

## TIPS AND SECRETS TO A SUCCESSFUL FOOD DEMONSTRATION



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**June 18, 2003**



**Food demonstrations can be helpful in providing opportunities to explain new preparation techniques and show quick and easy ways to prepare old favorites.**

**The objectives of the demonstration should be clear to the demonstrator as well as to the individuals viewing the items being demonstrated.**

**When planning a food demonstration the following steps should be followed:**

**I. Outline the materials to be covered**

- a. introduction**
- b. major concepts**
- c. summary**

**II. Develop a sequential plan**

- a. time schedule**
- b. list of needed items**
- c. list items that can be done ahead**
- d. list items that can be eliminated**

**III. Select equipment needed for the demonstration**

**IV. Plan for display of finished product**

## **TIPS AND SECRETS TO A SUCCESSFUL FOOD DEMONSTRATION**

The following are tips and secrets are guidelines for giving an effective food demonstration.

**Be prepared, so that the action will begin quickly. Opening remarks should be brief and to the point.**

**Maintain good body posture and avoid leaning on work areas.**

**Work at a pace in order for the audience to follow the details of each step of the demonstration.**

**Practice the demonstration ahead of time in order to be comfortable with what you are teaching or demonstrating.**

**Use both hands when possible.**

**Work in full view of the audience. The audience will become inattentive if they cannot see what is going on or if equipment or materials obstruct their view.**

**Keep the work area neat and organized during the demonstration. If the work surface is cluttered with equipment or other items, attention is drawn away from the demonstration.**

**If the demonstrated technique is time-consuming plan to do enough so that the technique is understood; do not spend time completing the entire operation. For example measuring, chopping, and cutting can be done beforehand, with enough left unfinished in order to show how to complete the dish.**

**Set a good example by exhibiting proper food safety practices, even though you will not always discuss them in the course of demonstration. Wash hands well before beginning and call attention to the fact that it is being done.**

**Always wear an apron to create a professional and authoritative image. Hair and clothing should be simple. Avoid wearing long sleeves that could dip in the food or be dangerous near equipment. Jewelry should be removed.**

**When possible, use low-cost foods that are high in nutritive value. This will help stretch the budget for food demonstrations as well as encourage the homemaker to use lower cost foods.**

**When preparing food in a mixing bowl, leave the bowl on the table for the mixing process. Place a damp cloth under the bowl in order to prevent slipping and reduce noise.**

**Always use clear mixing bowls in order to allow the audience to see what is being done. When necessary lift or tilt the bowl to provide a better view. Use clear computer labels to mark bowls containing ingredients.**

**When pouring food from a bowl, make sure your fingers do not come in contact with the food. Use a rubber scraper to remove the mixture quickly and easily.**

**Place a damp cloth or pastry cloth under a cutting board to prevent slipping.**

**Wipe the tops of canned foods before opening a can. Remember to explain to the audience that this is for food safety.**

**If a recipe call for eggs remember to have extras eggs on hand in case they are needed.**

**When spreading a mixture on bread, leave the bread on a board rather than holding it in the hands to spread mixture.**

**Clean greens in advance and store them in plastic bags or clean, wet dish towels to save time during the actual demonstration.**

**Clean up spilled food immediately. Do not put food that has been spilled on the work surface back in the bowl you are preparing the demonstration in.**

**Place ingredients and equipment needed for the demonstration in the order of use.**

**Use trays to set up ingredients for the demonstration and set them in numbered order so they can be located easily. As an aid, use cards that list the supplies to be placed on each tray. Protect cards and recipes by placing a sheet of clear plastic over them. Once the tray has been used remove it from the table another food item is demonstrated.**

**Once equipment has been used, place it back on the tray, not on the counter or tabletop. This makes clean up easy.**

**Tape a plastic bag to the table for discard items rather than placing a garbage can underneath the table so you will not have to duck to find it.**

**Complete the demonstration with a clean, cleared work surface in order to use it for the display area.**

**Place canisters, measuring equipment, rolling pins, and other items to the side when not in use. If these are placed in front, the audiences' view will be obstructed.**

