

SHOPPING & TASTING THE MEDITERRANEAN DIET

COOKING DEMOS



Cooking demos help shoppers see how a recipe can be quickly and easily turned into a delicious dish. You can help shoppers feel confident about their ability to turn simple ingredients into a meal - and let them taste the finished product - while you impart useful information about food and health.

Recipes

We've included three recipes in this section, each pictured here:

1. Salade Niçoise (top photo)
2. Pasta Fruit Walnut Salad (middle)
3. Lemon Basil Whole Grain Salad (bottom)



Cooking Demo Format

For each dish, we've provided:

- * Full recipe with photo & nutritionals, as a handout
- * Talking points, to use as you do the demo
- * Supplies list, to make setup easy and organized



These three elements will come in handy whether you're doing an in-store demo, or using our materials at a community event or for a TV appearance. We've also included an announcement sign you can post in your store, on the following page.

In-Store Sampling Ideas

You can still help shoppers appreciate the delicious tastes of the Mediterranean even if you don't have the time or space to do a full cooking demo. Do a simple in-store sampling instead!

Pick products from your store's shelves, or work with your deli department to feature prepared salads or party platters shoppers can easily purchase after tasting.

Set up a table, print out some copies of our "8 Simple Steps" handout (from our Store Tour), and you're ready to get people excited about the Mediterranean Diet. Check out the last page of this section, where we've included more than a dozen ideas.



HEALTH THROUGH HERITAGE



Questions? Comments?
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Celebrate the Mediterranean Diet

Cooking Demo



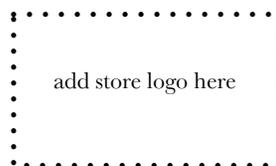
The Mediterranean diet is not only healthy, it's delicious and affordable too. Come watch - and taste - as we make a simple one-dish meal your whole family will enjoy.



Please join us for a free cooking demo

on _____
date

at _____
time



SHOPPING & TASTING THE MEDITERRANEAN DIET

COOKING DEMO

SALADE NIÇOISE

This colorful salad, typical of southern France, is a delicious way to enjoy the healthy and affordable ingredients of the Mediterranean diet. Its name comes from the city of Nice, and it's pronounced "Sal AHD nee SWAHZ."

Yield: 4 servings

Ingredients

- 2 medium-size potatoes
- 1/2 pound fresh green beans
- 4 tablespoons extra-virgin olive oil
- 2 tablespoons red wine vinegar
- 1/2 teaspoon mustard
- 1/4 medium onion, sliced very thin
- 1 large can (5-6 ounce) chunk light tuna, drained
- 4 large eggs, hard-boiled and quartered
- 2 large tomatoes, quartered



Directions

1. Scrub the potatoes and cut into bite-size pieces. Trim the ends off the beans and cut them in half. Bring a large pot of water to a boil and cook the potatoes 5 minutes, then add the beans and cook another 5 minutes until both potatoes and beans are slightly tender but not mushy. Drain immediately. (Option: steam beans and potatoes until tender.)
2. In a large bowl, combine the olive oil with the vinegar, mustard and garlic, and whisk to make the dressing.
3. Add the onion, potatoes, green beans, and tuna to the bowl and toss gently with the dressing.
4. Arrange the vegetables and tuna on a platter and garnish with the egg and tomato quarters.

Options: Drain and thoroughly rinse one can of white beans (cannellini, Great Northern, navy, etc.) and toss with the salad in step 3. Olives and anchovies are also typical additions to a Salade Niçoise.

Nutrition Information

Per serving (1/4 of salad):
 Calories 370, Fat 20g
 (Sat Fat 4g), Sodium 220mg,
 Carbohydrate 29g, Fiber 5g,
 Protein 21g

With white beans added:
 Calories 450, Fat 20g
 (Sat Fat 4g), Sodium 450mg,
 Carbohydrate 45g, Fiber 11g,
 Protein 26g

