COOKING

GOALS/ OBJECTIVES

- Encourage people to try new dishes.
- Experiment with new cooking techniques.
- Build on cooking knowledge.
- Share culinary skills.
- Explore the library’s vast resources.

Purpose of Program

Expand culinary horizons, introduce new foods and cooking methods.

Program Description

Build patrons’ skills, expand their abilities and introduce new methods to get creative in the kitchen or at the grill.

The library doesn’t necessarily need an oven or even a kitchen to offer a cooking program. Cooking programs can involve creating a cookbook book club or a recipe-sharing social group.

The basic needs of a cooking program are space to meet in, tables and chairs. Space setup should focus on the social aspect of the program. You may create an inward-facing conference table or circular table groupings. You may also want to try a classroom-like setup, with two people to a table. Counter-height tables to work from are ideal, but this is not a requirement.

Program content can include anything from guest speakers, demos and tastings, to general topical conversation, such as best slow cooker recipes, best 30-minute meals or tried-and-true vegetarian menus.

Create engagement with an ingredient challenge; ask everyone to bring a recipe with a featured ingredient. Or try an Iron Chef-style challenge where attendees are competing to provide the best recipe or use of an ingredient.

To create connection with the library, all programs should include a list of resources, books available on a specific topic and links on a program webpage. At the conclusion of a program, you can show attendees how to access more information. The library can also build a Pinterest page. This is a great way to share recipe-based information. Boards can then be created as new topics are presented.

GVRL EBOOK BENEFITS

- No checkouts—With unlimited simultaneous usage, all patrons attending an event or a workshop can access the same GVRL resource at the same time.
- Persistent URLs—The article-level links that you use in your materials will always work!
Target Audience
Depends on content and program. Generally, the audience is adults of various backgrounds: working and retired, those cooking for two and those cooking with kids.

Marketing/Outreach
- Internal flyers in relevant sections of the library, bookmarks/resource list and program dates left near cookbooks, calendars, external community calendars.
- Work with local restaurants to share your programs. Advertise if you have a local couponing group; it may be willing to share recipes. Work with homeschooling populations if you are presenting youth cooking programs.
- Search out your local area food bloggers. They can feature your program in posts, or they may simply want to attend.
- Create social media marketing tools: Facebook author chats, food groups and Pinterest boards.

Evaluation/Measurement
- Program evaluations. Questions include: How did you hear about the program (to guide marketing efforts)? Did you learn something new? Why did you attend the program (to learn to cook, to get new recipes, to socialize)?
- Track program attendance.
- What else would you like to see (to inquire about future topics)?
- Track engagement on your resource pages, Pinterest, etc.

Common Library Workshops/Events
Social Club: Set the stage by creating an environment in which a chef, food blogger or general foodie can share what is cooking in their kitchens. You can even invite them to share samples. This approach is akin to a book club, where books are replaced with cook books, recipes or food itself.

Topical Programs: Staff can focus a program on sharing specific information. For example, topics might include learning about a cooking method—such as Sous Vide—and the surrounding culture or plant-based versus paleo diets.

Cooking Programs: Create a community vibe by touching base with local chefs and restaurants. Be a resource for “inside the mind of the chef” programs, where chefs talk about how they create a menu and share a dish. This type of program doesn’t necessarily require cooking with heat. Dishes could include salads or cold plates. Restaurants that cater may even be able to bring portable cooking options.

Recommended Readings in GVRL


Recommended Readings in GVRL
(continued)

Visiting the Land of Chiles: Mexico and South America, *Pairing Food & Wine For Dummies®,* 2013.


If you’re unable to access these readings from within your library’s own collection, you can access a free trial of all titles and articles at [www.gale.com/tryitgvrl](http://www.gale.com/tryitgvrl).

Related Gale Courses
Gale Courses are six-week long, instructor-led online courses that can complement your programing.

- *Lose Weight and Keep It Off*
- *Luscious, Low-Fat, Lightning-Quick Meals*
- *Secrets of the Caterer*
- *Start Your Own Edible Garden*

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