



Culinary Institute
of America

Effective Demonstrations



Learning Objectives

- Identify and discuss the steps in preparing and planning effective demonstrations.
- Discuss the advantages and disadvantages of DEMOS.
- Apply D.E.M.O.S. to mentorship responsibilities.
- Execute a 5-minute demonstration related to the assigned cuisine.
- Understand the importance of codified processes, the language of cooking, and leadership in the culinary team.
- Prepare a variety of culturally iconic dishes from assigned global regions using standardized recipes.

DEMOS

Key attributes of effective demonstrations

- **D**: develop a plan
- **E**: energize the space
- **M**: manage the introduction
- **O**: operate the demonstration
- **S**: sample the effectiveness



Developing a Plan

- Tell, show, do, review
- **Key components:**
 - Key points
 - Introduction
 - Describe all steps
 - List of ingredients/equipment/materials
 - Questions to ask students
 - Summary
- Practice out loud and in your head
- Know your goal

Lesson Plan

Course #1— Foundations of Culinary Arts Education

Instructor:	Unit 6: Cooking Methods	GPSs: CA-ICA-7a, b, c, d, e. CA-CAI-5 d. CA-CAI-6 a, b, c, d. CA-CAII-3 b.
Culinary Expert:		

<u>Performance Objectives and Culinary Arts Endorsement standards</u> 505-3-.063	<u>Learning Activity</u>	<u>Time</u>
#4. Cooking Methods (i) The program shall prepare candidates who demonstrate and apply basic food preparation (proteins, vegetables and starches, stocks, soups and sauces) using moist, dry and combination cooking methods.	Essential Question: <i>List the cooking techniques that comprise the key principle cooking methods. (answer: dry heat, moist heat and combination methods)</i>	
	Transfer In: In the previous unit, we discussed regional and international cuisine. In this unit, we will focus on key principle cooking methods.	1 min
	Set Induction: Show slides with photos of different cooking techniques. Ask class to guess which cooking method (Dry or Moist) is being illustrated by the photo.	10 mins
	Objective/Learning Outcomes: Candidates will: <ul style="list-style-type: none"> • Observe and reflect upon a demonstration of the following basic cooking methods: dry heat, moist heat, combination method. • Prepare a food using one of the key principle cooking methods. 	1 min

Energizing the Space

- **Multimedia:** prepare handouts, whiteboard, flipchart
- **Arrange set up:** equipment, site, audience, facility, yourself
 - Organize ingredients, equipment
 - Arrange for best viewing
- **Demonstrator:** relax, build internal focus and energy
- **Engagement:** involve students, conversations and discussions



Managing the Introduction

- **Key points:** point out key learning objectives and elements
- **Outcome:** state what is being made and the expectation
 - Assess audience familiarity
- Review equipment status
- Begin demonstration



Operating the Demonstration

- **Explain:** point out what you are doing as you are doing it, keep talking
 - Use humor
 - Share stories, anecdotes, experiences
- **Involvement:** get students involved, ask for questions, ask for the next step
- Ask specific questions



Sampling the Effectiveness

- **Review:** concepts and key points, ask students for summary, ask for follow-up questions
- **Consider:** evaluate student answers to questions asked, taste dishes
- Ask students what they are taking away
 - How will they use this knowledge?



Advantages of DEMOS

- Promotes excitement and engagement
- Shows procedures and processes clearly
- Emphasizes certain key points or steps
- Increases hands-on learning, not just lecture
- Helps students learn how to discuss food and process
- Causes interaction between mentors and mentees
- Strengthens “culinary culture”



Potential Challenges of DEMOS

- Requires prior and careful planning
- Doesn't always happen according to plan
- Can be difficult to show some processes and procedures
- Demands good performance from demonstrator
- May require student to observe closely



DEMOS Common Mistakes

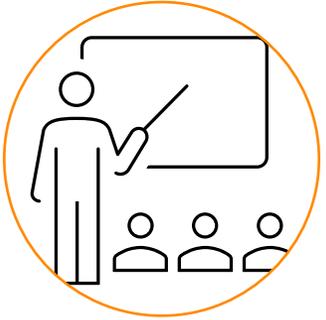
- **Incomplete:** no mise en place, no introduction, no key steps, no review/ summary
- **Interruptions:** distracted during lecture, being interrupted
- **Poor engagement:** uneven timing, bored student, no questions (student or teacher)
- Wrong equipment or failure
- Poor visibility
- Focus on performance > product



Demonstration Criteria

- **Clear introduction:** understandable concepts, explain complex words, clear voice projection
- Organization, mise en place
 - Visual aids, equipment, and teacher
- **Congruence:** match between what is said and what is shown
 - Hospitality/ sanitation principles
- Constant audience focus
- **Questions:** clarity of those asked, openness to student questions
- Accurate technique and assessment of understanding
- In-depth summary

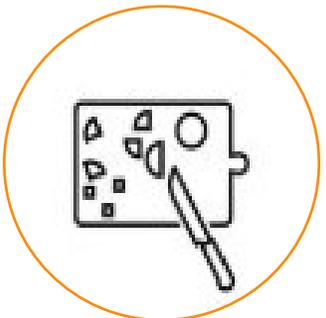
Day 3: Demonstration Application



During the production period, each student will complete a 5-minute demonstration that showcases one component of their assigned dish to their group.