SHOPPING & TASTING THE MEDITERRANEAN DIET

DEMO: SALADE NIÇOISE

Salade Niçoise Demo Talking Points

- * A traditional French Salade Niçoise is defined as a mixed salad of tomatoes and green beans topped with tuna and anchovies with a vinaigrette dressing, but feel free to add any additional vegetables that you like.
- * You can prep all the ingredients ahead of time and then toss together at the last minute.
- * Including a source of fat (dressing, oil, nuts, avocado, cheese) in a salad dramatically increases the absorption of fat-soluble vitamins and antioxidants.
(www.ajcn.nutrition.org/content/80/2/396.abstract)
- * Extra virgin olive oil is derived from the first pressing of the olives and has the most delicate flavor. It contains heart-healthy monounsaturated fats and carotenoids.
- * Oils should be stored in a cool dry place and used within 6 months after opening.
- * Potatoes are an excellent source of vitamin C and contain more potassium than a banana.
- * Light tuna provides a healthy dose of omega-3 fats, which decrease heart disease risk and inflammation, and promote healthy brain and eye development in growing babies both in utero and the first year of life.
- * Dry beans are a great addition to this salad, doubling the amount of fiber, good for heart health and digestion.
- * Drain and rinse canned beans to reduce up to 40% of the sodium.
- * Green beans are an excellent source of vitamins C, A, and K as well as immune-boosting carotenoids.
- * 60% of all commercially-grown green beans are produced in the United States.
- * Eggs are chock full of good nutrition with most of the important nutrients found in the yolk: choline for brain health, vitamin D for bone health, and immune-boosting selenium. Choose eggs from chickens fed a high omega-3 fat diet for even more great nutrition.
- * How to Hard-Cook an Egg (courtesy of MealMakeoverMoms.com):
Have you ever hard-boiled an egg only to end up with an unsightly greenish ring between the yolk and the white? This occurs when the egg is overcooked and/or not chilled quickly enough. For a perfect egg every time, follow these four steps egg-actly:
 - * Place eggs in a saucepan in a single layer and add enough cold water to cover by an inch.
 - * Bring the water to a boil, remove from heat, cover, and let stand for 17 minutes.
 - * Remove eggs from saucepan and place in a bowl filled with cold water and ice. Cool for 5 minutes.
 - * To peel, gently tap eggs on kitchen counter to crack. Then roll gently, pressing down just enough to crush the shells all over. Peel under cool running water starting at the large end.

SHOPPING & TASTING THE MEDITERRANEAN DIET
DEMO: SALADE NIÇOISE

Supplies List for Salade Niçoise Demo

Depending on the time available for your demo, you can have the ingredients pre-measured or you can measure them during the demo. It's a good idea to also have the ingredients in their original form so folks can easily identify them in the store.

Food:

- 2 medium-size potatoes, cut into bite-size pieces and cooked until tender
- ½ pound fresh green beans, cooked until crisp-tender
- 4 tablespoons extra-virgin olive oil
- 2 tablespoons red wine vinegar
- ½ teaspoon mustard
- 1 teaspoon minced garlic (1 clove)
- ¼ medium onion, sliced very thin
- 1 can (5-6 ounce) chunk light tuna, drained
- 4 large eggs, hard-boiled and quartered (you can buy them precooked)
- 2 large tomatoes, quartered

Utensils:

- Measuring spoons and cups
- Mise en place bowls for measured ingredients
- Cutting board
- Chef knife
- Large bowl to make dressing and mix ingredients
- Whisk to make the dressing
- Rubber or wooden spoon to combine salad ingredients
- Serving spoon for plating
- Platter to arrange the salad components
- Dinner plate for plating individual salad serving
- Hand towels
- Apron
- Plastic gloves for arranging components on plate

For sampling:

- Small plates
- Forks
- Napkins

SHOPPING & TASTING THE MEDITERRANEAN DIET

COOKING DEMO

PASTA FRUIT WALNUT SALAD

This light and lovely pasta salad uses yogurt instead of mayonnaise in its dressing, giving it a bright, delicious flavor. It will quickly become your go-to dish for neighborhood potlucks or backyard barbecues.

Yield: 8 servings



Recipe and photo courtesy of pastafits.org

Ingredients

- 8 ounces uncooked pasta (shells, rotini or other medium shape), preferably whole grain
- 1 cup non-fat, plain yogurt
- 1 tablespoon honey
- 1/4 cup frozen orange juice concentrate, thawed
- 1 (11 ounce) can juice-packed mandarin oranges, drained
- 1 cup seedless red grapes, cut in halves
- 1 cup seedless green grapes, cut in halves
- 1 apple, cored and chopped
- 1/2 cup sliced celery
- 1/2 cup walnuts

Directions

1. Prepare pasta according to package directions; drain.
2. In a small bowl, blend yogurt, honey, and orange juice concentrate.
3. In a large bowl, combine pasta and remaining ingredients. Add yogurt mixture; toss to coat. Cover and chill thoroughly.

