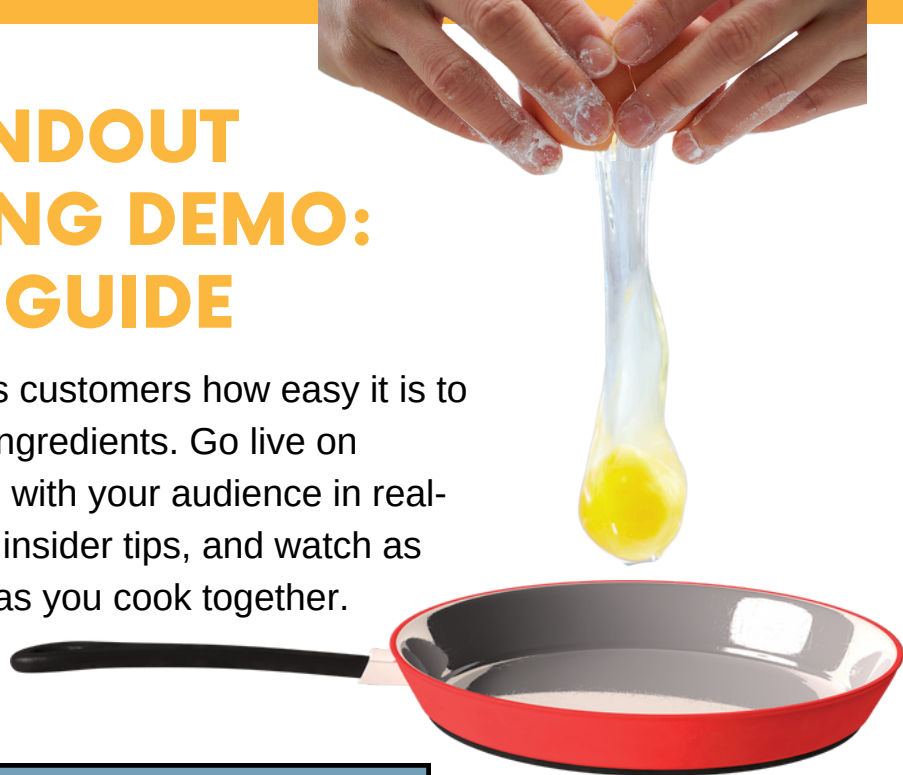


# HOSTING A STANDOUT VIRTUAL COOKING DEMO: A STEP-BY-STEP GUIDE

A step-by-step cooking demo shows customers how easy it is to create recipes with everyday store ingredients. Go live on Instagram or Facebook and engage with your audience in real-time! Answer their questions, share insider tips, and watch as they gain confidence in the kitchen as you cook together.



## Choose a Stand-Out Topic with a Flavorful Recipe

Pick a topic that's relevant, fun, fits the season or an upcoming holiday, and suits your audience, from beginners to foodies. Choose ingredients that are easy to find and select a recipe that welcomes all skill levels!

## Set Up Your Space for Success

Plan camera angles, check your background, and ensure bright, even lighting. Test your audio with earbuds or a mic, and check your Wi-Fi or go hard-wired if needed.

## Perfect Your Prep

Do a practice run to get comfortable with the timing and setup for your demo. Pre-measure ingredients in clear bowls for an organized look. Snap photos of each step to share later on social media.

## Build Buzz with Pre-Promotion

Set your date and get the word out! Promote the demo across social media and in your newsletter, with a countdown as the date approaches. If it's a cook-along, share a list of ingredients and tools in advance. Post a stunning photo of the finished dish with a link to the recipe.

## Go Live and Shine!

Smile, introduce yourself, and engage viewers with questions. Have a helper manage comments and encourage viewers to share photos with your hashtag. Close out with a friendly call to action—invite them to try the recipe, share feedback, or join your next demo!



## ENGAGE YOUR AUDIENCE DURING THE DEMO



### Real-Time Tips

Share cooking tips or fun facts related to the ingredients (e.g., “Did you know you can use yogurt instead of sour cream to lighten this recipe up?”).



### Visual Cues for Timing

Provide sensory cues (like smells or textures) to guide viewers who may be cooking along with you.



