

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.

COOKING DEMO CHEAT SHEET

BROCCOLI AND CAULIFLOWER CHEDDAR QUINOA BITES

RECIPE SOURCE: Egg Nutrition Center

NUTRITION INFORMATION / SERVES 6 (2 EACH)

240 Calories; 17g Protein; 10g Carbohydrates; 15g Fat; 260mg Choline

PREP-AHEAD NOTES

Have all ingredients measured and laid out; have 5 of the 10 eggs already cracked into a bowl; chop/slice the tomatoes, cauliflower, and broccoli “live” during the demo.

NUTRITION & CULINARY TALKING POINTS

- This recipe can do double duty as a family dinner one night and leftovers for breakfast or a snack the next day. Serve with a salad or fruit on the side.
- One large egg contains 6 grams of high-quality protein and all nine essential amino acids, at only 70 calories. Eggs provide eight essential nutrients that help build a healthy foundation for life.
- Eggs are a complementary first food for babies (when they are developmentally ready), so this recipe works for everyone in the family from babies to the adults at your table. (Note: as a first food for Baby-Led Weaning, slice into easy-to-grab “stick” shapes.)
- Eggs are one of the best sources of choline, which is an essential nutrient critical for fetal brain development and brain health in babies and toddlers. New research is exploring how choline may have lasting effects on cognition and prevention of cognitive decline throughout life.
- For convenience, you can rely on “riced” cauliflower and broccoli in this recipe or add basil or another favorite chopped fresh herb to amp up the flavor.

INGREDIENTS:

Cooking spray
10 large eggs
1 cup pre-shredded reduced-fat Cheddar cheese
1 cup cooked quinoa
1 cup cherry tomatoes, quartered
½ cup finely chopped broccoli florets
½ cup finely chopped cauliflower florets
2 tablespoons finely chopped fresh basil, optional

EQUIPMENT:

12-cup muffin tin
Cutting board
Chef's knife
Large bowl
Whisk
Measuring cups
Clear bowls for ingredients

DIRECTIONS

1. Preheat the oven to 350°F. Lightly oil or coat 12 muffin cups with nonstick cooking spray and set aside.
2. Crack the eggs into a large bowl. Whisk until well combined. Stir in the cheese, quinoa, tomatoes, broccoli, cauliflower, and basil (if desired) until well combined.
3. Use a ¼-cup measuring cup to divide the mixture evenly into the prepared muffin cups.
4. Bake until the eggs are set, 16 to 18 minutes. Allow to cool slightly before serving. (Refrigerate leftovers for up to 3 days or freeze for up to a month.)

