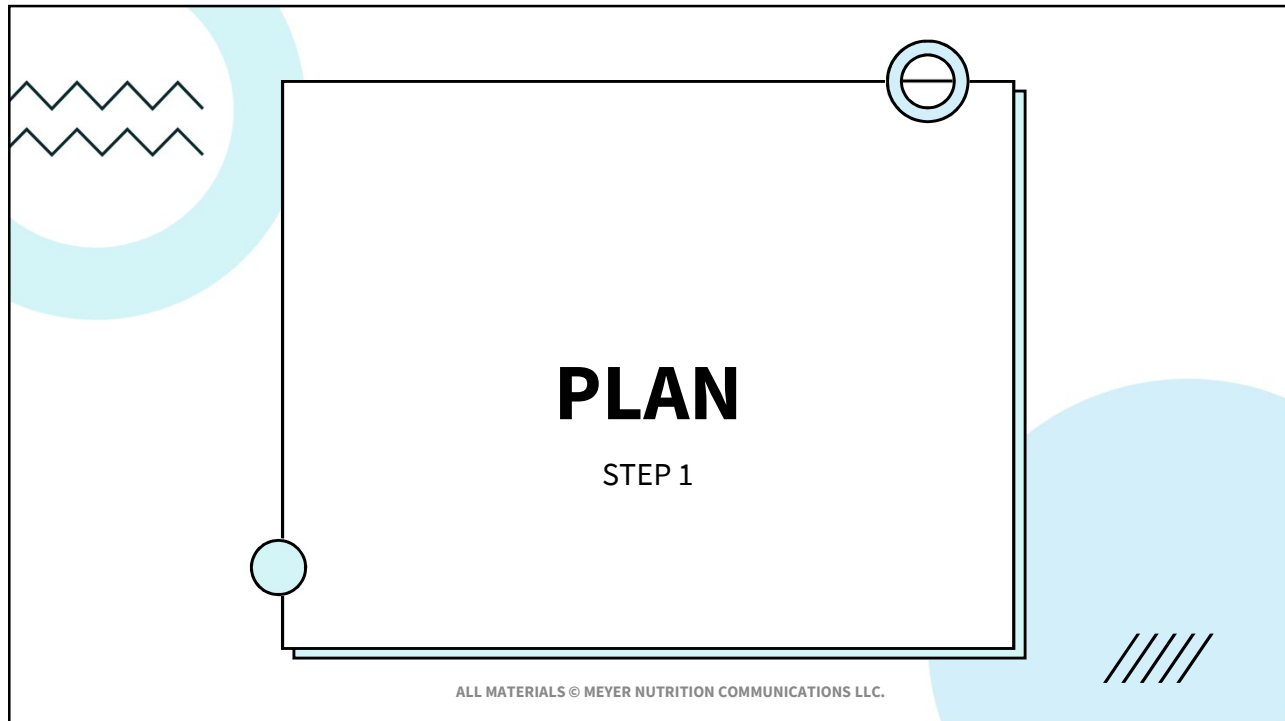


Your Recipe for Success



Plan Prepare Present

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○ Planning for Your Demo

- Who is the audience?
- Theme?
- Event date
- # of participants
- Demo duration
- Setting



EVENT PLANNING FORM	
WHO IS THE AUDIENCE:	LOCATION:
COOKING DEMO THEME:	SETTING:
EVENT DATE:	CONTACT:
# PARTICIPANTS:	DEMO DURATION:
EQUIPMENT AVAILABLE:	
<input type="checkbox"/> cold storage <input type="checkbox"/> oven <input type="checkbox"/> microwave <input type="checkbox"/> hand sink <input type="checkbox"/> dish sink <input type="checkbox"/> prep/demo tables <input type="checkbox"/> tablecloths <input type="checkbox"/> other:	
NOTES & IDEAS:	
ACCESS TO ELECTRICITY: YES NO BUDGET: \$ SAMPLES WITH DEMO: YES NO RECIPE CARDS NEEDED?: YES NO	

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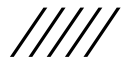
○ Planning for Your Demo

- Equipment available
- Budget
- Samples with demo
- Giveaway item?
- Recipe cards needed?
- Contact info
- Address

EVENT PLANNING FORM

WHO IS THE AUDIENCE:		LOCATION:
COOKING DEMO THEME:		SETTING:
EVENT DATE:	CONTACT:	ACCESS TO ELECTRICITY:
# PARTICIPANTS:	DEMO DURATION:	YES NO
EQUIPMENT AVAILABLE:		BUDGET:
<input type="checkbox"/> cold storage <input type="checkbox"/> oven <input type="checkbox"/> microwave <input type="checkbox"/> hand sink <input type="checkbox"/> dish sink <input type="checkbox"/> prep/demo tables <input type="checkbox"/> tablecloths <input type="checkbox"/> other:		\$ SAMPLES WITH DEMO: YES NO RECIPE CARDS NEEDED?: YES NO
NOTES & IDEAS:		
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Tips for Recipe Selection

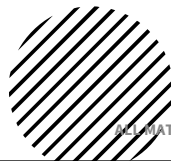
Demo Theme

Ingredients




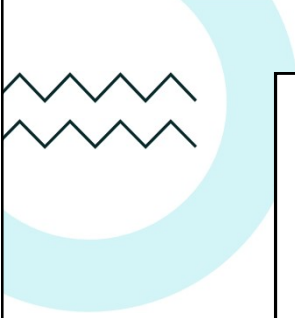
Cook or No-Cook

Budget

Comfort Level



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PREPARE

STEP 2

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“Before anything else, preparation is the key to success.”

