



**AMERICAN  
DAIRY  
ASSOCIATION  
INDIANA** INC.™

**CULINARY  
TOOL KIT**

# Culinary Demo Tool kit

Nutrition in the kitchen has never been more important, yet Americans struggle to find time to cook. As nutrition educators, we're the ideal resources for helping home cooks understand the benefits of preparing their own meals and learn new culinary skills to prepare those foods. Food demonstrations are a great way to accomplish just that. Research tells us that learning cooking skills at younger ages has been associated with positive dietary outcomes in adulthood ([Lavelle et al., 2016a](#)) and cooking skills have been shown to track from adolescence to adulthood ([Laska et al., 2012](#)). Children are entering secondary school with limited basic food knowledge and skills which suggests that children are no longer learning basic food or preparation skills in the home environment ([Lavelle et al., 2019](#)).

This toolkit will provide you basic considerations and suggestions as you aim to perform engaging food demonstrations, thereby empowering your audience to see the benefits of home cooking.

## **What's included in this comprehensive guide for planning, preparing and performing a food demo?**

- Considerations When Planning
- Engagement and Messaging Tips
- Demo Planning and Message Development Template

## **Considerations when planning a culinary demonstration include but are not limited to**

1. Know your audience
  - a. Ask questions ahead of time – is there a theme, learning objectives or a specific message to be learned by participants (i.e. kid-friendly, no cook, gluten free, etc.)
  - b. What is the skill level of the audience? Often the cooking and prep experience of your audience varies so be sure to speak to basic skills that may seem obvious to you, such as how to measure ingredients accurately, the difference between weight and measure, and what certain instructional words mean.
2. Know the space and equipment
  - a. This will assist you in choosing the right recipes. Will there be space for cooking in an oven or on a stovetop? Are there electrical outlets? What will you need to bring with vs. what will already be available to you.
  - b. Will the demonstration table be easy to view? This is important to keep the audience engaged.

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3. Will the participants be preparing the recipe along with you or simply observing and then sampling the finished product?
  - a. This will assist when shopping for supplies such as ingredient amounts, prep tools, serving and sampling utensils, sanitation, etc.
  - b. You will likely have a budget for your demonstration so knowing how much of a recipe and how the participants will be engaging is important.
4. Have a handout that includes the following for each attendee
  - a. Copy of the recipe that includes amounts and cooking directions (i.e. a recipe card)
  - b. List of ingredients and supplies needed
  - c. Image of the finished recipe
  - d. The key messages, nutrition messages, suggested recipe variations if applicable

### **Engagement and Messaging Tips**

1. Have a finished product already prepared to show what it is expected to look like.
2. Ask for audience participation rather than performing all the steps yourself. Ask questions as you demonstrate.
3. Insert key messages as you preform the demonstration
  - a. This would be where you insert nutrition education pieces. Suggest keeping to no more than 3 main messages
  - b. How to customize the recipe based on skill level, equipment, what ingredients you might already have on hand (i.e. ingredient variations and how that might change nutrients, etc.)
  - c. How to make a recipe more budget friendly, if applicable
4. Consider décor for your demonstration table such as the whole version of the food(s)/ingredient(s) included in the recipe that you will be making
5. Practice preparing the recipe while talking about the key messages that you plan to relay to the audience. This will help you gauge timing and make you more comfortable while presenting



# Demo Planning Template and Message Development Template

## Ingredients List

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## Grocery List

(double the ingredients)

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## Equipment List

Does your recipe require anything special?

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What will be provided?

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What do you need to bring?

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## Before the Demo

Is there anything you need to prep or cook?

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## During the Demo

How will your demo flow from start to finish?

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_  
4. \_\_\_\_\_  
5. \_\_\_\_\_

6. \_\_\_\_\_  
7. \_\_\_\_\_  
8. \_\_\_\_\_  
9. \_\_\_\_\_  
10. \_\_\_\_\_

## Key Messages

Pick 3 messages you want to be sure to share. These should reflect your theme and tone of the demo and help you tell your nutrition story.

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

## Demo Messages

These support your key messages. Are there variations to the recipe you want to share? What about fun facts?

