



In-Store Cooking Demonstration Ideas

Shoppers always enjoy in-store cooking demonstrations, whether they are part of a store tour, a nutrition presentation, or a stand-alone event. The wide variety of wheat and whole grain food products on your stores' shelves make them the perfect products to feature in cooking demos. Here are some ideas and recipes that work well in this setting, and can be used to talk to shoppers about the nutritional importance of including wheat foods in their daily diets.

New Use Ingredients

Here's a fun idea for a cooking demonstration: Surprise Secret Ingredients! Shoppers will enjoy seeing unexpected ingredients, used in new ways. Here are two ideas:

Ice Cream Muffins

- 1 1/2 cups all-purpose flour
- 1 1/2 tablespoons baking powder
- 3/4 teaspoon salt
- 2 cups vanilla ice cream (or flavored, if you prefer), melted
- 3/4 cup cinnamon, chocolate or peanut butter chips, or combination

Preheat oven to 350° F.
Measure dry ingredients into a medium bowl; stir in ice cream just until flour is moistened. Stir in chips. Spray muffin cups with non-stick spray and fill cups 3/4 full. Makes 10 muffins.

Bake for 20 minutes or until golden brown.

Nutrition Information, per muffin approximately: 225 calories; 4 g protein; 33 g carbohydrates; .6 g fiber; 8 g fat (4 g saturated); 12 mg cholesterol; 35 mcg folate; 1 mg iron; 485 mg sodium.



Whole Wheat Texas Sheet Cake

Makes 24 pieces

2 1/2 cups whole wheat flour
1 cup sugar
2 teaspoons cinnamon
1/4 cup unsweetened cocoa powder
1 cup water
1/2 cup vegetable oil
1 1/2 teaspoons baking soda
1 cup low-fat buttermilk
2 large eggs, beaten
1 teaspoon vanilla

Icing:

1/2 cup butter
3 to 4 tablespoons milk, 2% (1% or non-fat milk can be used)
3 cups confectioner's sugar
1 teaspoon vanilla extract
1 cup flaked coconut

Preheat oven to 350° F.

CAKE: Mix flour, sugar and cinnamon together in a large bowl. Bring cocoa, water and oil to a boil. Pour over flour mixture and mix 1 minute, scraping bowl.

Dissolve soda in buttermilk, adding to mixture in bowl along with eggs and vanilla. Mix an additional 2 minutes.

Pour into greased and floured 10 x 15 x 1-inch jelly roll pan. Bake 20 minutes. Ice cake, if desired, while cake is still slightly warm.

ICING: In a saucepan, melt butter or margarine; add milk and heat. Boiling is not necessary. Remove from heat and add confectioner's sugar and vanilla extract; stir vigorously until smooth and glossy. Add more milk only if frosting isn't fluid enough to spread easily. Spread over slightly warm sheet cake and immediately sprinkle with coconut. When cake is cool, cut into 24 servings.

Nutrition Information, per serving approximately: 238 calories; 3 g protein; 36 g carbohydrates; 10 g fat (4 g saturated); 2 g fiber; 28 mg cholesterol; 8 mcg folate; 1 mg iron; 135 mg sodium.



New Grains; New Ways

Bulgur wheat. Wheat Berries. Couscous. These grains are delicious and healthy additions to the diet. Provide a cooking demonstration that shows shoppers how to use them, featuring recipes like these:

Multi-Grain Pilaf

Makes 7 (½ cup) servings

- 2 teaspoons vegetable oil
- 1/2 cup dry bulgur
- 1/4 cup dry white long-grain rice
- 1/4 cup dry pearled barley
- 1 tablespoon dry chicken bouillon (reduced sodium bouillon can be used)
- 2 cups hot water
- 1/4 cup coarsely grated carrots
- 1/4 cup chopped green onions
- 1/4 cup frozen peas
- 1/2 cup sliced almonds (optional)



Add oil to wok or skillet and heat on medium-high. Add grains and sauté 7 minutes, stirring occasionally.

Dissolve bouillon in hot water and stir into grains; add carrots and onions. Cover, reduce heat and simmer 20 - 25 minutes. Stir occasionally until liquid is absorbed and grains are tender. Add frozen peas 5 minutes before end of cooking time.

Remove from heat, let stand 5 minutes and fluff with fork. Garnish with almonds, if desired.

Nutrition Information, per serving approximately: 105 calories; 3 g protein; 20 g carbohydrates; 1.8 g fat (.3 g saturated); 3.5 g fiber; 0 mg cholesterol; 25.5 mcg folate; 1 mg iron; 173 mg sodium.

Black Bean Bulgur

Makes 8 servings

- 1 cup bulgur wheat, dry
- 2 - 2 1/2 cups fat-free chicken broth or water (low sodium broth can be used)
- 1 (12 ounce) can chick peas, drained
- 1 (12 ounce) can black beans, rinsed and drained
- 1/4 cup chopped green onions
- 1 tablespoon olive oil
- 1 cup chopped red pepper
- 1 cup peeled and seeded, chopped cucumber
- 1 teaspoon Tabasco sauce



- 1 teaspoon ground cumin
- 2 tablespoons chopped fresh cilantro
- Salt to taste (if using water)
- 1 (15 ounce) can of whole kernel corn, drained (reduced sodium or no added salt corn can be used)

Simmer bulgur wheat in broth or water for 15 minutes, let stand for 5 minutes. Drain off any excess liquid.

Sauté onions in oil or soften in microwave oven.

Combine all ingredients and serve hot. Garnish with fresh cilantro.

Nutrition Information, per serving approximately: 188 calories; 9 g protein; 35 g carbohydrates; 3 g fat (0 g saturated); 8.5 g fiber; 0 mg cholesterol; 40 mcg folate; 2 mg iron; 388 mg sodium.

