

CULINARY DEMONSTRATIONS

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.

RULES & CONSIDERATIONS:

- Applications for all culinary demonstrations will be accepted until March 31, 2025.
- 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.

The review committee will evaluate all applications and select culinary demonstrations that best align with ANC attendees' interests, based on the following priorities:

1. Demonstrated recipes incorporating ingredients from one or more "Food Groups to Encourage." *These food groups are identified in the 2015-2020 Dietary Guidelines as whole grains, fruit, vegetables, and low-fat dairy products. These food groups are identified in the 2015-2020 Dietary Guidelines as whole grains, fruit, vegetables, and low-fat dairy products.*
2. Demonstrated recipes incorporating available commodity items using appropriate preparation methods to enhance the taste and presentation of the finished product.

CULINARY DEMO HOURS:

Below are the scheduled dates and times for ANC25 culinary demonstrations. Specific slots for each company will be determined by the review committee, with an option to indicate preferred times in the application.

SUNDAY, JULY 13

10:30 a.m. – 11:30 a.m.

MONDAY, JULY 14

8:00 a.m. – 9:00 a.m.

MONDAY, JULY 14

2:45 p.m. – 3:45 p.m.

TUESDAY, JULY 15

3:30 p.m. – 4:30 p.m.

All applicants will be notified of accepted culinary demonstrations on or before March 31, 2025.

Questions? Please contact Crystal Harper-Pierre, Exhibits Sales Manager at charper@schoolnutrition.org or (800) 877-8822.

CULINARY DEMONSTRATION RESPONSIBILITIES AND REQUIREMENTS

SNA RESPONSIBILITIES:

- 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.
- SNA will incorporate handouts from culinary demonstrations onto SNA's website for download for all attendees.
- **Format:** Each culinary demonstration will be held during the Educational Sessions scheduled for July 13 – 15, 2025. This format will give your organization more visibility and interaction with attendees.
- The Demos will take place within a meeting room at the Henry B. Gonzalez Convention Center. The meeting room set-up is theatre-style for 500-1,000 operators.
- 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.
- Evaluations will be conducted among culinary demonstration attendees.

In addition, SNA is responsible for staging and basic equipment setup consisting of:

1. Convection oven
2. Electric range top
3. A pan-rack
4. Two 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.
8. Fire Extinguisher

PRESENTING COMPANY RESPONSIBILITIES AND REQUIREMENTS:

- Companies presenting culinary demonstrations must be 2025 ANC exhibitors. A company representative must be onsite during the set-up and the entire demonstration. No one under 18 years old is allowed on the Exhibit floor including the Culinary Demo area. All persons handling food must abide by City of San Antonio requirements.
- 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 2013 FDA Model Food Code.
- The culinary demonstration is limited to the sixty (60) minute time period. Chefs may begin setting up one hour prior to the 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 March 31, 2025, 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 product and recipes. Food samples are limited to 6 ounces (6 oz.) and beverage samples are limited to 8 ounces (8 oz.) in size.
- 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. You can encourage attendees to visit your booth within the Exhibit Hall for 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 2025 ANC 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 ANC. Volunteers will be available to assist with distributing handouts, but a company representative should be onsite to answer any specific questions from the audience.
- Companies presenting culinary demonstrations may provide an additional one-half page evaluation specific to their demonstration if desired.

THE ABOVE CRITERIA MUST BE MET 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.

CULINARY DEMONSTRATION APPLICATION

I. CULINARY DEMONSTRATION

COMPANY NAME: _____

COMPANY REPRESENTATIVE: _____

CHEF'S NAME: _____

BRIEFLY DESCRIBE THE OVERALL THEME OF THE DEMONSTRATION AND HOW ATTENDEES WILL BENEFIT FROM ATTENDING:

WILL YOU BE PREPARING SAMPLES ONSITE DURING THE DEMO OR WILL YOUR SAMPLES BE PREPARED IN ADVANCE BY THE CATERING COMPANY? ONSITE ADVANCE

II. RECIPIES

RECIPE #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? ONSITE ADVANCE

RECIPE #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? ONSITE ADVANCE

RECIPE #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? ONSITE ADVANCE

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 considered incomplete. All applications must be complete to be considered.

III. PAYMENT

Cost for each culinary demonstration is \$4,000.00. Payment for accepted applications will be due by March 31, 2025, once proposals have been accepted. I agree to comply with the requirements stated in this document

Company Representative

Date