

COOKING DEMO CHEAT SHEET

SPICY BLACK BEAN BREAKFAST BURRITO



RECIPE SOURCE: Egg Nutrition Center

NUTRITION INFORMATION / SERVES 4

660 Calories; 29g Protein; 76g Carbohydrates; 28g Fat

PREP-AHEAD NOTES

Have all ingredients measured and laid out; crack 6 eggs ahead of time; crack 2 eggs on counter and into bowl during demo.

NUTRITION & CULINARY TALKING POINTS

- Assemble components of this recipe ahead of time for quick assembly when ready to eat.
- For a make-ahead version, after assembling, wrap the burrito in foil and store in the refrigerator overnight. Heat burritos for 12-15 minutes in a 350° oven when ready to eat.
- Crack eggshells on the counter and not the edge of the bowl to avoid pieces of eggshells falling into the bowl.
- Feel free to remove jalapeno and red pepper flakes for a milder version.
- 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.
- One large egg has 6 grams of high-quality protein and all 9 essential amino acids.
- Nearly half the egg's protein is in the yolk, so eat the whole egg for all the protein.
- Eating high-quality protein, like eggs, in combination with carbohydrates post-workout can help refuel muscles and optimize recovery.

INGREDIENTS:

2 Tbsp canola oil	8 large eggs
1 small white onion, chopped	4 ten-inch whole wheat tortillas
1 medium red bell pepper, diced	1/2 cup salsa verde
1/4 cup minced jalapeno	1 medium tomato, diced
2 cups cooked black beans	2 medium avocado, diced
1/4 tsp red pepper flakes	Salt
1 cup cooked brown rice	Black pepper
1/2 cup cilantro	Optional: cheese, sour cream, hot sauce

EQUIPMENT:

- 2 Medium bowls
- Small bowl
- Slotted spoon
- Medium non-stick skillet
- Spatula
- Cutting board
- Measuring spoons
- Clear bowls for ingredients

DIRECTIONS

1. For the beans: Heat the canola oil in a large non-stick skillet over medium-high heat. Cook the onions, red peppers, and jalapeno until softened, about 8 minutes. Add black beans and red pepper flakes and cook until warmed through. Season with salt and pepper.
2. For the brown rice: In a small bowl, mix the rice with cilantro and hot sauce, as desired. Set aside.
3. For the eggs: Whisk together the eggs in a medium bowl. Spray non-stick skillet with cooking spray and re-heat the skillet over medium. Add eggs, scrambling until cooked through, about 3 minutes.
4. Assembly: Spread each tortilla with salsa then divide black bean mixture, scrambled eggs, diced tomato, and avocado evenly among the tortillas. Add sour cream, cheese, and hot sauce if desired. Roll each tortilla up burrito-style.

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.