**After using an appliance remove it from the demonstration area.**

**When an electric mixer is used, remove the used beaters to a tray before the bowl is moved.**

**Use a spoon holder or saucer on the range for used utensils.**

**When lifting a lid from a hot pan, turn it away from the body and place it upside down on the working surface.**

**Turn pot handles away from the front of the range to prevent turn overs or injury.**

**When opening the oven door stand to the side of the range in order for the audience to view what is being done at the range.**

**Use potholders to pull out oven racks or to remove hot food from the oven.**

**Leave potholders at the range but away from the burners or heating elements. Never use paper towels or dish towels as potholders.**

**Use impersonal pronouns and articles when referring to food such as “a,” “the,” “one,” and “this.”**

**Avoid shout outs or saying the next thing I am going to do is add ..... use impersonal terms such as, “The next step is,” it is not necessary every step or movement you will make.**

**Stop talking when handling noisy equipment.**

**Turn off the range once cooking has been completed.**

**Summarize what was shown while the item is being prepared for demonstration.**

## REMARKS AND COMMENTARY

When conducting food demonstrations, it is not necessary to talk every minute about the procedure. But - long pauses may make it hard to hold the attention of the audience. When it is not necessary to describe what is being done, provide the group with supplementary material about the demonstration by chattering or simply asking the audience questions about previous food demonstrations or ask what they plan to do as a result of the demonstration.

For example, chatter or supplementary material about the vitamin content of the food and its function in the body can be described using the table below to:

<b>Water Soluble Vitamins</b>	
<b>Vitamin/ Functions</b>	<b>Food Sources</b>
<p><b><i>Thiamin</i></b></p> <ul style="list-style-type: none"> <li>, Helps turn carbohydrates into energy</li> <li>, Needed for muscle coordination and a healthy nervous system</li> </ul>	<ul style="list-style-type: none"> <li>, Enriched and whole grain breads and cereals</li> <li>, Dry beans and peas</li> <li>, Lean pork</li> </ul>
<p><b><i>Riboflavin</i></b></p> <ul style="list-style-type: none"> <li>, Helps the body release energy from carbohydrates, fats, and proteins</li> </ul>	<ul style="list-style-type: none"> <li>, Enriched and whole grain breads and cereals</li> <li>, Milk products</li> <li>, Some vegetables</li> <li>, Dry beans and peas</li> <li>, Meat, poultry, fish</li> </ul>
<p><b><i>Niacin</i></b></p> <ul style="list-style-type: none"> <li>, Helps the body release energy from carbohydrates, fats, and proteins</li> <li>, Needed for a healthy nervous system and mucous membranes</li> </ul>	<ul style="list-style-type: none"> <li>, Meat, poultry, fish</li> <li>, Liver and kidneys</li> <li>, Enriched and whole grain breads and cereals</li> <li>, Dry beans and peas, peanuts</li> </ul>
<p><b><i>Vitamin B6</i></b></p> <ul style="list-style-type: none"> <li>, Helps the body use carbohydrates, fats, and proteins</li> <li>, Needed for a healthy nervous system and mucous membranes</li> <li>, Helps protect against infection</li> </ul>	<ul style="list-style-type: none"> <li>, Poultry, fish, meat</li> <li>, Dry beans and peas</li> <li>, Whole wheat products</li> <li>, Some fruits and vegetables</li> <li>, Liver</li> </ul>

