

COOKING DEMO CHEAT SHEET

BREAKFAST TACOS WITH AVOCADO SPREAD & SCRAMBLED EGGS

RECIPE SOURCE: Egg Nutrition Center

NUTRITION INFORMATION / SERVES 4

560 Calories; 27g Protein; 50g Carbohydrates; 29g Fat;
310mg Choline

PREP-AHEAD NOTES

Have all ingredients measured and laid out; have 1 of the 2 avocados peeled and diced; have 4 of the 8 eggs already cracked into a bowl; show how to cut avocado & blend sauce "live"; scramble eggs "and assemble tacos "live."



NUTRITION & CULINARY TALKING POINTS

- This recipe comes together quickly on busy weeknights and can be customized for each family member.
- Build a "taco bar" with ingredients like shredded cheese, pico de gallo, chopped lettuce, and corn. Then allow family members to build their own tacos based on their individual preferences.
- Serve this meal "deconstructed" for new eaters, so they can enjoy the same meal as the rest of the family.
- Scrambled eggs make for a quick and easy high-quality protein filling for tacos.
- The high-quality protein in eggs helps maintain and repair muscle while supporting bone health. And eggs are one of the only foods that naturally have vitamin D, which along with calcium, is critical for building strong bones.
- Lutein and zeaxanthin found in egg yolks can help protect the eyes from harmful blue light emitted from devices like smartphones, computers, and tablets.
- Eggs pair well with under-consumed vegetables and can help better absorb nutrients found in plant foods.

INGREDIENTS:

2 medium avocados, peeled and pitted
1/2 cup 2% plain Greek yogurt
2 tsp. lime juice (about 1/2 a small lime)
1/2 tsp. garlic powder
8 large eggs, whisked
Nonstick cooking spray
4 (8-inch) tortillas, warmed
1 (15 oz.) can black beans, drained and rinsed
2 tsp. taco seasoning blend
fresh chives, chopped

EQUIPMENT:

Blender
Knives
Cutting board
Medium bowl
Medium skillet
Spatula
Small bowl
Measuring spoons
Clear bowls for ingredients

DIRECTIONS

1. Place avocado, yogurt, lime juice, garlic powder and salt in blender. Blend until smooth. Alternatively, add ingredients to a medium bowl and mash to desired consistency.
2. Spray a medium skillet with non-stick cooking spray and place over medium heat. Pour eggs into skillet. Once edges start to cook, use a spatula to pull edges to the center. Repeat the movement until eggs are completely cooked, about 3-5 minutes.
3. In a small bowl, toss together black beans and taco seasoning.
4. Spread equal amounts of avocado spread on tortillas, then top with seasoned black beans and scrambled eggs. Sprinkle with chives.

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.