

COOKING DEMO CHEAT SHEET

QUINOA CRUST VEGETABLE QUICHE



RECIPE SOURCE: Egg Nutrition Center

NUTRITION INFORMATION / SERVES 8

235 Calories; 13g Protein; 16g Carbohydrates; 14g Fat

PREP-AHEAD NOTES

Have all ingredients measured and laid out; prepare and bake quinoa crust ahead of time; prepare one fully baked quiche

NUTRITION & CULINARY TALKING POINTS

- Make this recipe for brunch or as part of meal prep ahead of busy weeks. Bake ahead, slice into wedges and enjoy throughout the week at breakfast or as part of lunch.
- Feel free to swap in different vegetables based on what's on hand or use leftovers.
- Eggs are naturally nutrient-rich providing a good or excellent source of eight essential nutrients including high-quality protein and choline, plus the carotenoids lutein and zeaxanthin.
- Choline supports brain health throughout the years. Eggs are an excellent source of choline and one of the most concentrated food sources of choline in the American diet.
- The high-quality protein in eggs helps maintain and repair muscle while supporting bone health. And eggs are one of the only foods that naturally have vitamin D, which along with calcium, is critical for building strong bones.
- Lutein and zeaxanthin found in egg yolks can help protect the eyes from harmful blue light emitted from devices like smartphones, computers, and tablets.

INGREDIENTS:

2 cups cooked tri-color quinoa, chilled
3/4 tsp black pepper, divided
7 large eggs, divided
2 Tbsp olive oil
2 cups broccoli florets
1 cup chopped yellow onion
1 cup chopped red bell pepper
2 cups chopped baby spinach
1/2 tsp salt
1 cup shredded cheddar cheese
1/2 cup 2% milk

EQUIPMENT:

8" Pie plate
2 Medium bowls
Medium non-stick skillet
Spatula
Cutting board
Measuring spoons
Clear bowls for ingredients

DIRECTIONS

1. Preheat oven to 375° and spray an 8" pie plate with non-stick cooking spray.
2. In a medium bowl, combine cooked quinoa, 1/4 teaspoon pepper and 1 beaten egg. Press mixture into the prepared pie plate. Bake 20 minutes, then allow to cool.
3. Reduce oven temperature to 350°
4. In a medium skillet, heat olive oil over medium heat. Add the broccoli, onion, and bell pepper. Saute until tender, then add the spinach and cook until wilted. Set aside.
5. In a medium bowl, whisk together the remaining 6 eggs, salt, 1/2 teaspoon pepper, cheese, and milk. Add vegetable mixture to eggs and stir. Pour the mixture into the cooled quinoa crust. Bake 45-60 minutes, until a knife inserted in the center comes out clean.
6. Remove from oven and allow quiche to sit about 10 minutes, then cut into wedges and serve.

HOW TO PLAN AN EFFECTIVE VIRTUAL COOKING DEMO + RECIPE CHEAT SHEET

Seeing is believing! A lively, step-by-step cooking demo can show your customers how easy it is to put a recipe together with everyday ingredients from your store. Utilizing social media tools like Instagram or Facebook Live can deliver interactive messaging to a variety of targeted audiences, giving you the power to engage more customers in new ways.

Plan, Practice, and Perform Your Best

Select a Topic with a Supporting Recipe

Topics and recipes should be timely. Consider those that will dovetail with holidays and seasons or are specific for reaching various groups. Use ingredients that are easy to find and affordable, and find a recipe suitable for various cooking skill sets.

Plan Your Set-up and Lighting

Work out your set-up for your tripod and check your camera framing. Notice the background and foreground and be sure there's nothing unsightly in view. Determine lighting needs. You may need a ring light or light box. Do an audio check to determine if you need wireless earbuds or a wireless mic for enhanced sound. Don't forget to check your WIFI signal; you may need to be hard-wired for Internet.

Practice and Preparation

Do a dry run to test the recipe, your timing, and need for ingredient organization (mise en place). Testing also provides you with the finished dish that you can show during the live segment. During the dry run or demo, take photos of the ingredients, cooking steps, and finished recipe for post-demo sharing on your social channels. Use a variety of clear bowls in different sizes to hold and mix ingredients. Create a colorful display in your work area with extra ingredients or a vase of flowers or bowl of produce. Use napkins for a pop of color or nice cutting boards for textural interest.

Promotion

Schedule the day and time and pitch the event to your audience on your social media channels and in your supermarket newsletter, with reminders over the two days before the event. Provide a link to the recipe with a beautiful image of the finished dish. If doing a cook-along, provide an ingredient and equipment list ahead of time.

Going Live

Smile and have fun! Look into the camera lens and introduce yourself and the topic. Explain the format, and let the audience know they are welcome to post questions while you're live. It's helpful to have someone with you while you're live to field questions from another device. Ask the audience questions (what's your favorite way to cook eggs?) as you work. Encourage the audience to take photos of the recipe and share on their social channels using your store's handle and associated hashtags. Close with a Call to Action.