

COOKING DEMO CHEAT SHEET

MIXED VEGETABLE FRITTATA



RECIPE SOURCE: Egg Nutrition Center

NUTRITION INFORMATION / SERVES 8

260 Calories; 17g Protein; 9g Carbohydrates; 17g Fat; 255mg cholesterol; 350mg sodium

PREP-AHEAD NOTES

Have all ingredients measured and laid out

NUTRITION & CULINARY TALKING POINTS

- The whole family will love this easy dinner or prep ahead lunch that highlights all the goodness and abundance of seasonal produce.
- Eggs can help you better absorb the nutrients found in vegetables, such as vitamin E and carotenoids.
- Eggs are a nutritional powerhouse, with one egg containing 6 grams of protein and all nine essential amino acids, for only 70 calories.
- But don't forget the yolk, folks! Nearly half of an egg's protein and most of its vitamins and minerals - including those essential for our brains and bodies - are found in the yolk.
- Science is in alliance! Eggs are recommended for healthy adults as part of a heart-healthy diet according to the American Heart Association.

INGREDIENTS:

10 large eggs
Kosher salt and black pepper, to taste
1/2 cup Parmigiano-Reggiano cheese
2 tbsp. extra-virgin olive oil
18 scallions, white part only, thinly sliced
2 small shallots, peeled and thinly sliced
2 cups yellow zucchini, diced
3 cups swiss chard, stemmed and chopped
2 tsp. fresh thyme, chopped
1/4 tsp. red pepper flakes
2 medium red bell peppers, roasted and peeled
3/4 lb asparagus, tough end removed, cut to 2"
3 cups baby spinach
1 large tomato, sliced into 8 rounds
16 basil leaves
1/2 lb. fresh Mozzarella, sliced into 8 rounds

EQUIPMENT:

Large bowl
Whisk
Cast Iron Pan
Large spoon
Cutting board
Knife
Measuring spoons
Measuring cup
Paper towels
Clear bowls for ingredients

DIRECTIONS

1. Preheat the oven to 350°F. Whisk the eggs and 1/4 cup of Parmesan together in a large bowl. Season with salt and pepper. Set aside.
2. In a cast iron pan, heat the olive oil and add the scallions, shallots, and cook 1 minute over medium heat. Add the zucchini and cook until they start to color. Add the Swiss chard and cook until wilted. Add thyme, pepper flakes, and cook to combine.
3. Add the bell peppers, asparagus, and salt to taste, and cook, stirring occasionally, until the asparagus are soft but still al dente, reduce heat and cook until completely tender.
4. Gently stir in the spinach, stirring often, until the spinach wilts. Increase the heat to medium-high and cook until most of the liquid is evaporated, stirring often, for about 2 to 6 minutes.
5. Lay the tomato slices on a piece of paper towel. Cover with another paper towel and gently press to absorb extra moisture. Set aside.
6. Pour the eggs over the vegetables, and reduce heat to low. Cook until you can see that the eggs are setting on top of the vegetables, about 5 minutes. Garnish top of eggs with tomato slices, and top each tomato with a basil leaf and slice of mozzarella.
7. Stack remaining 8 basil leaves, roll lengthwise, and cut crosswise into thin strips. Sprinkle basil and remaining Parmesan over the top of the frittata. Bake until the top of the frittata is browned and puffy, about 15 minutes. Remove it from the oven and let cool for a few minutes. Slice and serve immediately

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.