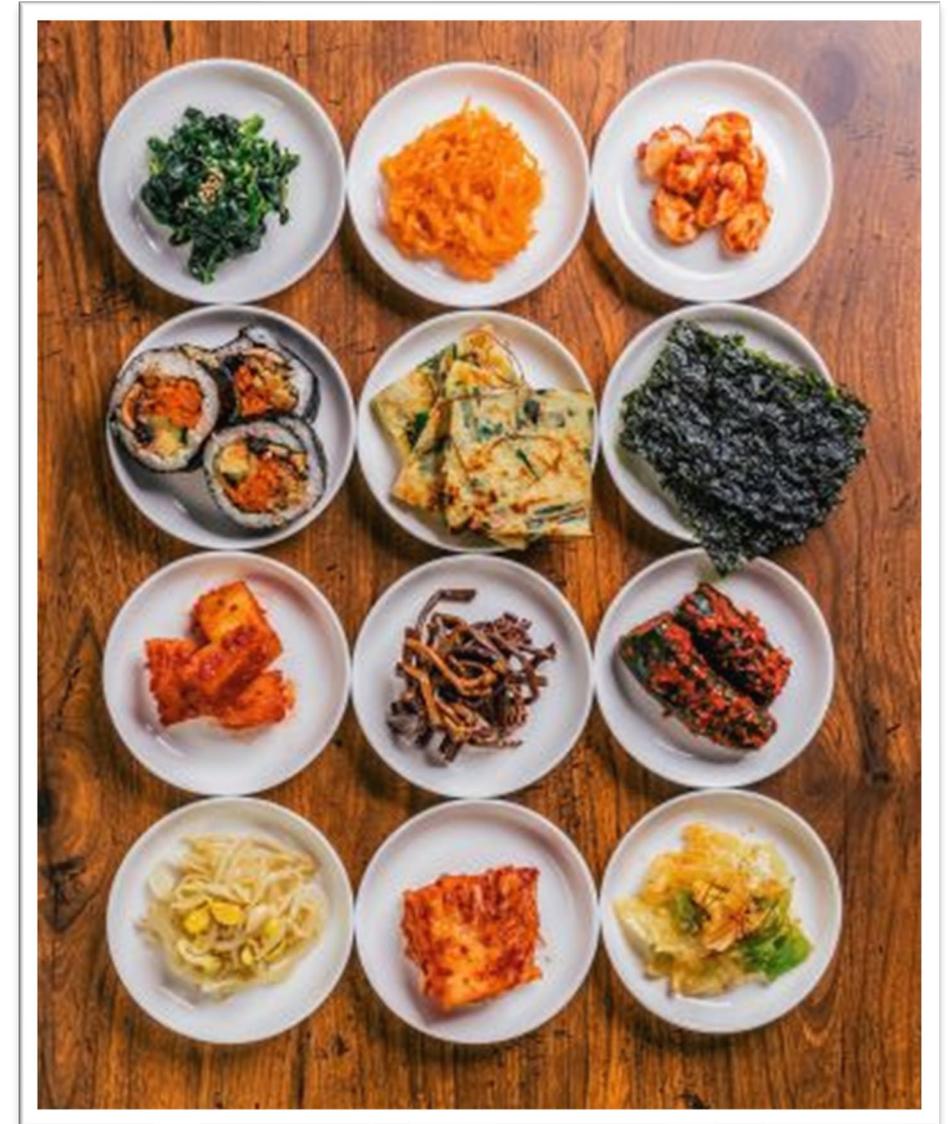
This demonstration may focus on a knife skill, a basic cooking technique, or a technique of cultural relevance related to the assigned dish.



The demonstration can be set up ahead of time, and will be performed at the demonstrator's production station.

