

COOKING DEMO CHEAT SHEET

FRESH ARUGULA AND COUSCOUS SALAD

RECIPE SOURCE: Egg Nutrition Center

NUTRITION INFORMATION / SERVES 2

430 Calories; 15g Protein; 41g Carbohydrates; 23g Fat;
205mg cholesterol; 540mg sodium

PREP-AHEAD NOTES

Have all ingredients measured and laid out; you could also use raw eggs, and show how best to steam and rinse them for easy-peeling



NUTRITION & CULINARY TALKING POINTS

- This salad is a great way to use up dyed Easter eggs for a hardy Sunday brunch salad.
- Eating protein, like hard-boiled eggs, helps to prevent overeating Easter basket goodies! Two large eggs contain 12 grams of high-quality protein.
- Eggs are so much more than a protein powerhouse, they're an all-around nutrient powerhouse with all nine essential amino acids, for only 70 calories.
- Hard-boiled eggs in the shell can be refrigerated for up to a week.
- Hard-boiled eggs with the peel removed should be eaten within two days.
- Versatile, affordable, and fast cooking, eggs are the unsung heroes of the produce crisper, using their superpowers to rescue veggies from going to the landfill. Don't let veggies go to waste, instead pair them with eggs for a nourishing meal.
- Eggs complement a plant-forward eating pattern as they are a carrier for under-consumed vegetables. In fact, eggs can help you better absorb the nutrients found in plant foods such as vitamin E and carotenoids.

INGREDIENTS:

1 1/2 cups water
1 cup pearl couscous
4 cups baby arugula
1 cup English cucumber, chopped
1/2 cup crumbled feta
4 hard-boiled eggs, peeled and chopped
3 tbsp. fresh lemon juice
1/4 cup olive oil
2 tsp honey
1/4 cup fresh basil, chiffonade
1/2 tsp salt
1/2 tsp pepper

EQUIPMENT:

Saucepan
Spatula
Cutting board
Measuring spoons
Clear bowls for ingredients
Small bowl for mixing dressing
Serving bowl

For boiling eggs:
Large saucepan
Steamer basket
Large bowl for ice bath

DIRECTIONS

1. Bring water to a boil in a saucepan. Add couscous and reduce heat to simmer. Cover and cook until tender, about 15 minutes. Drain off any remaining water.
2. In a serving bowl, toss together couscous, arugula, cucumber, feta, and eggs.
3. In a small bowl, whisk together lemon juice, olive oil, honey, basil, salt, and pepper. Drizzle over salad and toss to combine.
4. Serve. Refrigerate leftovers for up to 3 days.

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.