

# COOKING DEMO CHEAT SHEET

## NOODLE ZOODLE EGG BOWL



**RECIPE SOURCE:** Egg Nutrition Center

**NUTRITION INFORMATION / SERVES 4**

270 Calories; 13g Protein; 27g Carbohydrates; 14g Fat;  
185mg cholesterol; 240mg sodium

**PREP-AHEAD NOTES**

Have all ingredients measured and laid out; Leave 2 zucchini whole to demonstrate how to spiralize.

**NUTRITION & CULINARY TALKING POINTS**

- Heart-healthy eating can include eggs! They are recommended for healthy adults as part of a heart-healthy diet according to the American Heart Association.
- Enjoy eggs with other nutrient-rich foods like vegetables and whole grains, like in this recipe. Whole grain noodles are mixed with zucchini "noodles" to add volume and nutrition.
- For most people, eating eggs does not negatively impact blood cholesterol levels.
- Eggs are an all-around nutrient powerhouse, a complete protein with essential vitamins and minerals for healthy living.
- 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.

**INGREDIENTS:**

4 large eggs  
1.5 cups cooked whole wheat spaghetti  
2 Tbsp. extra virgin olive oil  
2 cloves garlic, minced  
1/2 tsp. red chili flakes  
4 medium zucchini, spiralized into noodles  
1/4 tsp. salt  
1/4 tsp. ground black pepper  
2 cups cherry tomatoes, cut in half  
2 cups packed baby spinach  
1 tsp. lemon zest  
1 Tbsp. lemon juice  
1/4 cup basil leaves, thinly sliced

**EQUIPMENT:**

Large pot  
Large nonskick skillet  
Large saucepan  
Small cup  
Spatula  
Slotted spoon  
Cutting board  
Measuring spoons  
Clear bowls for ingredients

**DIRECTIONS**

1. Bring a large pot of water to a boil and cook spaghetti according to packet directions.
2. While pasta is cooking, heat olive oil in a large nonstick skillet on medium-high heat. Add garlic and chili flakes, stirring continually for 1 minute. Add zucchini noodles, salt, and pepper and cook for 1 to 2 minutes. Stir tomatoes, spinach, lemon zest, and juice gently into zucchini mixture until well combined. Cook another 1 to 2 minutes or until spinach is wilted.
3. When pasta is done, drain and add to vegetable mixture.
4. Heat 2 to 3 inches of water in a large saucepan to boiling. Adjust heat to keep liquid simmering gently.
5. Break eggs, 1 at a time, into a cup. Holding dish close to the surface, slop egg into water.
6. Cook eggs until whites are completely set and yolks begin to thicken but are not hard, 3 to 5 minutes. Do not stir. Lift eggs from water with slotted spoon. Drain in spoon or on paper towels.
7. Divide pasta and vegetable mixture among 4 bowls. Top each with a poached egg. Garnish with basil 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.

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## 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.