### Audience Engagement Challenges

What to do if you’re not getting questions—try sharing a fun cooking tip or asking a direct question to spark engagement.

## TROUBLESHOOT COMMON KITCHEN ISSUES



### Equipment Malfunctions

Provide advice on backup options for equipment issues. If a viewer lacks a specific tool (like a whisk or blender), suggest alternatives, such as a fork or potato masher for mixing.



### Ingredient Issues

Share tips for substituting ingredients on the fly if something doesn’t work out as planned. Suggest common swaps to customize recipes for ingredients that may be easily available in the pantry.



### Adaptation Ideas

Suggest ingredient swaps or adjustments for dietary needs, like making a dish gluten-free or to utilize ingredients you already have in the kitchen.

## MAXIMIZE ACCESSIBILITY AND MEASURE SUCCESS



### Utilize Captions

Enable live captions for viewers or if recording ahead of time, add text to the screen with your main points. Many platforms, like Instagram and Facebook, offer automatic captioning tools.



### Use Simple Language and Clear Instructions

Speak slowly, avoid jargon, and describe each step visually to keep everyone on the same page.



### Track Engagement

Measure success with metrics like viewer counts, comments, and shares. Poll your audience afterward for feedback and ideas for future demos.



### Gather Feedback

Create a quick survey or invite direct messages post-demo to learn what viewers enjoyed and areas for improvement.

# COOKING DEMO CHEAT SHEET

## ONE-PAN TORTILLA EGG QUICHE



### NUTRITION INFORMATION

Number of Servings : 4  
Serving size: 1/4 of quiche

Calories	270	Polyunsaturated Fat	1.5 g	Carbohydrate	33 g
Total Fat	7.5 g	Monounsaturated Fat	2.5 g	Fiber	5 g
Saturated Fat	3 g	Cholesterol	190 g	Sugars	5 g
Trans Fat	0 g	Sodium	560 mg	Protein	18 g

### TALKING POINTS

- Eggs are Healthy:** Being recognized as a “healthy” food reaffirms what the science has long supported: Eggs are nutrient-dense, provide high-quality protein, and support overall health in many ways.
- Heart-Healthy and Nutrient-Rich:** This quiche combines high-quality protein from eggs with fiber-rich black beans and spinach to support cardiovascular and digestive health.
- Simple, Healthy Ingredients:** Utilizing pantry staples like corn tortillas, canned black beans, and healthy eggs, this recipe is both budget-friendly and easy to prepare, making healthy eating accessible.
- Quick and Convenient:** With just 10 minutes of prep time and 20 minutes of baking, this dish is perfect for busy individuals seeking a nutritious meal without extensive cooking.
- Customizable and Waste-Reducing:** Easily adapt the filling by incorporating leftover vegetables or different cheeses, allowing for personalized flavor combinations and reducing food waste.
- Versatile Meal Option:** Suitable for breakfast, brunch, or a light dinner, this one-pan quiche offers a balanced meal that fits various dining occasions and preferences.

### INGREDIENTS

- 5 (6-inch) corn tortillas, warmed
- 4 large eggs
- 1/2 cup low-fat, no-sodium cottage cheese
- 1/2 tsp. ground cumin
- 1 cup canned low-sodium black beans, drained and rinsed
- 1/4 cup canned green chiles
- 1 cup baby spinach, packed
- 1/4 cup shredded, reduced-fat, sharp cheddar cheese
- 1 cup prepared pico de gallo

### PREP-AHEAD

- Warm tortillas
- Drain and rinse canned black beans
- Measure and separate ingredients into small glass bowls

### DIRECTIONS

1. Preheat the oven to 350°F. Thoroughly coat a 9-inch pie plate with non-stick cooking spray. Line the plate with tortillas, overlapping them to cover the bottom and sides.
2. Whisk the eggs, cottage cheese and cumin together in a large bowl. Stir in the black beans, green chiles and spinach. Pour mixture into prepared pie plate and cover with cheese.
3. Bake until eggs are set and cheese is melted, about 20 minutes. Let cool, then slice and garnish with pico de gallo.

