



Effective Food Demos

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Objectives

1. Understand why a food/cooking demo is a great way to share your nutrition message.
2. Understand the “4 P’s” for a successful and effective food demo.
3. Learn the steps for executing a professional and memorable cooking demo.



Why food demo?



What does a food demo accomplish?



The Styles of Learning

Visual Learners

Auditory Learners

Read/Write Learners
Some also believe that there's another type of learner called "Read/Write", who prefers to learn and memorize things by reading and writing.

Kinesthetic Learners

Photo source: <http://www.home-school.com/news/discover-your-learning-style.php>

Food & Culinary Professionals DPG. *Culinary skills resource manual: providing inspiration and information for nutrition professionals who want to encourage consumers to get back in the kitchen.* The American Dietetic Association, Food & Culinary Professionals; 2007.

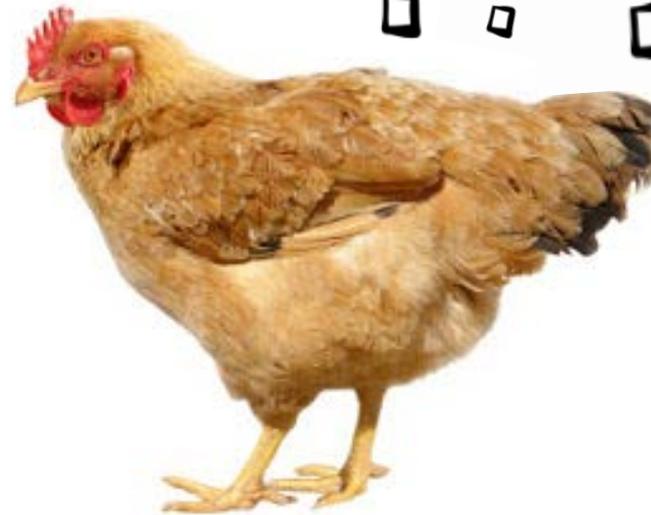
Cooking demo—An effective learning tool



- A good food demo/educator will...
 - Not only “show” how to do something
 - Also “talk” the audience through the cooking process
 - Explain what is being done
- Telling consumers to “*reduce*” or “*eat more*” may not be enough.

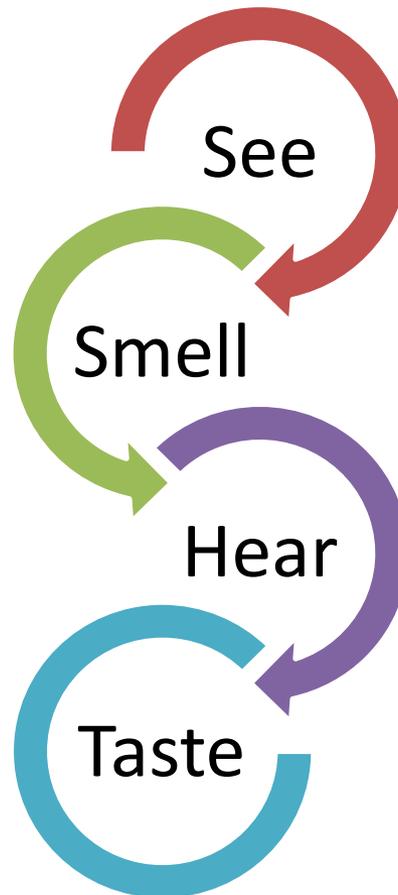
Why do a cooking demo?

- Hard to conceptualize an amount such as:
 - A gram of fat
 - An ounce of chicken
- Consumers want to know:
 - **How** to prepare
 - **See** it on a plate



Best reason to do a food demo?

People get to...

