

Whitby Artistic Food Expo Food Demo Guidelines

Gain the audience's attention:

- Clearly explain what you will demonstrate and why you chose the subject and your dish.
- Recipes selected should be exciting and captivating. Remember, you have only 10 minutes to present the dish.
- Recipes submitted in advance will be shared on the website for the audience's referral during the event.
- Ensure there is no background noise or other loud activities happening in the background.

Engage your audience:

- Share some chef hacks, the sequence of steps, and their explanation in a logical order.
- Captivate the audience's attention by setting up your work area on a 3 to 4 ft. table.
- All the necessary pieces of equipment should be within hands reach; Provide a brief explanation of the initial prep.
- Use commonly used culinary terms, avoid technical jargon.
- If possible, demonstrate techniques that can be easily replicated in residential kitchen environment.

Use of ingredients:

- If possible, highlight one ingredient in the recipe should be locally sourced from the Durham region. For, e.g., locally produced eggs, poultry, meat, vegetables etc.
- If needed, we can provide support to connect you with local suppliers.
- During the presentation, wherever possible, provide recommendations on local- retail businesses to the audiences for the purchase of ingredients.

Safe work practices:

- To prevent spread of COVID-19, it is recommended that individuals practice social distancing by maintaining approximately 6 feet distance from others, when possible.
- Chefs are required to demonstrate highest level of professionalism in their attire and personal hygiene.
- Fingernails must be kept short, clean and free of any type of nail covering, such as: nail polish, artificial nails, etc. All hair, short or long, must be restrained.
- If your task requires direct contact with ready-to-eat food, wear gloves. Wash your hands immediately after removing gloves.
- Use separate cutting boards for raw meat.
- Touch food with your hands as little as possible. Use tools or utensils to serve food whenever possible. Use a clean spoon each time you taste or sample food.
- Explain to your audience the importance of food safety and sanitation.
- Explain techniques to minimize wastage and store products.
- Food security is a big issue in our community and spreading your knowledge would help us to avoid wastage and be smart with our daily diet.
- Avoid techniques that would result in health and safety risk which when used by an amateur or in a home kitchen environment.

Conclusion

Conclude your session with key take aways and explain any alternate recipes that people can do at home.

If possible, please provide some suggestions on business development post COVID scenario.

For further assistance, please feel free to reach out to our Chef/ Consultant – Suhail Sayed at suhailsayed786@yahoo.com