

Getting Started

Plan your demonstration

Planning is key! There are several important details that should guide planning for your demonstration. Use this tool kit and checklists to help direct your first steps in creating the perfectly planned culinary demonstration.

Location: Get the scoop about your location. Inquire ahead about details like cooking equipment availability, on-site cold storage options, food safety requirements, facility permit requirements, etc. *See the Site Checklist on page 4.*

Audience: Ask how many people will be in your audience and who will be present at your culinary demonstration. Recipes for busy moms are likely much different than recipes suitable for single men in their 20s. Be sure to know your audience and customize your demonstration and talking points to meet their needs.

Equipment: Use the provided equipment lists with each recipe as a planning tool. A great tip is to use a suitcase with wheels for packing. This is an organized way to safely and easily transport your equipment to your demonstration location.

Handouts: Prepare and print any handouts, recipe cards and/or any other materials that you'd like to provide to your audience. This is a good time to be sure you have business cards, nutrition information and culinary tips available for your audience to take home. *See the Resources section for handout ideas. Visit www.texasbeef.info/resources to order hard copies of materials or to download printable versions.*

Ingredients: Use the provided grocery lists to make shopping for your culinary demonstration simple. Be sure when preparing for your demonstration that you bring clear ramekins and bowls for each ingredient. This allows your audience to see the ingredients from where they are sitting and makes your demonstration much more interesting.

Staging: Set up your demonstration in columns from left to right. The left column will be the first items you'll use in your demonstration and you'll work your way to the right with the last items you'll use.

Q&A: Save time at the end of your demonstration for questions from your audience. If you experience a lull in your demonstration, it is also a good time to incorporate Q & A from your audience.



Practice: Complete at least one full walkthrough of your demonstration prior to your presentation. Familiarize yourself with the recipe ingredients and instructions so you are not reading from a paper. Think about where you will insert your key messages and talking points and if you have any stories or anecdotes. Can you pronounce all the ingredients correctly? Are you comfortable talking through the recipe steps or the nutrition facts?

Did you know?

**At 4:30 p.m. tonight:
Only half of Americans
will know what they're
having for dinner.**

*Source: Beef Checkoff Google
Survey, October 2013*