<p><b>Vitamin B12</b></p> <ul style="list-style-type: none"> <li>, Helps the body use carbohydrates, fats, and proteins</li> <li>, Helps build red blood cells and form genetic material</li> <li>, Needed for a healthy nervous system</li> </ul>	<p>Found only in animal foods, such as meat, poultry, fish, shellfish, eggs, and dairy products</p>
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<b>Water-Soluble Vitamins (continued)</b>	
<b>Vitamin/Functions</b>	<b>Food Sources</b>
<p><b>Folate</b> <b>(Folacin, Folic Acid)</b></p> <ul style="list-style-type: none"> <li>, Helps build red blood cells and form genetic material</li> </ul>	<ul style="list-style-type: none"> <li>, Fruits</li> <li>, Enriched and whole wheat breads</li> <li>, Dark green, leafy vegetables</li> <li>, Dry beans and peas</li> <li>, Liver</li> </ul>
<p><b>Pantothenic acid</b></p> <ul style="list-style-type: none"> <li>, Helps the body release energy from carbohydrates, fats, and proteins</li> <li>, Helps the body produce cholesterol</li> <li>, Needed for healthy nerves</li> </ul>	<ul style="list-style-type: none"> <li>, Meat</li> <li>, Dairy products</li> <li>, Eggs</li> <li>, Dry beans and peas</li> <li>, Whole grain breads and cereals</li> <li>, Dark green, leafy vegetables</li> </ul>
<p><b>Biotin</b></p> <ul style="list-style-type: none"> <li>, Helps the body make fatty acids and use carbohydrates</li> </ul>	<ul style="list-style-type: none"> <li>, Dark green, leafy vegetables</li> <li>, Nuts</li> <li>, Liver, kidney</li> <li>, Egg yolk</li> </ul>
<p><b>Vitamin C (Ascorbic acid)</b></p> <ul style="list-style-type: none"> <li>, Helps maintain healthy capillaries, bones, skin, and teeth</li> <li>, Helps the body heal wounds and resist infections</li> <li>, Aids in absorption of iron</li> <li>, Helps form collagen, which gives structure to bones, cartilage, muscle and blood vessels</li> <li>, Protects other nutrients from damage by oxygen</li> </ul>	<ul style="list-style-type: none"> <li>, Fruits and vegetables, such as citrus fruits, cantaloupes, kiwi, mangos, papayas, cabbage, kale, plantains, potatoes, tomatoes</li> </ul>

<b>Fat-Soluble Vitamins</b>	
<b>Vitamin/Functions</b>	<b>Food Sources</b>
<p><b><i>Vitamin A</i></b></p> <ul style="list-style-type: none"> <li>, Helps ward off infections</li> <li>, Helps form and maintain healthy skin, hair, mucous membranes, bones, and teeth</li> <li>, Essential for reproduction</li> <li>, Needed for normal vision, especially in dim light</li> </ul>	<ul style="list-style-type: none"> <li>, Dairy products</li> <li>, Liver</li> <li>, Egg yolk</li> <li>, Food high in beta carotene (see below)</li> </ul>
<p><b><i>Vitamin D</i></b></p> <ul style="list-style-type: none"> <li>, Helps the body use calcium and phosphorus</li> <li>, Helps the body build strong bones and teeth</li> </ul>	<ul style="list-style-type: none"> <li>, Fortified milk</li> <li>, Egg yolk</li> <li>, Fatty fish, such as salmon and mackerel</li> <li>, Liver</li> </ul>
<p><b><i>Vitamin E</i></b></p> <ul style="list-style-type: none"> <li>, Protects other nutrients from damage by oxygen</li> <li>, Helps form red blood cells and muscles</li> </ul>	<ul style="list-style-type: none"> <li>, Vegetable oils</li> <li>, Whole grain breads and cereals; wheat germ</li> <li>, Dark green, leafy vegetables</li> <li>, Dry beans and peas, peanuts</li> <li>, Nuts and seeds</li> </ul>
<p><b><i>Vitamin K</i></b></p> <ul style="list-style-type: none"> <li>, Necessary for normal blood clotting</li> </ul>	<ul style="list-style-type: none"> <li>, Dark green, leafy vegetables</li> <li>, Cauliflower, cabbage, turnips</li> <li>, Egg yolks</li> <li>, Liver</li> </ul>
<b>Provitamin/ Functions</b>	<b>Food Sources</b>
<p><b><i>Beta Carotene</i></b></p> <ul style="list-style-type: none"> <li>, Used by the body to make vitamin A</li> <li>, Protects other nutrients from damage by oxygen</li> </ul>	<ul style="list-style-type: none"> <li>, Dark green, leafy vegetables, such as broccoli</li> <li>, Deep yellow-orange vegetables, such as sweet potatoes</li> <li>, Deep yellow-orange fruits, such as mangoes</li> </ul>

Using the information below chatter or supplementary material about handling food to prevent food borne illness can be provided using the following information:

