



Get Ready to Rock

VIRTUAL CULINARY NUTRITION DEMOS

TRAINING FOR FITNESS PROFESSIONAL 2021



Want more food and nutrition communications tips and strategies?
Join the Spark community on Instagram @**SparkRDs**



MAKE YOUR PLAN

Virtual Culinary Demos



Use the next few pages to write down your ideas as well as tips you learned in the webinar to help you plan your virtual culinary demos.

Why do you want to offer virtual culinary demos?

Where can you offer/share virtual culinary demos? (e.g. platforms)



MAKE YOUR PLAN

Virtual Culinary Nutrition Demos



Get started here! Know your purpose. What lights you up?

The best virtual culinary demo option for me is...

**Not sure what to talk about?
List the food questions people ask you most.**



MAKE YOUR PLAN

Virtual Culinary Nutrition Demos



3 things you do NOT need to offer awesome demos:

List the 3 P's - strategies to stand out in a crowd.

How will you engage? List 3 virtual engagement strategies.

STYLING STRATEGIES FOR **Virtual Culinary Demos**

When it comes to virtual culinary demos, the visual goal is to make the food and you shine! Here are some top tips to style your set, the food and you.

1) Style Your Set

- Use clear bowls to showcase ingredients when possible OR tilt bowls slightly forward
- Add colour with napkins, plates, veggies and fruits, fresh herbs in clear jars

2) Style You

- Wear bright colours like blue, purple, orange, pink, yellow or green (avoid all black and all white)
- Plain is better than pattern (if you choose a pattern, go big, basic and not too busy)

3) Style The Food

- Finish with either plating the food or have a hero (already styled final dish)
- Consider food safety -- keep food on ice/ice packs and keep hot food hot

REASONS TO DO ***Virtual Culinary Demos***

Build your brand, connect with your audience and more!
Yes, culinary demos take work and – we're not gonna lie – a bit of courage, but the payoffs are so worth it. *You've got this!*

CHECK THE REASONS THAT MOST RESONATE WITH YOU:

- 1** I love to cook and talk about food. I want to create content that's engaging, practical and accessible.
- 2** I want to be where my audience is – and increasingly, that's on digital video platforms, especially for millennials and Gen Z.
- 3** Virtual learning is here to stay. COVID-19 has pushed this to the forefront. People want meal ideas – I can deliver!
- 4** This is a great way to motivate me to up my healthy eating game and culinary skills.
- 5** I want to monetize my expertise through online classes, corporate partnerships, subscriptions, affiliate links and more!
- 6** I want to future-proof my career by learning valuable skills such as presenting on camera and teaching.
- 7** I want to save time, money and hassle. Virtual demos don't require finding and paying for a venue or cleaning up the space after.

Bonus Tip:

Virtual demos could be your way to create additional high value content for your clients interested in a healthy lifestyle.



LINKS TO Fabulous Resources



Connect with Carol on IG @SparkRDs.
And use these resources to help you up your culinary
demo game.



1) Join the *Half Your Plate* Health Network

Get access to a wide variety of printable materials (tip sheets, storage guides, commodity sheets and more. [SIGN UP HERE!](#) Follow them on IG: @HalfYourPlateCanada. Bonus: For help with answering questions about organic produce or pesticides visit CropLife.ca.

2) Canadian Food Focus

For answers to questions about Canadian food and farming including culinary demos and recipes [Canadian Food Focus](#) is a resource you can trust with expert guests from farmers to chefs to dietitians. Follow them on IG @cdnfoodfocus

3) Video: How to Go Live on IG

Find out how to access Instagram Live, use comments and Q&A, as well as take advantage of effects, and post or download your recorded live demo. [WATCH IT!](#)

4) Dietitian Developed Recipe Booklet – Farm to Table

This is a great resource that weaves culinary, farming and nutrition into recipes. [ORDER](#) a complimentary copy or multiple copies for clients. The recipes are organized by season, making it easier to show clients how to eat local Canadian-produced food more often.