ALEXANDER GRAHAM BELL

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Creating Memorable Messages

- 1) Know Your Audience
- 2) Be Concise
- 3) Share Solutions & Actionable Tips
- 4) Let the Ingredients Shine



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○ Prepare Your Messaging

- What is the topic/theme?
- Who is your target audience?
- Create an engaging opening statement
- Choose 3 memorable messages to share
- Call-to-action

MEMORABLE MESSAGE FORM	
COOKING DEMO TOPIC/THEME:	
TARGET AUDIENCE:	
3 MEMORABLE MESSAGES TO SHARE:	OPENING
.....	
.....	
.....	
	CALL-TO-ACTION
NOTES & IDEAS:	
.....	

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Equipment & Supplies

Demo Area

- Table(s) or demo cart
- Tablecloths
- Extension cords
- Cooking equipment
- Cold storage

Demo Supplies

- Oven mitts/hot pads
- Aluminum foil
- Plastic Wrap
- Plastic gloves
- Knives
- Cutting board

- Cooking utensils
- Cooking equipment
- Paper towels
- Measuring cups & spoons
- Ingredients
- Prep bowls
- Presentation plate
- "Trash bowl"

Food Samples

- Serving Utensils
- Paper or plastic serve ware
- Napkins
- Hand sanitizer

Clean-Up


- Trash bag
- Storage container/resealable plastic bags
- Disinfectant Wipes







Other

- Apron
- Flowers
- Signage/sign stands
- Giveaway items
- Other display items
- Door stops/props



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HELPFUL TOOLS

 INDUCTION BURNER	 STACKABLE GLASS BOWLS	 KITCHENAID HAND MIXER
 ROLLING CRATE	 CUTTING BOARDS	 RING LIGHT KIT

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PRESENT
STEP 3

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○ Tips for Presenting

Technology

For in-person demos, what technology will be available?

For virtual demos, test devices and settings in advance

PRO TIP: JOIN AUDIO VIA YOUR PHONE IN CASE VIRTUAL PLATFORM DROPS OR INTERNET DROPS

Create an Attractive Display

We eat with our eyes! Get people excited about your demo with an appealing display.

PRO TIP: USE CAKE STANDS, DISPLAY RISERS, OR SMALL BOXES COVERED IN LINEN NAPKINS TO DISPLAY INGREDIENTS & FINAL DISH

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○ Tips for Presenting

Be Early!

For in-person demos, arrive at least 30 minutes ahead. May even need to arrive 1 hour ahead

For virtual demos, join about 15 minutes ahead but check equipment prior to that

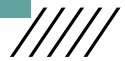
PRO TIP: FOR VIRTUAL DEMOS, SHARE A SLIDE WITH RECIPE INFO & YOUR CONTACT INFO WHILE GUESTS WAIT FOR EVENT TO START

Keep the Viewer in Mind

Be mindful of what audience can see and not see. Set up cameras in important spots. For smaller in-person events, you may be able to have people come up to demo table.

PRO TIP: USE SECOND CAMERA FOR CLOSE-UP VIEWS. A TABLET OR 2ND DEVICE WITH CAMERA CAN BE USED FOR THIS.

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EASY DEMO RECIPES




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Cranberry Almond Energy Bites



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Ingredients

1 cup rolled oats
 1/2 cup dried cranberries, chopped
 1/2 cup almond butter
 1/4 cup raw almonds, chopped
 1 tablespoon maple syrup
 1/2 tablespoon chia seeds

1. In a large mixing bowl, mix all ingredients until thoroughly combined.
2. Form a 1-inch balls with the mixture using your hands and place them onto a small baking sheet. Place baking sheet in the refrigerator for about 15 minutes to allow energy bites to harden.
3. Keep energy bites stored in an air-tight container in the refrigerator for up to 5 days.

Healthy Pea Salad

Ingredients

16 oz. frozen peas
 1/3 cup diced red radishes
 1/4 cup fresh, finely torn mint leaves
 2 tablespoons finely diced shallot
 2 tablespoons lemon zest
 2 tablespoons extra-virgin olive oil
 1 tablespoon fresh lemon juice
 1 teaspoon finely minced garlic
 1/4 teaspoon kosher salt
 1/4 teaspoon black pepper
 1/8 teaspoon ground cayenne



1. Allow peas to thaw at room temperature or by rinsing in a colander under cool water. Place peas in a medium-sized mixing bowl and add in diced radishes.

2. In a small mixing bowl, combine the remaining ingredients and stir to combine. Pour the dressing over the peas and radishes. Allow the salad to sit for 2 hours in the refrigerator before serving for best flavor. Keep for up to 5 days in the refrigerator.

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Chocolate Strawberry Power Smoothie



Ingredients

- 6 fluid ounces milk
- 1 cup frozen strawberries (about 8-10 strawberries)
- 2 pitted dates
- 1/3 cup canned chickpeas, rinsed well
- 1/2 tablespoon dark cocoa powder

1. Place all ingredients into a blender and process until smooth. Add additional almond milk if smoothie is too thick. Pour into glass, and top with fresh berries and a sprinkle of chia seeds (optional).

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Practice Applications

Cooking demos & classes are an excellent way to help clients/patients apply nutrition advice in a real-world application!



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MASTER THE ART OF LEADING COOKING DEMOS

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Questions?

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Thank you!

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