## **FOOD SAFETY TIPS**

- 9. Canned Foods:** Do not buy or use food in a can that is leaking, bulging, or dented. Jars of food should not have cracks or loose or bulging lids.
- 10. Uncooked Eggs:**
  - Store in refrigerator in the carton for as long as the date on the carton indicates.
  - “Do-ahead” recipes that contain raw eggs should be refrigerated only 24 hours or less before they are baked.
  - Do not eat cookie dough or cake batter containing raw eggs.
  - Do not use uncooked eggs in recipes that will not be baked, such as Caesar salad, frostings or desserts unless you purchase eggs marked pasteurized or use egg substitutes.
- 11. Fruits and Vegetables:** Wash with cool water, using vegetable brush if necessary.
- 12. Ground Beef:** Ground meats should be cooked at least until they are brownish pink in the center. Cooking them until well done is even safer. Any contamination that may have been on the outside of a piece of meat becomes mixed into the meat as it is ground up.
- 13. Ham:** Most hams are already fully cooked and need only to be reheated. But check the label to be sure it does not need to be cooked. If you are uncertain, cook it until a meat thermometer reaches 165B
- 14. Marinades:** Place foods to be marinated in a heavy plastic food-storage bag or non-metal utensil. Always refrigerate when marinating; do not leave at room temperature. Discard leftover marinade or sauces that touched raw meat, fish or poultry, or heat the marinade or sauce to a full boil and boil for 1 minute before serving.
- 15. Poultry:** Cook all poultry until the juices are no longer pink when you cut into the centers of thickest pieces.

## **STORING FOODS**

Many foods are labeled with a “sell by,” “use by” or expiration date that will tell you how long they can be stored either in your cupboard at room temperature or in the refrigerator. This is helpful information you should check before purchasing to make sure all foods are fresh. Foods stored at room temperature should be kept in a cool, dry place to prolong their freshness. Avoid cupboards in areas over the stove or microwave, near the dishwasher or above the refrigerator because they tend to be warm.

The temperature in your refrigerator should be between 34° and 40° and your freezer should be at 0° or below. Having a refrigerator thermometer and a freezer thermometer is helpful, so you know that your foods are being properly chilled or frozen. Allow space between foods when you place them in the refrigerator or freezer, so air can circulate and chill or freeze the food more quickly.

Refrigerated foods stay colder near the back of the refrigerator rather than in the door. Wrap foods that will be frozen tightly in aluminum foil or plastic food-storage bags. The storage times shown here are just a guide because the conditions under which foods are stored will affect the quality.

### **THREE WAYS TO KEEP FOODS SAFE**

Keeping the food you buy safe to eat is very easy and involves just three things: keep everything in the kitchen clean, keep hot foods hot and keep cold foods cold. Occasionally, a food will look or smell bad and should obviously be thrown away. Some foods, though, may look, smell and taste good but actually be harmful. If in doubt, don't taste it; just throw it out.

#### **1. Keep everything in the kitchen clean**

- Use hard plastic cutting boards for raw meat, poultry and fish. They are less porous than wooden cutting boards and can be cleaned easily with hot soapy water or washed in the dishwasher. Wash the board, as well as your knives, before using it for cutting any other foods.
- After using a plate for raw meat, poultry or fish, do not serve the cooked meat on the same unwashed plate. Either wash it in hot soapy water or use a clean plate for serving the cooked food.
- After working with raw foods, especially meat, poultry and fish, use disposable paper towels to wipe any spills from the counter. Then, wipe again with hot, soapy water.
- Always keep counter tops, appliances, utensils and dishes clean. Remember to occasionally wipe all the special drawers or bins in the

refrigerator for clean, safe food storage.

- Wash hands thoroughly before preparing food, and cover any cuts or infection with a bandage or wear rubber gloves.
- Keep kitchen towels and sponges clean.

2. Keep hot foods hot

- Hot foods can remain lukewarm or at room temperature for only two hours or less before they become unsafe to eat. Foods spoil easily and rapidly at lukewarm temperatures. If they need to stand out longer, be sure they are kept hot in an electric skillet or a chafing dish or on a hot tray. Warming units heated with a candle will not keep them hot enough to be safe.
- Lower temperatures can cause the meat to spoil before cooking is complete.
- Once food has been cooked, keep it hot until serving, or refrigerate it as soon as possible.

