

COOKING DEMO CHEAT SHEET

CAPRESE EGG MUFFINS



RECIPE SOURCE: Egg Nutrition Center

NUTRITION INFORMATION / SERVES 12

175 Calories; 10g Protein; 4g Carbohydrates; 13g Fat; 180mg cholesterol; 170mg sodium

PREP-AHEAD NOTES

Have all ingredients measured and laid out

NUTRITION & CULINARY TALKING POINTS

- These satisfying egg muffins are easy to prep ahead, perfectly portioned and portable for a nutritious weekday breakfast or lunch.
- They are also a great way to minimize food waste by using up leftovers from the fridge or incorporating seasonal produce.
- Eggs are a nutritional powerhouse, with one egg containing 6 grams of protein and all nine essential amino acids, for only 70 calories.
- Eggs can help you better absorb the nutrients found in vegetables, such as vitamin E and carotenoids.
- The choline in eggs helps support lifelong brain health at every age and stage, including memory, thinking, mood and more. Eggs are one of the few foods rich in choline.
- Science is in alliance! Eggs are recommended for healthy adults as part of a heart-healthy diet according to the American Heart Association.

INGREDIENTS:

2 tbsp. olive oil
3 cups baby spinach
1 cup cherry tomatoes, chopped
3 tbsp. fresh basil leaves, chiffonade
1/2 tsp. salt
1/2 tsp. black pepper
1/2 tsp. garlic powder
10 large eggs, beaten
36 pearls fresh mozzarella
Balsamic glaze, for serving

EQUIPMENT:

12-cup muffin tin
Medium Skillet
Large spoon
Cutting board
Knife
Measuring spoons
Measuring cup
Paper towels
Clear bowls for ingredients

DIRECTIONS

1. Preheat oven to 350° and prepare a 12-cup muffin tin with non-stick cooking spray.
2. In a medium skillet, heat the olive oil over medium heat. Sauté the spinach and tomatoes until wilted, then place in a medium bowl. Add the fresh basil, salt, pepper, garlic powder, and eggs. Stir to combine.
3. Use a ¼ measuring cup to divide mixture evenly into the prepared muffin tin. Add 3 mozzarella pearls into each cup.
4. Bake 18-23 minutes, until eggs are set.
5. Serve with balsamic glaze. Refrigerate leftovers up to three days.

The USDA recommends cooking egg dishes to 160 degrees Fahrenheit.

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.