



# Effective Food Demos

Nutrition & Physical Activity Program  
Division of Chronic Disease & Injury Prevention  
Department of Public Health





## 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



## 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.

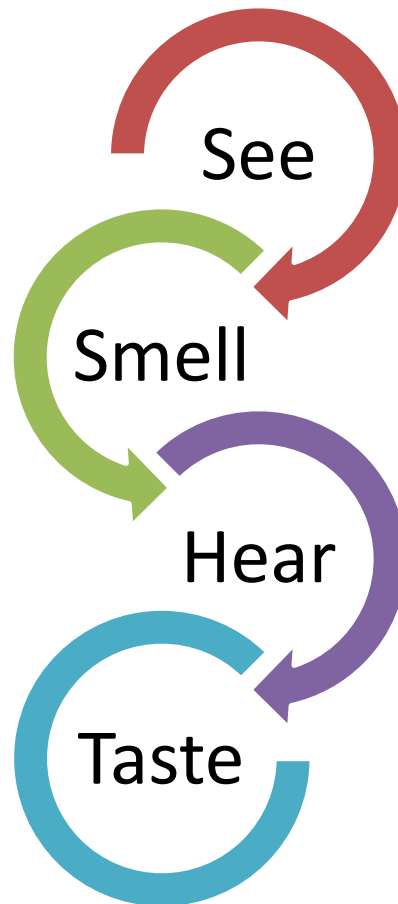
## Why do a cooking demo?

- 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...



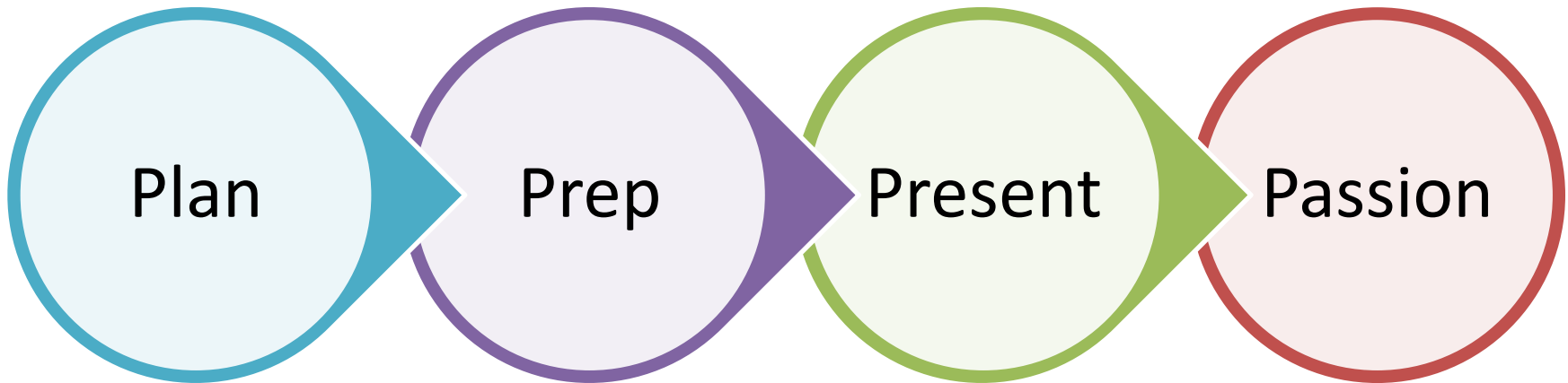




# The “4 Ps” of Successful Food Demos



## The 4 Ps of Successful Cooking Demos



# PLAN

- *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.



someecards  
user card

# PREP

- Make the grocery lists
- Make copies of handouts or recipes
- Prepare and pack everything that you need for the demo
  - e.g.
- 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

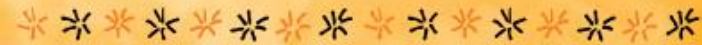
- Don't “put-off” your customers!
- **Remember...**
  - Clean shirt
  - No colored nail polish, clean short nails
  - Healthy (no sneezing, coughing)
  - Hair net, hair tie
  - Washing hands
  - Liquid sanitizer—ok but hand washing preferred





## Rainbow Coleslaw

*Pack with Oven Fried Chicken for a tasty picnic lunch.*



### INGREDIENTS

2 cups thinly sliced red cabbage	½ cup chopped red onion
2 cups thinly sliced green cabbage	½ cup fat free mayonnaise
½ cup chopped yellow or red bell pepper	1 tablespoon red wine vinegar
½ cup shredded carrots	¼ teaspoon celery seed (optional)
	½ cup lowfat Cheddar cheese, cut into bite-size cubes

### PREPARATION

1. In a large bowl, combine all the vegetables.
2. In a small bowl, mix mayonnaise, vinegar, and celery seed (if desired) to make a dressing.
3. Pour the dressing over the vegetable mixture and toss until well coated.
4. Toss salad with cheese and serve chilled.



Makes 12 servings. ½ cup per serving.

Prep time: 15 minutes

*Nutrition information per serving:* Calories 30, Carbohydrate 4 g, Dietary Fiber 1 g, Protein 2 g, Total Fat 1 g, Saturated Fat 0 g, Trans Fat 0 g, Cholesterol 2 mg, Sodium 145 mg

25 SIDE DISHES

Adapted from recipe courtesy of BOND of Color.



A Special Thanks to Our Contributor  
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