

COOKING DEMO CHEAT SHEET

GREEK VEGETABLE OMELET

RECIPE SOURCE: Egg Nutrition Center

NUTRITION INFORMATION / SERVES 1

500 Calories; 20g Protein; 13g Carbohydrates; 41g Fat;
400mg cholesterol; 1250mg sodium

PREP-AHEAD NOTES

Have all ingredients measured and laid out; leave a couple olives whole to demonstrate how to pit and slice



NUTRITION & CULINARY TALKING POINTS

- Omelets are a great way to use up vegetables in your fridge. Don't be afraid to mix it up with different combos of produce, cheeses, spices, and other toppings.
- Enjoy eggs with other nutrient-rich foods like vegetables. In this recipe, spinach, olives, and artichokes are used to fill up the omelet to add volume, flavor, and nutrition.
- Eggs are an all-around nutrient powerhouse, a complete protein with essential vitamins and minerals for healthy living.
- Eggs are a nutritional powerhouse that can be boiled, scrambled, poached, baked, deviled – or in this case, beaten and cooked flat in a pan and then filled with tasty fillings.

INGREDIENTS:

1 tbsp olive oil
1 cup baby spinach
2 tbsp kalamata olives, pitted and sliced
2 tbsp roasted red peppers, chopped
2 tbsp artichoke hearts, chopped
1 tbsp sun-dried tomatoes, chopped
1 tbsp pine nuts
2 large eggs
1 tbsp water
1/8 tsp black pepper
3 tbsp crumbled feta cheese, divided

EQUIPMENT:

10-inch nonskillet skillet
Spatula
Cutting board
Measuring spoons
Clear bowls for ingredients
Medium bowl for cooked ingredients
Small bowl for the egg mixture

DIRECTIONS

1. In a 10-inch nonstick skillet, heat oil over medium-high heat.
2. Add spinach, olives, peppers, artichoke hearts, tomatoes, and pine nuts. Cook 2 minutes, then place in a bowl and set aside.
3. In a small bowl, beat together eggs, water, salt, and pepper. In the same skillet over medium-high heat, quickly pour the egg mixture into the skillet. Slide the pan back and forth to allow the eggs to cook.
4. Once the bottom of the omelet is lightly brown and the top is set, place the sautéed vegetables and 2 tablespoons feta cheese on half of the omelet.
5. Gently fold the other half of the omelet over vegetables and slide it onto a plate.
6. Serve with remaining feta cheese.

HOW TO PLAN AN EFFECTIVE VIRTUAL COOKING DEMO + RECIPE CHEAT SHEET

Seeing is believing! A lively, step-by-step cooking demo can show your customers how easy it is to put a recipe together with everyday ingredients from your store. Utilizing social media tools like Instagram or Facebook Live can deliver interactive messaging to a variety of targeted audiences, giving you the power to engage more customers in new ways.

Plan, Practice, and Perform Your Best

Select a Topic with a Supporting Recipe

Topics and recipes should be timely. Consider those that will dovetail with holidays and seasons or are specific for reaching various groups. Use ingredients that are easy to find and affordable, and find a recipe suitable for various cooking skill sets.

Plan Your Set-up and Lighting

Work out your set-up for your tripod and check your camera framing. Notice the background and foreground and be sure there's nothing unsightly in view. Determine lighting needs. You may need a ring light or light box. Do an audio check to determine if you need wireless earbuds or a wireless mic for enhanced sound. Don't forget to check your WIFI signal; you may need to be hard-wired for Internet.

Practice and Preparation

Do a dry run to test the recipe, your timing, and need for ingredient organization (mise en place). Testing also provides you with the finished dish that you can show during the live segment. During the dry run or demo, take photos of the ingredients, cooking steps, and finished recipe for post-demo sharing on your social channels. Use a variety of clear bowls in different sizes to hold and mix ingredients. Create a colorful display in your work area with extra ingredients or a vase of flowers or bowl of produce. Use napkins for a pop of color or nice cutting boards for textural interest.

Promotion

Schedule the day and time and pitch the event to your audience on your social media channels and in your supermarket newsletter, with reminders over the two days before the event. Provide a link to the recipe with a beautiful image of the finished dish. If doing a cook-along, provide an ingredient and equipment list ahead of time.

Going Live

Smile and have fun! Look into the camera lens and introduce yourself and the topic. Explain the format, and let the audience know they are welcome to post questions while you're live. It's helpful to have someone with you while you're live to field questions from another device. Ask the audience questions (what's your favorite way to cook eggs?) as you work. Encourage the audience to take photos of the recipe and share on their social channels using your store's handle and associated hashtags. Close with a Call to Action.