



2016 Annual National Conference

CULINARY DEMONSTRATION APPLICATION

The goal of SNA culinary demonstrations is to provide concrete suggestions for preparing healthy food items that appeal to students and could be served in school nutrition programs. Demonstrations should emphasize safe and healthy preparation practices and recipes that appeal to a mainstream audience. Recipes should also be feasible and relevant in school nutrition programs. Ingredients should be widely available at a reasonable cost. Incorporating ingredients that could be available through USDA's commodity program is encouraged.

Applications for all culinary demonstrations will be accepted until **January 29, 2016**. Applications must include recipes proposed for the culinary demonstration. All recipes must be standardized recipes with a yield of at least 50 servings. All recipes must include standard foodservice weights and measures and complete nutrient analysis according to SMI nutrient analysis requirements. Applications missing any of the above information will be considered incomplete. **All applications must be complete to be considered.**

A review committee will review all applications and make final decisions to select the most beneficial culinary demonstrations for ANC attendees according to the following priorities:

- Demonstrated recipes incorporate ingredients from one or more "Food Groups to Encourage." These food groups are identified in the 2005 Dietary Guidelines as whole grains, fruit, vegetables, and low-fat dairy products.
- Demonstrated recipes incorporate available commodity items using appropriate preparation methods to enhance the taste and presentation of the finished product.

Below are the scheduled dates and times for ANC 2016 culinary demonstrations. The specific times and dates for each company will be scheduled by the review committee. The application includes a section on preferred times.

All applicants will be notified of accepted culinary demonstrations on or before **February 29, 2016** by Crystal Harper-Pierre, Exhibits Sales Manager.



Schedule

Monday, July 11: 11:15 a.m. – 12:00 p.m. and 1:00 p.m. – 1:45 p.m.

Tuesday, July 12: 12:00 p.m. – 12:45 p.m. and 1:15 p.m. – 2:00 p.m.

Wednesday, July 13: 10:30 a.m. – 11:15 a.m. and 12:15 p.m. – 1:00 p.m.



CULINARY DEMONSTRATION RESPONSIBILITIES AND REQUIREMENTS

SNA RESPONSIBILITIES

- ◆ Staging and basic equipment setup consisting of:
 1. Convection oven
 2. Electric range top
 3. A pan rack
 4. 2 demonstration tables and a mirror above the demonstration area
 5. Trash containers
 6. Cleaning supplies will also be available in the cleaning area.
 7. A baker's rack and sheet pans will be available to assist with sample distribution.
- ◆ SNA will also arrange for two culinary assistants to distribute samples. Also, the culinary assistants will be on hand at all times for assistance and clean up as required by the facility.
- ◆ Signage will be posted at the area entrance listing participants and schedule for all culinary demonstrations.
- ◆ Audiovisual equipment and assistance will be provided, to include 1 wireless lavalier microphone. SNA can assist with making additional AV requests, but additional costs must be covered by the company.
- ◆ Each demonstration will be posted in the conference program and other SNA publications and promotions pertinent to ANC events.
- ◆ Each demonstration will be announced in the Exhibit Hall prior to the scheduled start time.
- ◆ Contact information will be provided to facilitate communication between the chef and the convention center catering department for any onsite preparation or storage needed. It is the responsibility of the participant to contact the convention center catering company for any needed supplies or food preparation.
- ◆ Onsite evaluations will be conducted among culinary demonstrations attendees. Companies presenting culinary demonstrations may provide an additional one-half page evaluation specific to their demonstration if desired.
- ◆ SNA will incorporate handouts from culinary demonstrations onto SNA's website for download for all attendees.