3. Keep cold foods cold

- Cold foods can remain lukewarm or at room temperature for only two hours or less before they become unsafe to eat. Foods spoil easily and rapidly at lukewarm temperatures.
- When shopping, purchase cold foods such as meats and dairy products last so they will stay cold until you can refrigerate them when you get home. Try to refrigerate them within 30 minutes after purchasing. Even short stops during hot weather can cause perishable groceries in a hot car to reach unsafe temperatures.
- When shopping, wrap foods from the meat department in plastic bags to prevent meat juices from dripping onto other foods in your shopping cart. These bags usually are available near the meat counter.
- Frozen foods should not be thawed at room temperature. Thaw them in the refrigerator or the microwave. If foods are thawed in the microwave, finish cooking them immediately because some cooking may have started during the thawing process.

Knowing how many apples or carrots you may need for a recipe can be difficult, providing chatter on common ingredients can help stretch the food dollar.

### Yields and Equivalents

Food		If Your Recipe States	You Will Need Approximately
Apples		1 cup chopped 1 medium apple, thinly sliced	1 medium 1 ⅓ cups
Asparagus		16 to 20 stalks	1 pound
Bacon		½ cup crumbled	8 slices, crisply cooked
Beans, dried		5 to 6 cups cooked	1 pound dried (2¼ cups)
Black, kidney, lima, pinto, red Green or wax		3 cups 1-inch pieces	1 pound
Bread, white		12 slices (1/2 inch) 1 cup soft crumbs 1 cup dry crumbs	1-pound loaf 1 ½ slices
Broccoli		1 bunch 2 cups flowerets, 1-inch pieces or chopped	1 ½ pounds 6 ounces
Cabbage	Green	1 medium head 4 cups shredded	1 ½ pounds 1 pound
	Slaw (bag)	7 cups	16 ounces
Carrots		1 medium 1 cup shredded 1 cup ¼ inch pieces	1- approximately 7 inch carrot 1 ½ medium 2 medium
Cauliflower		1 medium head 3 cups flowerets	2 pounds (with leaves) 1 pound
Celery		1 medium bunch 1 cup thinly sliced or chopped	2 pounds (11 inches) 2 medium stalks

<b>Cheese</b>		
<b>Hard (blue, Cheddar, feta, mozzarella, Swiss), shredded or crumbled</b>	<b>1 cup</b>	<b>4 ounces</b>
<b>Cottage</b>	<b>2 cups</b>	<b>16 ounces</b>
<b>Cream</b>	<b>1 cup</b>	<b>8 ounces</b>
<b>Chocolate</b>		
<b>Chips</b>	<b>1 cup</b>	<b>6 ounces</b>
<b>Unsweetened or semisweet baking</b>	<b>1 square or bar</b>	<b>1 ounce</b>
<b>Corn, sweet</b>	<b>1 medium ear</b> <b>1 cup kernels</b>	<b>8 ounce</b> <b>2 medium ears</b>
<b>Cream</b>		
<b>Sour</b>	<b>1 cup</b>	<b>8 ounces</b>
<b>Whipping</b>	<b>1 cup (2 cups whipped)</b>	<b>½ pint</b>
<b>Crumbs, finely crushed</b>		
<b>Chocolate wafer cookie</b>	<b>1 ½ cups</b>	<b>27 cookies</b>
<b>Graham cracker</b>	<b>1 ½ cups</b>	<b>21 squares</b>
<b>Saltine cracker</b>	<b>1 cup</b>	<b>29 squares</b>
<b>Vanilla wafer cookie</b>	<b>1 ½ cups</b>	<b>38 cookies</b>
<b>Eggs, large</b>		
<b>Whole</b>	<b>1 cup</b> <b>1 egg</b>	<b>4 large eggs</b> <b>¼ cup fat-free cholesterol-free egg product</b>
<b>Flour</b>	<b>3 ½ cups</b>	<b>1 pound</b>
<b>Garlic</b>	<b>½ teaspoon finely chopped</b>	<b>1 medium clove</b>
<b>Jalapeno chili</b>	<b>1 tablespoon</b>	<b>1 medium, seeded and chopped</b>
<b>Lemon or lime</b>	<b>1 ½ to 3 teaspoons grated peel</b> <b>2 to 3 tablespoons juice</b>	<b>1 medium</b> <b>1 medium</b>
<b>Lettuce</b>		
<b>Iceberg or Romaine</b>	<b>1 medium head</b> <b>2 cups shredded</b> <b>6 cups bite-size pieces</b>	<b>1 ½ pounds</b> <b>5 ounces</b> <b>1 pound</b>