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## Nutrition Messages

Is your recipe lactose intolerance friendly? High in certain macro or micronutrient? This is your chance to educate on how the recipe is nutritious.

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# PUMPKIN Mousse Parfait

**RECIPE  
DEMO  
TOOLKIT**

**No-Cook / Lower Lactose Recipe**

## Ingredients

1 ounce graham crackers, crumbled  
6 ounces low-fat vanilla yogurt  
¼ cup canned pumpkin  
¾ cup whipped topping  
½ teaspoon pumpkin pie spice

## Grocery List (double the ingredients)

2 ounces graham crackers, crumbled  
12 ounces low-fat vanilla yogurt  
½ cup canned pumpkin  
1 ½ cup whipped topping  
1 teaspoon pumpkin pie spice

## Equipment List

|                              |                                              |
|------------------------------|----------------------------------------------|
| 1 large glass mixing bowl    | Measuring cups                               |
| Can opener                   | Measuring spoons                             |
| Hand mixer                   | 2 plastic parfait cups                       |
| 3 rubber scrapers (spatulas) | 4-ounce plastic cups and spoons for sampling |
| Food Scale                   | Extension cord                               |
| Butter knife (for leveling)  | Surge protector                              |

## Demo Instructions

- 1 Add ½ ounce graham cracker crumbs to the bottom of a parfait cup; set aside.
- 2 In a medium sized glass mixing bowl, mix yogurt, canned pumpkin and pumpkin pie spice using a hand mixer, until well blended (*Tip: Discuss what well blended means. Could this be achieved without a hand mixer?*)
- 3 Fold in the whipped topping (Explain: What does it mean to fold?)
- 4 Portion ½ of the yogurt mixture on top of the graham cracker crumbs.
- 5 Top yogurt mixture with the remaining graham cracker crumbs.
- 6 Top with a dollop of whipped topping (Ask: Have you heard of a dollop and what does that mean to you?).

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**DEMO TIP:** *If you're demoing for an audience, ask for a volunteer to help fold the whipped topping in, to measure/weigh out one of the ingredients, or to help assemble the finished product.*

## Key Messages

- ▶ This is a simple, no-cook recipe that can be enjoyed for breakfast, snack time or dessert.
- ▶ Nutrient-rich foods like low-fat dairy, with 13 essential nutrients, and colorful fruit help you get the nutrition your body needs. Pumpkins aren't just for Halloween!
- ▶ Yogurt is a protein powerhouse that will help you stay fuller longer. Substitute Greek yogurt for even more of a protein punch which is also lower in lactose, making it easier for those with lactose intolerance to digest.

## Demo Messages

- ▶ You can use a whole-milk version of the vanilla yogurt if you would prefer.
- ▶ You can use any fruit puree in place of the canned pumpkin. Or just make it a standard yogurt parfait with berries or other small pieces of fresh, frozen or canned fruit layered with the yogurt rather than mixed together.
- ▶ Using a store-bought whipped topping saves time. You can also make your own at home using 3 ingredients!  
[www.allrecipes.com/recipe/18352/whipped-cream/](http://www.allrecipes.com/recipe/18352/whipped-cream/)
- ▶ Fluid ounces (fl oz) and ounces (oz) are very different, so it is important that you know the difference and how to determine when to use which. Fluid ounces are used to measure volume (liquid) whereas ounces are used to measure weight (usually of solid ingredients).

## Nutrition Messages

- ▶ Since it is made from milk, yogurt has many of milk's nutrients, including calcium, potassium, B12 and iodine.
- ▶ Choose a yogurt with live and active cultures that are defined as probiotics such as *L. Bulgaricus* and *S. Thermophilus* for some added gut health promotion.
- ▶ A strong and growing body of evidence demonstrates fermented dairy foods like yogurt play an important role in health and reduced risk of disease.

## Other No-Cook Recipe Suggestions

Visit [WinnersDrinkMilk.com](http://WinnersDrinkMilk.com) for more recipe ideas.

[Frozen Yogurt Bites](#)

[Berry Overnight Oats](#)

[Ranch Style Greek Yogurt Dip](#)

## Handouts

[Lactose Intolerance: Things you Need to Know](#)

[9 Ways Yogurt](#)