5) Eggs – An Ideal Food to Fuel Fitness.

For clients asking questions about eggs, this is a great resource to share. It's written by a dietitian and includes practice meal ideas and a recipe too. You have the option to download and print or share the [PDF link](#).



SWEET POTATO AND SPINACH MUFFIN TIN FRITATTAS

PREP TIME



Prep time: 10 min



Cook time: 30 min



Total time: 40 min



Makes 12

Filled with eggs, cheese, spinach, sweet potatoes and a secret ingredient – Nordica Smooth Plain Cottage Cheese – these muffin tin fritattas are packed with protein to fuel you and keep you energized after a super workout! Make ahead, store in the fridge and reheat in the microwave.

INGREDIENTS

- 1 cup grated sweet potato (about 1 small)
- 2 cups chopped spinach
- 2 tablespoons canola oil
- 10 large eggs
- 1 cup of Nordica Smooth Plain Cottage Cheese
- 3/4 cup grated old cheddar cheese
- 1 teaspoon pepper
- 1/2 teaspoon salt
- pinch hot pepper flakes
- 2 tablespoons finely chopped green onion

METHOD

- 1** Preheat oven to 400F. Line a 12-cup muffin pan with parchment paper muffin liners or silicone muffin liners.
- 2** In a frying pan over medium heat, sauté grated sweet potato in canola oil until soft (about 7 minutes). Remove pan from heat, add spinach and stir until just wilted. Let cool completely.
- 3** In a large bowl, whisk together the eggs and Smooth cottage cheese until well combined.
- 4** Whisk in cooled sweet potato and spinach, cheddar cheese, pepper, salt and chili flakes.
- 5** Using a 1/3-cup measure, scoop frittata mixture equally into each cup in the muffin pan. Be sure to get all the ingredients in each scoop (not just liquid). The cups will be quite full. Top each frittata with green onion.
- 6** Place the pan into the oven (carefully, remember, they are full!) and bake for about 20 minutes, or until firm and a knife inserted into one of the frittatas comes out clean. Cool completely in the pan, remove the parchment paper liners and enjoy!

Muffin tin fritattas can be stored in the fridge for up to 3 days. Freeze for up to 2 to 3 months.

**BETTER FOR YOU**

Packaged Snacks

There is no need for your clients to trade nutrition for taste or convenience.

By showcasing better-for-you products in your culinary demos you can save your clients time.

Here are 5 dietitian-approved packaged snacks that you can share.

1) Smooth Cottage Cheese

Packed with protein, but low in calories, it brings all the benefits of cottage cheese without the lumpy texture. A great brand to try is [Nordica Smooth Plain](#). Encourage your clients to use it as a way to make a protein-packed veggie dip.

2) 100% Cheese (dehydrated so it's portable)

Portable protein snacks are hot and here is a newer one to the market. Enjoy all the hunger-curbing satisfaction of a protein-rich cheese that does not require refrigeration. [Nothing But](#) is a bite-size, CRUNCHY packaged snack made with 100% CANADIAN cheese AND comes in a few flavours.

3) Crunchy Roasted Chickpeas

If you like to nibble more than a small handful of something, roasted chickpeas may be a better choice for you than nuts – they're much lower in calories. Try The [Three Farmers](#) brand, it's a Canadian company.

4) Nut-based bars

Look for bars that are lower in added sugars and made with whole foods ingredients. Try Kind Bars (try the Almond Sea Salt & Dark Chocolate), Larabars (The sugar comes solely from dates in that bar) and HoneyBar (they are a Canadian bar that is sweetened with, well, you know, honey!).

5) Popcorn

Popcorn is a whole grain that gives you gut-loving fibre. Skinny Pop and Pur are both better-for-you brands -- they are lightly salted and made with only 3 ingredients: popcorn, oil and salt. Simple!