5 Tips for Edu-Taining Food Demos

Determine your goals

If you're looking to inform an audience about a food and nutrition topic, teach cooking skills, support positive attitudes about food and eating, or motivate healthy eating behaviors, there's no better way than a food demonstration. Begin by deciding what you want your audience to know, feel, and do after your demo and create a plan and key messages to support your goals.

Plan, prepare, and practice

A great food demo takes a lot of work to make it look easy. Plan every step. Organize your demonstration area with trays of equipment, ingredients, and talking points for each recipe. Streamline the demonstration and eliminate unnecessary steps with advance preparations such as opening packages or measuring and cutting ingredients. Then practice, practice, practice!

Add value with tips and tricks

A great food demo is packed full of information that goes beyond the basic recipe or nutritional benefits. Do your research and fill the lulls and gaps by sharing fun and interesting facts about the ingredients and the recipe, helpful tips for shopping, alternative ingredients, menu ideas, tips and tricks for cooking and serving, and ways to store and use leftovers to reduce food waste.

Be Edu-Taining

A successful food demo not only educates the audience about food and nutrition and teaches valuable cooking skills, it is entertaining. Balance useful and accurate information with an appropriate amount of fun and flair. Select a theme and mood that fits your message and coordinate your set-up, your content, and your presentation style to match. Be edu-taining!

Engage your audience

An audience actively engaged in learning takes action because they have experienced the benefit. Get them involved in multiple ways – asking and answering questions, sharing tips, volunteering to help, passing out samples, and definitely tasting the finished product. When an audience knows they can make something and knows they like it, they will make it on their own. Success!