

COOKING DEMO CHEAT SHEET

PESTO AND EGG GRILLED CHEESE

RECIPE SOURCE: Egg Nutrition Center

NUTRITION INFORMATION / SERVES 1

540 Calories; 26g Protein; 32g Carbohydrates; 35g Fat; 290mg Choline

PREP-AHEAD NOTES

Have all ingredients measured and laid out; have 1 of the 2 eggs already cracked into a bowl; assemble sandwiches "live."

NUTRITION & CULINARY TALKING POINTS

- This recipe comes together quickly on busy weeknights and can be customized for each family member. Try a fried egg instead of a scrambled one, choose a different type of cheese, or even add sautéed mushrooms.
- Eggs provide eight essential nutrients and varying amounts of all the nutrients listed by the American Academy of Pediatrics as essential for brain development - including high-quality protein and choline.
- Choline helps reduce the risk of birth defects and supports brain health throughout the years. Eggs are an excellent source of choline and one of the most concentrated food sources of choline in the American diet.
- 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.
- Younger children can help spread the pesto and assemble the sandwiches, while older children can even help grill and flip the sandwiches. This is a great beginner recipe for budding young chefs!



INGREDIENTS:

2 tsp olive oil
2 large eggs, beaten
2 slices whole-grain bread
1 Tbsp basil pesto
1 slice provolone cheese

EQUIPMENT:

Medium non-stick skillet
Spatula
Medium bowl
Cutting board
Measuring spoons
Clear bowls for ingredients

DIRECTIONS

1. In a medium non-stick skillet, heat olive oil over medium heat.
2. Pour eggs into the hot skillet and gently pull the eggs across the pan using a spatula. Cook until large soft curds occur and no liquid remains. Set aside in a bowl.
3. Spread 1/2 tablespoon pesto on one side of each slice of bread.
4. In the same skillet over medium heat, place 1 slice of bread, plain side down, and top with provolone and scrambled eggs, finish with the other slice of bread, pesto side on top of eggs. Cook 3-5 minutes on each side until golden and cheese is melted.

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.