<b>Margarine, butter, or spread</b>	<b>2 cups ½ cup</b>	<b>1 pound 1 stick</b>
<b>Marshmallows</b>	<b>1 large</b>	<b>10 miniature</b>
<b>Meat, cooked</b> <b>Beef, pork, and poultry</b>	<b>bite-size pieces</b>	<b>1 cup chopped or 6 ounces</b>
<b>Nuts (without shells)</b> <b>Chopped, sliced or slivered</b> <b>Whole or halves</b>	<b>1 cup 3 to 4 cups</b>	<b>4 ounces 1 pound</b>
<b>Olives</b> <b>Pimento-stuffed</b> <b>Ripe, pitted</b>	<b>1 cup sliced 1 cup sliced</b>	<b>24 large or 36 small 32 medium</b>
<b>Onions</b> <b>Green, with tops</b>  <b>Yellow or white</b>	<b>1 medium 2 tablespoons chopped ¼ cup sliced 1 medium ½ cup chopped</b>	<b>½ ounce 2 medium 3 or 4 medium 3 ounces 1 medium</b>
<b>Orange</b>	<b>1 to 2 tablespoons grated peel ⅓ to ½ cup juice</b>	<b>1 medium 1 medium</b>
<b>Pasta</b> <b>Macaroni</b> <b>Noodles, egg</b> <b>Spaghetti</b>	<b>4 cups cooked 4 cups cooked 4 cups cooked</b>	<b>6 to 7 ounces uncooked (2 cups) 7 ounces uncooked (4 to 5 cups) 7 to 8 ounces uncooked</b>
<b>Peppers, bell</b>	<b>½ cup chopped 1 cup chopped 1 ½ cups chopped</b>	<b>1 small 1 medium 1 large</b>
<b>Potatoes</b> <b>New</b> <b>Red, white, sweet or yams</b> <b>Red or white</b>	<b>10 to 12 small 1 medium 1 cup ½ inch pieces</b>	<b>1 ½ pounds 5 to 6 ounces 1 medium</b>

<b>Rice</b>		
<b>Brown</b>	<b>4 cups cooked</b>	<b>1 cup uncooked</b>
<b>Parboiled (converted)</b>	<b>3 to 4 cups cooked</b>	<b>1 cup uncooked</b>
<b>Precooked (white)</b>	<b>2 cups cooked</b>	<b>1 cup uncooked</b>
<b>instant</b>	<b>3 cups cooked</b>	<b>1 cup uncooked</b>
<b>Regular or long grain</b>	<b>3 cups cooked</b>	<b>1 cup uncooked</b>
<b>Wild</b>		

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<b>Sugar</b>		
<b>Brown</b>	<b>2 ¼ cups packed</b>	<b>1 pound</b>
<b>Granulated</b>	<b>2 ¼ cups</b>	<b>1 pound</b>
<b>Powdered</b>	<b>4 cups</b>	<b>1 pound</b>

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<b>Tomatoes</b>	<b>¾ cup chopped (1 medium)</b>	<b>5 ounces</b>
	<b>1 cup chopped</b>	<b>1 large</b>
	<b>½ cup chopped</b>	<b>1 small</b>

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Planning Sheet for Demonstrations:

- 17. Meeting:
- 2. Date:
- 3. Location:
- 4. Projected Size of Audience:
- 5. Major Concepts:
- 6. Objective(s):
- 7. Introduction – Establishing Set:

8.

List of all consumable supplies needed:	List of all equipment needed:

9.

Preplanning and preparation steps to be done:	When	Completed (check when done)

10.

Outline of steps in the demonstration:	Points to be discussed during the demonstration (narrative)

- 11. Closure or Summary:
- 12. Evaluation: (How did it go; what to do differently next time)

## **REFERENCES**

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