Nutrition Information

Per serving (1/8 of salad):
 Calories 235, Fat 4.5g
 (Sat Fat 0g), Sodium 27mg,
 Carbohydrate 23g, Fiber 4g,
 Protein 7g

Nutrition Information uses
 100% whole wheat pasta

SHOPPING & TASTING THE MEDITERRANEAN DIET

DEMO: PASTA FRUIT SALAD

Pasta Salad Demo Talking Points

- * Pasta meals are central to the Mediterranean diet, which is characterized by an abundant variety of plant foods such as fruits and vegetables, breads and pasta.
- * Fruit is a staple in the Mediterranean diet and is often eaten instead of sweet desserts at the end of a meal. Apples, oranges and grapes are typical fruits found in this region and are a healthy and colorful addition to pasta.
- * Walnuts contain heart-healthy fats and like all nuts, are an important part of the Mediterranean diet. Here they give crunch and flavor.
- * This dish is quick and easy to prepare, satisfying and nutritious.
- * Pasta meals are perfect “delivery systems” for other healthy foods, such as fish, poultry, dairy, olive oil, and small amounts of red meat.
- * The *New England Journal of Medicine* reported that the Mediterranean diet reduces the risk of death from heart disease and cancer and several studies report the greater your adherence to a Mediterranean diet and lifestyle, the longer your life expectancy.
- * Pasta is a healthy food with a low Glycemic Index. Because of the unique starch structure in pasta, your body digests it slowly, giving you steady fuel instead of blood-sugar spikes.
- * Choose whole grain pasta, and it’s even healthier, adding about 4 grams of extra fiber for each two-ounce (dry) serving.
- * Pasta that has been cooked and cooled is high in resistant starch, a type of fiber that has been shown to contribute to gut health.

SHOPPING & TASTING THE MEDITERRANEAN DIET

DEMO: PASTA FRUIT SALAD**Supplies List for Pasta Fruit Walnut Salad**

Depending on the time available for your demo, you can have the ingredients pre-measured (and the pasta pre-cooked) or you can measure them during the demo. It's a good idea to also have the ingredients in their original form so folks can easily identify them in the store.

Food:

- 8 ounces uncooked pasta (shells, rotini or other medium shape), preferably whole grain
- 1 cup non-fat, plain yogurt
- 1 tablespoon honey
- 1/4 cup frozen orange juice concentrate, thawed
- 1 (11 ounce) can juice-packed mandarin oranges, drained
- 1 cup seedless red grapes, cut into halves
- 1 cup seedless green grapes, cut into halves
- 1 apple, cored and chopped
- 1/2 cup sliced celery
- 1/2 cup walnuts

Utensils:

- Pot and lid for boiling pasta
- Potholder
- Colander for straining pasta
- Portable hotplate or stove for cooking pasta
- Measuring spoons and cups
- Small mise en place bowls for measured ingredients
- Large bowl to mix ingredients
- Small bowl to whisk orange juice, honey and yogurt
- Rubber or wooden spoon to combine ingredients
- Knife and cutting board (for cutting fruit if necessary)
- Can opener
- Serving spoon for plating
- Hand towels
- Apron

For sampling:

- Small plates
- Forks
- Napkins

SHOPPING & TASTING THE MEDITERRANEAN DIET

COOKING DEMO

LEMON BASIL WHOLE GRAIN SALAD

This delightful and easy whole grain salad can be made on a weekend and packed for lunch all week long. It's hearty and satisfying with a lively Mediterranean flavor combination.

Yield: 8 servings



Ingredients

2 cups cooked wheat berries
 1 (15 ounce) can cannellini beans, rinsed and drained
 1 English cucumber, diced
 3 stalks celery, diced
 1 cup grape tomatoes, halved or quartered
 2 ounces feta cheese, crumbled (optional)
 1/2 cup fresh basil leaves, chiffonade
 1/4 cup fresh flat-leaf parsley, minced
 Juice of one lemon
 2 tablespoons extra virgin olive oil
 Salt & pepper to taste

Directions

1. In a large bowl, add the cooked wheat berries, beans, vegetables, feta and herbs. Drizzle juice and olive oil over all, season with salt and pepper, and toss again to coat.
2. Chill for at least one hour to let flavors meld.