*Note: The USDA recommends cooking eggs dishes to 160°F.*

# COOKING DEMO CHEAT SHEET

## MINI BREAKFAST PIZZAS WITH EGG, SPINACH AND PESTO

### NUTRITION INFORMATION

Number of Servings : 4  
Serving size: 1 English muffin half

Calories	220	Polyunsaturated Fat	3 g	Carbohydrate	17 g
Total Fat	12 g	Monounsaturated Fat	4.5 g	Fiber	4 g
Saturated Fat	3 g	Cholesterol	190 g	Sugars	4 g
Trans Fat	0 g	Sodium	380 mg	Protein	13 g



### TALKING POINTS

- Nutrient-Dense Ingredients:** This recipe combines high-quality protein from eggs with fiber-rich spinach and healthy fats from pesto, creating a balanced meal that supports sustained energy and satiety. Plus, eggs meet FDA's New Healthy Definition! Eggs are versatile, nutritious, and now FDA-approved as healthy.
- Brain and Eye Health Support:** Eggs are a natural source of choline, essential for brain development and function, and contain lutein and zeaxanthin, antioxidants that promote eye health.
- Heart-Healthy Choice:** Eggs can be included as part of a heart-healthy diet for healthy adults, according to the American Heart Association
- Quick and Convenient:** Utilizing common ingredients like whole wheat English muffins, frozen spinach, and prepared pesto, these mini pizzas are easy to prepare, perfect for busy days or meal prepping.
- Family-Friendly and Customizable:** The individual serving size and familiar pizza format make this dish appealing to all ages. It's also adaptable—consider adding ingredients like cherry tomatoes, bell peppers, or mushrooms to suit personal preferences and dietary needs.

### INGREDIENTS

- 2 whole wheat English muffins, split
- 3 Tbsp prepared pesto, divided
- 1 cup frozen, chopped spinach, thawed and drained
- 4 large eggs
- 1 oz. part skim mozzarella cheese
- Chopped tomatoes and fresh basil, for garnish

### PREP-AHEAD

- Unseal jar of pesto
- Thaw and drain the frozen spinach
- Portion out the cheese into small clear glass bowl
- Chop tomatoes and fresh basil

### DIRECTIONS

1. Preheat the oven to 400°F and line a small baking sheet with parchment. Split the English muffins apart with a fork, then scoop the middles out to create a divot for the eggs. Add both English muffin halves, cut side up, to the prepared pan and cook until slightly toasty, about 5 minutes.
2. Combine 1 tablespoon prepared pesto with the spinach. Spread the remaining 2 tablespoons of pesto over the English muffin tops then add the spinach, leaving the center empty for the eggs. Crack an egg into each center and bake for 10 minutes. Remove and cover tops with mozzarella, bake until egg whites are set and cheese is bubbling and melted, about 4 to 5 minutes.
3. Remove from the oven and garnish with tomatoes and basil.

*Note: The USDA recommends cooking eggs until the yolk and whites are firm.*



# COOKING DEMO CHEAT SHEET

## VEGGIE LOADED EGG MUFFINS

### NUTRITION INFORMATION

Number of Servings : 12  
Serving size: 1 egg muffin

Calories	102	Polyunsaturated Fat	1 g	Carbohydrate	2 g
Total Fat	6 g	Monounsaturated Fat	2 g	Fiber	0 g
Saturated Fat	2 g	Cholesterol	190 g	Sugars	1 g
Trans Fat	0 g	Sodium	328 mg	Protein	8.5 g



### TALKING POINTS

- Nutritious and Convenient:** These muffins combine high-quality protein from eggs with fiber-rich vegetables like spinach and bell peppers—supporting energy, satiety, and a balanced start to the day. Perfect for grab-and-go meals.
- Meal Prep-Friendly:** This recipe is ideal for batch cooking. Bake a tray at the start of the week for easy, nutritious breakfasts or snacks that fit into any busy schedule.
- Supports Baby's Development:** Eggs are recommended as a fundamental first food for babies because they provide several key nutrients important during the time their brains are most rapidly developing.
- Customizable and Waste-Reducing:** Easily adapt the recipe using leftover or seasonal vegetables to reduce food waste, personalize flavors, and stretch your grocery budget. Plus, eggs are now in good company with fruits and vegetables on the FDA's list of healthy foods.
- Family-Friendly Format:** The individual portions and mild, savory flavor make these muffins a great way to introduce more veggies into meals—for kids and adults alike.

