



Food Demo Organizer - Page 1

Copy this page and use it as a handy to-do list to keep you organized through all phases of your cooking demonstrations.

Step 1. Several weeks before the demo

Determine the theme and title of your cooking demo. Write all steps that you will have to do to advertise it (posters/announcements, sign up sheets, etc).

Step 2. Several weeks before the demo

Make a list of all the topics that you would like to cover. Write down a list of handouts or props that you might use to further your point.

Step 3. Several weeks before the demo

Make a list of recipes that you would like to demonstrate. Do a dress rehearsal of these recipes for interested family and friends.

Step 4. Several weeks before the demo

Make an equipment/supplies list for the recipes. Here are a few suggestions:

- Read up on food safety tips and determine if you need to bring handwashing supplies, paper towels, and separate implements for raw and cooked food.
- Do you need a microwave or stovetop?
- What pots, pans, and dishes do you need?
- What utensils do you need for cooking and serving?
- Do you need a cutting board or mixing bowls?
- Do you need any appliances such as a can opener, food processor or blender?
- Will you need oven mitts or pan holders? What about an apron or towels?
- Will you require a refrigerator, freezer or cooler? How about ice?

- What do you need to present the finished dish?
- What do you need for audiovisual equipment?

Step 5. One week before the demo

Make a shopping list for all the groceries you'll need during your cooking demo. Remember to include cooking oil spray and water.

- Paper Goods: Do you need supplies for serving samples? If you do, you might need plastic utensils, plates, cups, and/or napkins.
- Ziploc bags are great for storing prepared/premeasured ingredients, while paper towels are a must for any clean up.
- Do you need food items for a show and tell pantry?
- In some cases, you may want to bring a finished, prepared dish and serve tasting samples. Then you would need to bringing a second set of ingredients in order to show how to prepare the featured food. Make sure you allow for multiple options on your list.



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Step 6. One week before the demo

Make a list of what you need to prepare ahead of the demo. For example, you may want to premeasure all ingredients (including seasonings), chop all vegetables and fruits, cook pasta or rice ahead of time, cut meat into bite-size pieces, open new jars or bottles (so you don't struggle in front of your audience), etc.

Step 7. Several days before the demo

Print handouts and gather props/equipment.

Step 8. Two days before the demo

Go grocery shopping. Double check all your lists to make sure that you have everything you need.

Step 9. The day before the demo

Prepare all items from your list in step 6. If you are doing multiple recipes, it helps to label everything and write down which recipe it accompanies (Color coding? We say yes). Keep ingredients for each recipe together and organized.

Assemble everything you need from handouts, cooking equipment, supplies for tasting, recipe ingredients, to props and your demonstration outfit. Load your car with the nonperishable items you'll need.

Step 10. Demo Day

Arrive at the demo site early. Get everything set up in an organized fashion and in the order you will need it to cook. Test the equipment. Do a "dry run" rehearsal. Look at your demo area from the audience - can they see well, is there anything obstructing their view, etc? Placing handouts on chairs makes everything run more smoothly during the actual presentation.

Take a deep breath and have fun! A sense of humor will take you through even the greatest challenges.

Step 11. After Your Demo

Gather feedback from your audience. This can be done formally with a quiz or worksheet, or informally by hosting a quick discussion while participants are eating their samples.

Take the time to write down what you would do differently next time. Also, write down what your participants seemed to like the best. Did they have good questions that you think you should cover in more depth next time?

If you do cooking demos often, you may want to make a separate storage area for your supplies. That will make them easier to gather and organize the next time.

What my participants liked the best:

What would make my demo smoother next time:

What questions was I asked? How can I address these questions next time? Would other props or handouts come in handy?