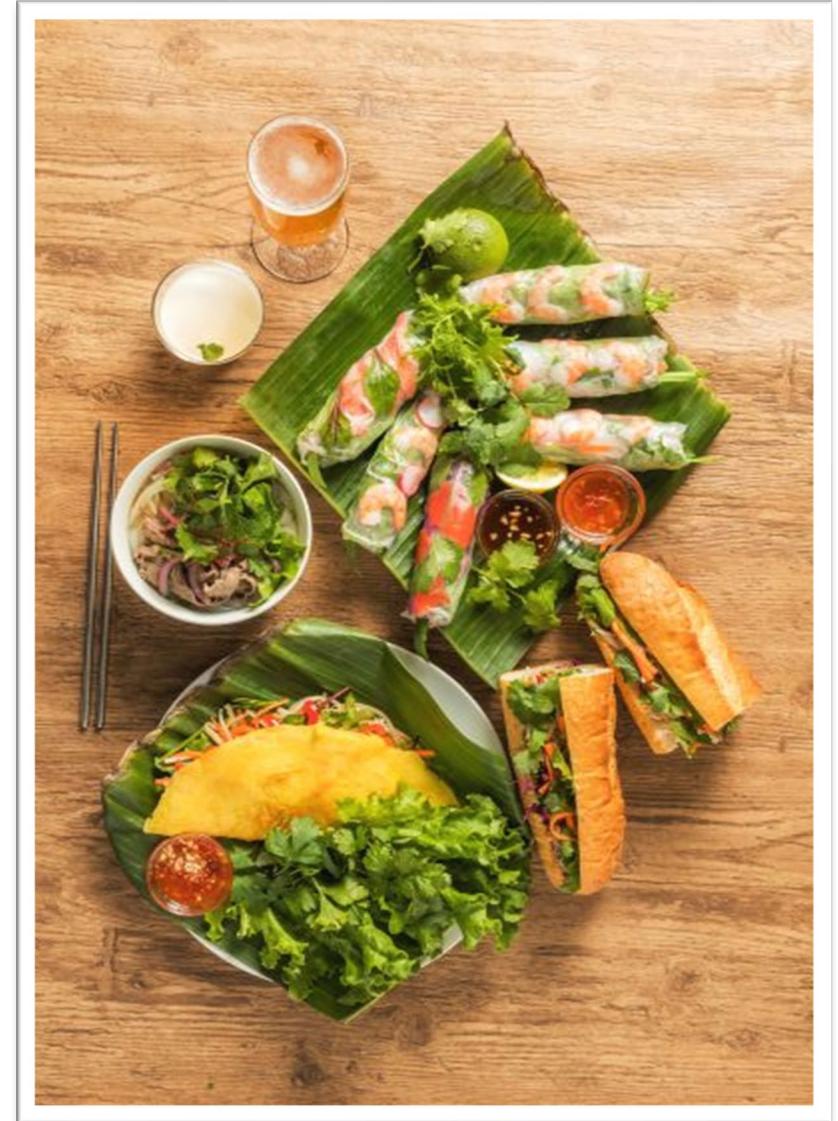
Korea

- Emphasis on seasonal, regional products
- **Geography:** peninsula, all climates (mountains, plains, ocean)
- **Fermentation:** centuries-old techniques for preservation and flavor
 - Kimchi, doenjang, gochujang
- **Philosophy:** harmony of flavors, colors, and textures influenced by traditional ideas of balance and wellness
- **Key dishes:** bibimbap, bulgogi, tteokbokki



Vietnam

- Large emphasis on fresh herbs, vegetables and seafood
- **Geography:** vast river deltas, coastline, rice-growing regions
- **Historical influences:** shaped by Chinese rule, French colonialism, and regional trade
 - Indigenous + foreign elements
- **Balance of flavors:** harmony between all 5 flavor profiles plus spiciness (heat)
- **Key dishes:** pho, banh mi, bun cha, and spring rolls



India

- **Ancient origins:** over 5000 years old, influenced by Indus Valley civilization and ancient agricultural practices
- **Regional diversity:** many climates and religions shape distinct regional cuisines
 - **North India:** wheat-based
 - **South India:** rice-based
- Spices shape the complexity of aromatic dishes
- **Key dishes:** rice, lentils (*dal*), biryani, naan, samosa, tandoor-roasted food



China

- **Ancient foundations:** over 4000 years, ancient agricultural methods
- Closely tied to traditional Chinese medicine, philosophy (Confucianism), and seasonal balance
- Yin-yang harmony of flavors, textures, colors
- **Key techniques:** stir-frying, steaming, braising and roasting
- **Key dishes:** peking duck, dim sum, mapo tofu, rice porridge (*congee*)



Menus

Team 1: Korea

- Spicy Stir-Fried Pork
- Korean Stir-Fried Glass Noodles with Vegetables
- Braised Korean Beef Short Ribs
- Korean Fried Chicken

Team 3: India

- Vegetable Samosas
- Tandoori Chicken
- Indian Cheese and Red Peppers in Kalo Lau Sauce
- 'Uala Pancakes with Lemon and Cilantro

Team 2: Vietnam/ Thailand

- Vietnamese Rice Noodle Soup with Chicken
- Saigon Crepes with Cilantro-Lime Soy Sauce
- Green Chicken Curry
- Thai-Style Fried Noodles

Team 4: China

- Szechwan-Style Double Cooked Pork
- Wonton Soup with Pork Wontons
- Spicy Eggplant
- Chinese Fried Pancakes



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Any Questions?