Great Snacks

Homemade snacks are easy to prepare and are generally healthier than pre-packaged products. Here are some easy ideas for on-the-go snacking that can be made at home and stored in the freezer or refrigerator until needed.

Crunchy Trail Mix

Makes 30 servings

- 3 cups Wheat Chex™
- 1 1/2 cups Cheerios™
- 1 cup pretzel sticks
- 1 cup cashews, salted (lightly salted or unsalted can be used)
- 1 cup M&M's™, plain or peanut butter
- 8 squares vanilla almond bark



Line a 15 x 10 x 1-inch baking pan with waxed paper. In a large bowl, combine Wheat Chex™ cereal, Cheerios™, pretzels, cashews and M&M's™.

In a heat-proof bowl, microwave the almond bark 2 to 3 minutes; stir occasionally until melted. Pour melted almond bark over the dry ingredients and stir gently just until coated.

Immediately pour onto prepared baking sheet. Spread evenly. Refrigerate 30 minutes or until firm. Break into 30 bite-size pieces and store in an air-tight container.

Nutrition Information, per serving approximately: 163 calories; 2 g protein; 23 g carbohydrates; 1 g fiber; 8 g fat (5 g saturated); 1 mg cholesterol; 64.5 mcg folate; 2.5 mg iron; 110 mg sodium.



Energy Bars

Makes 20 bars

1 cup bran flakes cereal
1/4 cup wheat bran
1/4 cup wheat germ
1 1/2 teaspoons grated orange peel
1/4 cup orange juice
1 cup mixed dried fruit, chopped
1 egg, beaten
1/4 cup vegetable oil
1/2 cup unsweetened applesauce
1/2 cup honey
1/3 cup non-fat dry milk powder
3/4 cup whole wheat flour
3/4 cup all-purpose flour
1/4 teaspoon baking soda



Preheat oven to 350° F. Lightly grease a 13 x 9 x 2-inch pan.

In medium bowl, combine cereal, bran, wheat germ, orange peel, orange juice, dried fruit, egg, oil, applesauce, honey, and dry milk powder; blend well. Let sit 5 minutes.

In large bowl, stir together whole wheat flour, all-purpose flour and soda. Stir in the first mixture and mix until all ingredients are combined.

Spread batter evenly in pan. Bake 15 to 17 minutes or until golden. Cool.

Nutrition Information, per bar approximately: 133 calories; 3 g protein; 24 g carbohydrates; 3 g fat (.5 g saturated); 9 mg cholesterol; 2 g fiber; 26 mcg folate; 1.4 mg iron; 71 mg sodium.

Heart Healthy Recipes

Heart health and weight loss are big concerns to many consumers. But eating well does not have to mean a sacrifice of flavor and good taste. Here are some heart-healthy wheat-based recipes that ensure good nutrition along with tasty eating.



Couscous with Roasted Vegetables

Makes 6 servings

- 1 -10 ounce box couscous (100% whole wheat couscous can be used)
 - 1 large red bell pepper, cut into ½ -inch wide strips
 - 1 large yellow bell pepper, cut into ½ -inch wide strips
 - 1 small yellow squash cut into ¼ -inch thick diagonal slices
 - 1 small zucchini squash, cut into ¼-inch thick diagonal slices
 - 1 teaspoon salt (optional)
 - 1/4 teaspoon black pepper
 - 3/4 teaspoon minced garlic
 - 3/4 teaspoon Italian seasoning
 - 2 tablespoon olive oil
 - 3 tablespoon balsamic vinegar
 - 5 ounces feta cheese (low-fat can be used)
- Preheat oven to 425° F.



Prepare couscous according to package directions (without adding salt).

In a large bowl, combine peppers and squash. Mix together salt, pepper, garlic, seasoning, oil and balsamic vinegar; toss with vegetables. Spread vegetables evenly in sheet pan and roast in oven for 10 to 12 minutes or until vegetables are crisp-tender. Reserve left-over marinade.

Toss vegetables with remaining marinade, couscous and cheese. Serve immediately.

Nutrition Information, per serving approximately: 312 calories; 10.5 g protein; 45 g carbohydrates; 4 g fiber; 10 g fat (4 g saturated); 21 mg cholesterol; 48 mcg folate; 1 mg iron; 275 mg sodium.

Toasted Corn and Bulgur Salad

Makes 10 (½ cup) servings

- ¾ cup dry bulgur
- 1 1/3 cups water
- ½ teaspoon salt
- 1 cup fresh corn, cut from 2-3 ears; OR
- 1 cup frozen corn, thawed and drained
- 1 tablespoon olive oil (if using fresh corn)
- 1 pint cherry tomatoes, halved
- 1/3 cup chopped scallions or green onions
- 2 tablespoons red wine vinegar
- 1/2 teaspoon pepper



In a large, heavy, dry skillet, toast bulgur over medium heat 5 to 10 minutes, stirring occasionally until lightly browned. Add water and salt and bring to a boil. Reduce heat and simmer covered, 5 to 10 minutes or until water is absorbed. Remove from heat and let stand 10 minutes covered. Transfer to bowl and cool in refrigerator.

If using fresh corn, cut corn from ears and sauté in oil in a heavy skillet 5 to 7 minutes or until tender. Cool.

Add corn, tomatoes, scallions, vinegar and pepper to bulgur. Toss lightly and chill before serving.

Nutrition Information, per serving approximately: 70 calories; 2 g protein; 13 g carbohydrates; 3 g fiber; 2 g fat (.25 g saturated); 0 mg cholesterol; 16.5 mcg folate; .5 mg iron; 125 mg sodium.