Nutrition Information

Per serving (1/8 of salad):
 Calories 79, Fat 3g
 (Sat Fat 1g), Sodium 155mg,
 Carbohydrate 11g, Fiber 3g,
 Protein 3g

SHOPPING & TASTING THE MEDITERRANEAN DIET

DEMO: WHOLE GRAIN SALAD

Lemon Basil Whole Grain Salad Demo Talking Points

- * Wheat berries are the whole intact wheat kernels.
- * For some unknown reason, the intact kernels of wheat and rye are called “wheat berries” and “rye berries” and yet the intact kernels of other grains such as oats and buckwheat are known as “oat groats” or buckwheat groats.” The important thing to remember is that whenever you hear the term [grain] “berry” or [grain] “groat” you are getting an intact whole grain.
- * While whole grain breads, cereals and other foods are also healthy, eat some of your whole grains in their intact form, like this, to get the best possible benefits.
- * To cook wheat berries, use a 2:1 ratio of water or broth to grain, bring to a boil and simmer until tender, about 30-45 minutes. As always when cooking grains, taste a few as cooking progresses. When the grains are soft enough for you, they’re done. Drain or add liquid as needed.
- * Can’t wait 45 minutes? Substitute bulgur, the original Middle Eastern fast food! Bulgur is made by cooking wheat berries, then drying them and chopping them into small pieces. Just reconstitute with water, as directed on the package.
- * There are many varieties of wheat berries available, including ancient wheat varieties such as farro, einkorn, spelt, Kamut® and freekeh.
- * While beans vary in shape, size, color, texture and flavor, they all offer similar nutrients, including protein, fiber, folate, manganese, magnesium, copper, iron and potassium. White beans are higher in calcium, while dark-colored beans are higher in a type of antioxidants called anthocyanins.
- * Lemons are not only a good source of vitamin C, they contain flavonoid compounds that have antioxidant and anti-cancer properties.
- * In addition to antioxidants, recent research has shown that celery has anti-inflammatory health benefits. A serving also provides a third of the daily vitamin K requirement.
- * Including a source of fat (olive oil and feta cheese) in a salad dramatically increases the absorption of fat-soluble vitamins and antioxidants.
- * Fresh basil contains amino acids that offer antiviral and anti-inflammatory properties
- * You don’t really need a recipe to make your own Mediterranean whole grain salads. Just mix any cooked grain with about an equal amount of chopped vegetables and a can of drained-and-rinsed beans, then add your favorite dressing. It’s a great way to use up little bits of this and that in your fridge!

SHOPPING & TASTING THE MEDITERRANEAN DIET

DEMO: WHOLE GRAIN SALAD

Supplies List for Lemon Basil Whole Grain Salad

Depending on the time available for your demo, you can have the ingredients pre-measured (and the wheat berries pre-cooked) or you can measure them during the demo. It's a good idea to also have the ingredients in their original form so folks can easily identify them in the store.

Food:

- 2 cups cooked wheat berries
- 1 15-oz can cannellini beans, rinsed and drained
- 1 English cucumber, diced
- 3 stalks celery, diced
- 1 cup grape tomatoes, halved or quartered
- 2 oz. feta cheese, crumbled (optional)
- 1/2 cup fresh basil leaves, chiffonade
- 1/4 cup fresh flat-leaf parsley, minced
- Juice of one lemon
- 2 tablespoons extra virgin olive oil
- salt & pepper to taste

Utensils:

- Measuring spoons and cups
- Small mise-en-place bowls for measured ingredients
- Cutting board
- Chef knife
- Juicer to juice the lemon (or simply cut in half, prick with a fork, squeeze into a small bowl and remove the seeds)
- Large bowl to mix ingredients
- Rubber or wooden spoon to combine salad ingredients
- Serving spoon for plating
- Hand towels
- Apron

For sampling:

- Small plates
- Forks
- Napkins

SHOPPING & TASTING THE MEDITERRANEAN DIET

IN-STORE SAMPLING IDEAS

You can still help shoppers appreciate the delicious tastes of the Mediterranean even if you don't have the time or space to do a full cooking demo. Do a simple in-store sampling instead!

Pick products from your store's shelves, or work with your deli department to feature prepared salads or party platters shoppers can easily purchase after tasting.

Set up a table, print out some copies of our "8 Simple Steps" handout (from our Store Tour), and you're ready to get people excited about the Mediterranean diet. Here are just a few possible ideas to get you started:

- * Greek or plain yogurt topped with berries and granola
- * Bread and olive oil (for dipping)
- * Hummus and pita
- * Cheese and crackers
- * Marinated olives
- * Cold orzo and veggie salad
- * Fresh fruit and/or vegetable plates
- * Mixed nuts
- * Tomato, basil, mozzarella, olive oil, and vinegar
- * Smoked salmon and cucumber slices
- * Pre-made bruschetta topping and flat bread
- * Roasted red peppers
- * Chilled grilled vegetables
- * Sliced peaches, plums, and nectarines
- * Dried fruit