### INGREDIENTS

- 2 jarred roasted red bell peppers
- 1 green onion
- 2 cups, packed spinach
- 1/2 cup crumbled reduced-fat feta cheese
- 12 large eggs
- 1/4 cup low-fat milk
- 1 tsp Italian seasoning
- 1/2 tsp salt
- 1/4 tsp ground black pepper

### PREP-AHEAD

- Remove roasted bell peppers from jar and place in small clear glass bowl, chop
- Chop the green onion and place in small clear glass bowl
- Chop the spinach during the cooking demo
- Crack half the eggs in a bowl, crack the remaining eggs on during the cooking demo
- Spray non-stick cooking spray during the cooking demo

### DIRECTIONS

1. Preheat oven to 350°F. Spray the cups of a 12-cup muffin pan generously with non-stick cooking spray.
2. Finely chop roasted red bell pepper, green onion and spinach; divide evenly among muffin cups. Top with feta cheese.
3. Whisk eggs with milk, Italian seasoning, salt and pepper in a large bowl.
4. Pour egg mixture evenly among muffin cups and bake until eggs are set, about 22-25 minutes.
5. Cool in muffin tin for 5 minutes before removing.

Tip: Be sure to coat muffin pan cups thoroughly so that eggs can easily be removed. A toothpick can be used around the edges to help release them from the tin. A silicone muffin pan can be useful here too, but you'll still need to coat the cups with non-stick cooking spray.

Note: The USDA recommends cooking eggs dishes to 160°F.

# COOKING DEMO CHEAT SHEET

## BANANA WALNUT SCRAMBLED OATS

### NUTRITION INFORMATION

Number of Servings : 1

Serving size: 1 portion

Calories	400	Polyunsaturated Fat	9 g	Carbohydrate	59 g
Total Fat	21.5 g	Monounsaturated Fat	7 g	Fiber	8 g
Saturated Fat	3.5 g	Cholesterol	190 g	Sugars	25 g
Trans Fat	0 g	Sodium	380 mg	Protein	19 g



### TALKING POINTS

- 1. Protein Meets Whole Grains:** Scrambling an egg into oats boosts the protein content, supporting satiety and muscle health while maintaining the creamy texture of traditional oatmeal.
- 2. Naturally Sweet and Nutrient-Rich:** Bananas provide natural sweetness and potassium, while walnuts add heart-healthy fats, texture, and satisfying crunch—no added sugar required.
- 3. Simple and Accessible Ingredients:** Made with kitchen staples like oats, eggs, and bananas, this recipe is quick to prepare—ideal for busy mornings or a wholesome snack. Eggs are now in good company with nuts, fruits and vegetables on the FDA’s list of healthy foods.
- 4. High in Fiber and Lasting Energy:** Rolled oats and fruit provide complex carbohydrates and fiber to support digestive health and sustained energy throughout the day.
- 5. Customizable and Kid-Friendly:** Top with Greek yogurt or fresh fruit for extra nutrients, or adapt with gluten-free oats or dairy-free yogurt. The familiar flavors make it appealing for all ages.

### INGREDIENTS

- 1 ripe medium banana
- 1 large egg
- 1/3 cup rolled oats
- 1/8 tsp. salt
- 1/4 tsp. ground cinnamon
- 1 tsp. pure maple syrup
- 2 Tbsp chopped walnuts
- 1 tsp. extra-virgin olive oil
- 1/4 cup plain, nonfat Greek yogurt, for serving
- 1/4 cup fruit, sliced or chopped, for serving

### DIRECTIONS

1. Smash the banana in the bottom of a medium bowl using the back of a fork. Add the egg and stir to combine. Stir in the oats, salt, cinnamon, maple syrup and walnuts.
2. Add the oil to a 10-inch or 12-inch non-stick skillet and set over medium heat. Add the oat mixture, spreading into an even layer and let cook, undisturbed, until the underside is golden and crispy, about 5 minutes. Flip and cook 1 minute, then break apart with a silicone spatula and add to a bowl.
3. Garnish with yogurt and fresh fruit.

*Note: The USDA recommends cooking eggs dishes to 160°F.*