

COOKING DEMO CHEAT SHEET

PASTA CARBONARA WITH MIXED NOODLES

RECIPE SOURCE: Egg Nutrition Center

NUTRITION INFORMATION / SERVES 24

260 Calories; 16g Protein; 23g Carbohydrates; 12g Fat;
115mg cholesterol; 1140mg sodium

PREP-AHEAD NOTES

Have all ingredients measured and laid out; can also use raw zucchini to show how to spiralize



NUTRITION & CULINARY TALKING POINTS

- This dish is a quick and easy dinner that the whole family will love.
- While eggs are traditionally viewed as a go-to breakfast option, they can be a good source of high-quality protein at the dinner table, too.
- Using a combination of pasta and zucchini noodles adds a veggie boost and increases the total volume.
- Eggs are a nutritional powerhouse, with one egg containing 6 grams of protein and all nine essential amino acids, for only 70 calories.
- More than that, eggs are also an excellent or good source of eight essential nutrients, making them the perfect complement for any eating pattern including Mediterranean, DASH, and low-carb.
- 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:

6 oz. angel hair whole wheat pasta
6 slices turkey bacon
1 tbsp. olive oil
10.7 oz. package of zucchini noodles (about 2 large zucchinis, spiralized)
2 large eggs, whisked
1/2 cup shredded parmesan cheese
1 tsp. salt
1 cup peas - if frozen, thawed
Freshly cracked pepper, to taste

EQUIPMENT:

Large skillet
Kitchen tongs
Colander
Cutting board
Measuring spoons
Measuring cup
Clear bowls for ingredients
Serving bowl

DIRECTIONS

1. Prepare pasta according to package instructions. Strain and reserve ¼ cup pasta water.
2. In a large skillet over medium-low heat, cook bacon until desired crispiness. Once cooked, place on a cutting board and chop into bite size pieces.
3. Add oil to the same skillet used for cooking bacon. Over medium heat, add zucchini noodles and sauté until slightly tender, about 3-5 minutes. Add whole wheat noodles.
4. Slowly stir in the egg, parmesan and salt. Use a tong to coat the pasta with the mixture. Add reserved pasta water to reach desired consistency. Cook over low heat 3-5 minutes.
5. Add chopped bacon and peas.
6. Serve with freshly cracked pepper. Refrigerate leftovers 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.