PRESENTING COMPANY RESPONSIBILITIES AND REQUIREMENTS

- ◆ Companies presenting culinary demonstrations must be 2016 ANC exhibitors. A company representative must be onsite during the set-up and the entire demonstration. No one under 16 years old is allowed on the Exhibit floor including the Culinary Demo area. All persons handling food must abide by the San Antonio Health requirements;
- ◆ SNA and your organization DOES NOT NEED to file a temporary food permit with the state of Texas.
- ◆ Demonstration recipes must be specific to school nutrition programs. Recipes should reflect items that could be offered as part of a school breakfast, lunch, or afterschool snack program.
- ◆ Demonstration must be conducted by a certified chef. Other culinary professionals must be approved by SNA.
- ◆ Chefs must adhere to the 2005 FDA Model Food Code.
- ◆ The culinary demonstration is limited to the forty-five minute time period. Chefs may begin setting up one hour prior to the demonstration, or immediately after the preceding demonstration.
- ◆ **A copy of each recipe demonstrated must be provided when submitting the application.** Recipes should be provided electronically in a Word Format along with any desired graphics by **January 29, 2016** for posting on SNA website. All submitted recipes will be reviewed and subject to request for modification prior to posting.
- ◆ Food samples, paper products, and all small equipment (ex. mixer, blender) and other necessary prep utensils to properly demonstrate all products and recipes.
- ◆ **Please be prepared to have enough sample product and utensils for 100 servings for one of your recipes. It is not required that you have food samples.**
 - **Any serving utensil, small equipment, or cooking equipment not specified on the request form must be provided by the company. Chefs or company representatives may not solicit additional items onsite from ANC2016 exhibitors.**
 - **SNA will only provide large equipment and other items specifically stated in section III on the application form. Companies are responsible for ALL other preparation equipment, including knives, cutting boards, service utensils.**

- **There will not be time to wash and sanitize preparation equipment and utensils between recipes; chefs should be prepared with sufficient materials to prepare all planned recipes.**
- ◆ Request and cover the costs of any additional AV needs beyond 1 wireless lavalier microphone.
- ◆ Ensure staging area is clean and prepared for the next demonstration.
- ◆ Provide all necessary additional handouts or marketing materials. Companies are responsible for bringing 100 copies of any additional handouts and shipping them to ANC2016. Volunteers will be available to assist with distributing handouts but a company representative should be onsite to answer any specific questions from the audience.

THE ABOVE CRITERIA MUST BE MET IN ORDER TO PARTICIPATE IN THE DEMONSTRATION

SNA RESERVES THE RIGHT TO CANCEL DEMONSTRATIONS ON-SITE IF THE CHEF AND COMPANY REPRESENTATIVE ARE NOT PRESENT AT A MINIMUM OF 30 MINUTES PRIOR TO THE DEMO.



APPLICATION:

I. Culinary Demonstration Descriptive Information

Company Name: _____

Chef'(s) Name: _____

Company Representative' (s) Name: _____

Please describe briefly the overall theme of the demonstration and how attendees will benefit from attending the demonstration:

Will you be preparing samples on-site during the demo or will your samples be prepared in advance by the Catering Company?

**II. Recipes:
Recipes #1**

Name: _____

Equipment Needs: _____

Do you plan on sampling this recipe? Yes/No? If yes, will you prepare samples in advance or onsite during the Demo?

Recipes #2

Name: _____

Equipment Needs: _____

Do you plan on sampling this recipe? Yes/No? If yes, will you prepare samples in advance or onsite during the Demo?

Recipes #3

Name: _____

Equipment Needs: _____

Do you plan on sampling this recipe? Yes/No? If yes, will you prepare samples in advance or onsite during the Demo?

Please attach all recipes, in Word or PDF format, to the application. All recipes must be standardized recipes with a yield of at least 50 servings. All recipes must include standardized foodservice weights and measures and complete nutrient analysis according to SMI nutrient analysis requirements. Applications missing any of the above information will be consider incomplete. **All applications must be complete to be considered.**

III. Payment

Sponsorship for each culinary demonstration will be \$3,300.00. Payment for accepted applications will be due by February 29, 2016 once proposals have been accepted.

I agree to comply with the requirements stated in this document.

Company Representative

Date

Return this form to: SNA Culinary Demonstrations, c/o Crystal Harper-Pierre
Phone: 301-686-3140; Fax: 301-686-3115; E-mail:charper@schoolnutrition.org
DEADLINE: January 29, 2016