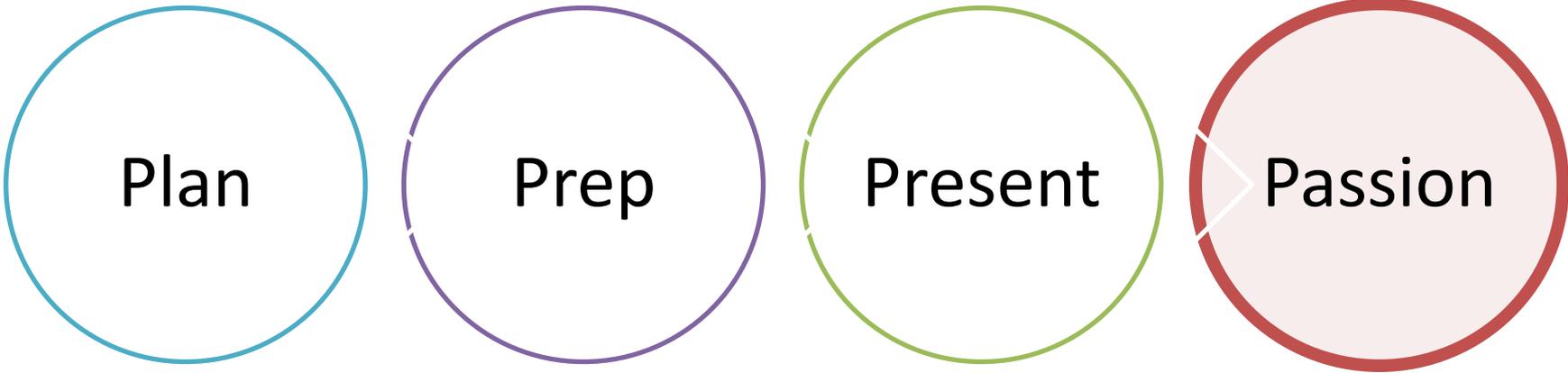




The “4 Ps” of Successful Food Demos



The 4 Ps of Successful Cooking Demos



Plan

Prep

Present

Passion

PLAN

- *Ask the important questions:*
 - Audience and target population?
 - Theme?
 - Which recipe is best suited?
 - Champions for Change, SNAP-Ed
 - What are my message points?
 - Recipe should match the class topic
 - Choose your main talking points



OCD: I have to write my grocery list
then re-write it into
the order of where it
is in the store.



somee cards
user card

PREP

- Make the grocery lists
- Make copies of handouts or recipes
- Prepare and pack everything that you need for the demo
- Select your props
- Practice your recipe
- Prep your helpful tools kit



Helpful Tools Kit

- Plastic gloves
- Spoons
- Paper towels/rags
- Garbage bags
- Crate or roller bags/coolers
- Knives of various sizes
- Peeler
- Salad tongs
- Hat
- Pen
- Display holder
- Mixing bowls
- Hairnets
- Plastic forks and spoons
- Can opener
- Basket for utensils
- Spatula
- Sponge and soap
- Cookbook
- Sample cups
- Paper towels
- Ziplocs
- Apron



PRESENT (Presentation)

- When you present make sure you include...
 - How to select and store the f/v highlighted in the recipe
 - How to prepare the recipe
 - Health benefits of the recipe
 - Ideas on how to fit the recipe into a meal plan (family)
 - Attractive and clean display



PASSION

- Convey your words with passion
- Be engaging, friendly, energetic
- Ask and answer questions
- Audience volunteers
- Show of hands



Safe Food Handling

- Ask and know where the nearest sink/washing station is located
- Dispose of used serving cups
 - Prevent cross contamination
 - Never reuse cups, use new ones
- Always have sanitizing wipes for spills
- Gloves—switch often!
- Keep trash cans away from immediate prep areas



Safe Food Handling

- Rinse produce well
- Wash the lids of canned foods before opening
- Use different cutting boards for produce and meats
- Keep utensils clean at all times
- Keep food at right temperature
 - Use ice when transporting
- Don't allow customers to serve themselves



Personal Hygiene

- Don't “put-off” your customers!
- **Remember...**
 - Clean shirt
 - No colored nail polish, clean short nails
 - Healthy (no sneezing, coughing)
 - Hair net, hair tie
 - Washing hands
 - Liquid sanitizer—ok but hand washing preferred



So let me show you how to make...

Black Bean and Corn Pitas

Makes 4 servings. $\frac{1}{2}$ pita per serving.

Prep time: 15 minutes

Ingredients

- 1 (15-oz) can low-sodium black beans
- 1 cup frozen corn, thawed
- 1 cup fresh or no salt added canned tomatoes
- 1 avocado, chopped
- 1 clove garlic, finely chopped
- 1 tsp chopped fresh parsley
- 1/8 tsp cayenne pepper or more to taste

- 2 tsp lemon juice
- ½ tsp chili powder
- 2 medium whole wheat pita pockets
- 1/3 cup shredded part-skim Mozzarella cheese



Preparation

1. Drain and rinse beans. In a medium bowl, combine beans, corn, tomatoes, avocado and garlic.
2. Add parsley, cayenne pepper, lemon juice, and chili powder.
3. Cut pita bread in half and spoon filling into each. Top with cheese and enjoy!



