

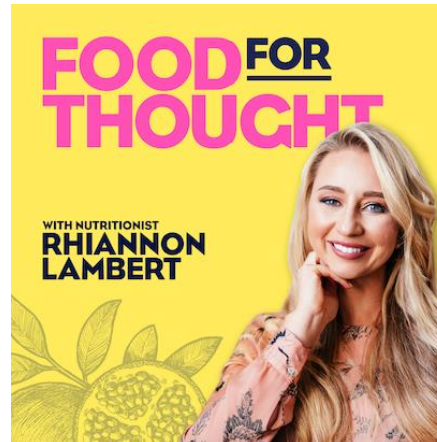
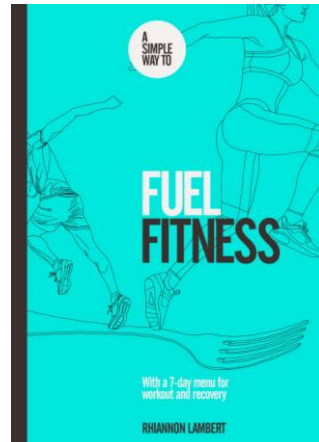
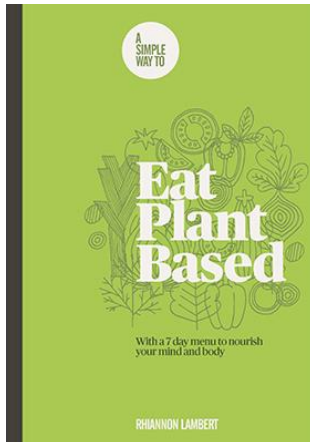
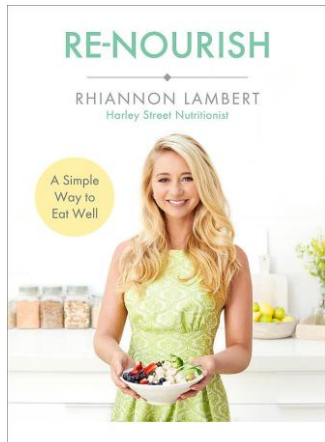
The Almond Academy: Making Stand-out Recipe Demo Content

Rhiannon Lambert, RNutr



Rhiannon Lambert BSc MSc RNutr

- Rhiannon Lambert is a Registered Nutritionist specialising in weight management, disordered eating, pre and post-natal nutrition and sports nutrition
- Founder of leading Harley Street clinic Rhitrition, bestselling author of Re-Nourish: A Simple Way To Eat Well and Food For Thought podcast host
- As an avid foodie and prolific recipe developer, she has experimented with colourful ingredients working with the Masterchef team and is responsible for developing menus at London's most celebrated healthy eateries



What We Will Cover Today:

- Sharing nutrition information through recipe demos
- Creating excellent recipe videos using Instagram Reels
- Reusing recipe content in blogs

How Nutrition Professionals Can Deliver Great Recipe Demos

Choosing the Right Recipe Content to Share

When selecting recipes to share online, there are a few things to look out for:

- Are any recipes trending at the moment? If so, they may gain more traction e.g. banana bread and sourdough in the first lockdown or feta & tomato pasta
- What is going to be aesthetically pleasing to the eye, colours or indulgence?
- Is the recipe nutritionally balanced? Do you need to include nutritional information alongside it?

TOP TIPS:

- Look at what successful recipe developers make and try and replicate their food styling and add a unique twist to make it your own
- Have a good balance of recipes on your site or page to optimise the appeal, unless you have a specific niche. e.g. healthy desserts, vegan recipes
- Check out what recipes work best on which platforms – Facebook, Twitter, Instagram and TikTok
- Video content is often successful across all platforms so try and include more of this.



Delivering Informative & Engaging Recipe Demos

Whenever you give any presentation regardless of the media outlet you need to consider two things:

1. Who are you speaking to?
2. What are the take home messages?

TOP TIP:

Write down or make a mental note of **3-5 nutrition facts** you can slip into any recipe demo or talk you give that you want your audience to go home with. You want them to leave feeling happy they have learnt something in a fun manner!



Using an Ice Breaker

If you are doing a live event, you want your audience to feel completely relaxed and comfortable, that way they are more likely to ask questions, start now by revealing something about yourself, for example:

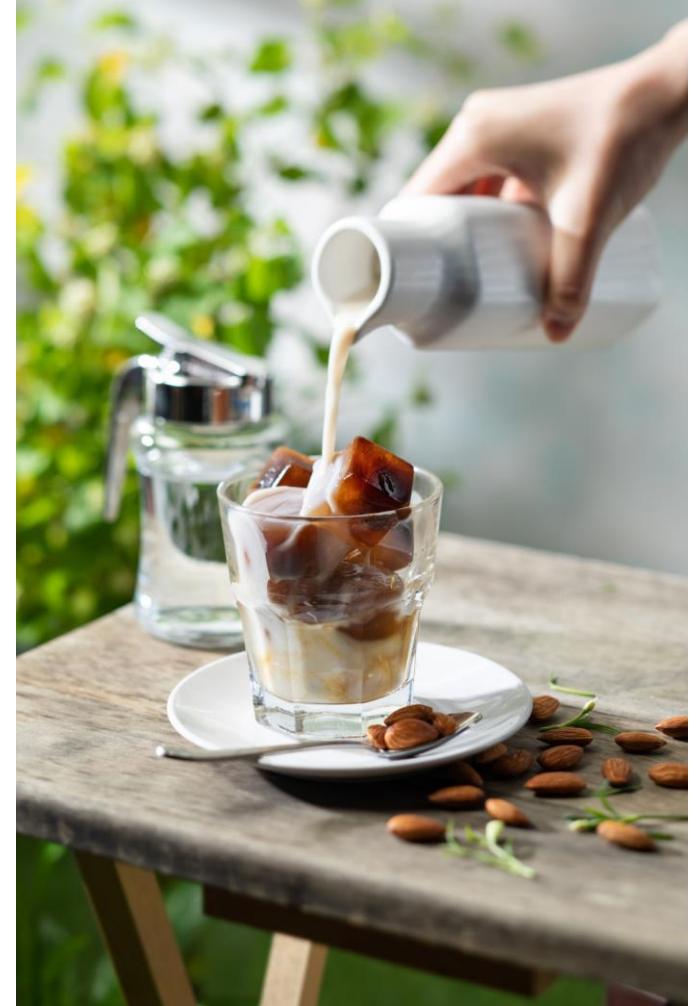
Share how you're feeling:

- *You're having a great day today and you were excited about the demo/talk.*
- *Today you were a bit down and this talk really got you through the day.*

Make it relevant to the here and now:

- *I've been reading so many xxx online today about this topic, I can't wait to share this with you all.*
- *The news today said xxx how do you all feel about it? I felt xxx.*

Then you can introduce what you are doing and get started!



Landing Nutrition Messages Smoothly

One the benefits of hosting a food demo as a nutrition professional is that there is a lot of air time to communicate messages when you are preparing the recipes. Delivering evidence-based nutrition messages in an effective way helps you to establish your authority in the space over a chef or food stylist.

Weave the nutrition messages into the conversation naturally. For example, when you add in a specific ingredient, pause, and explain why it's beneficial.



I'm adding in chopped almonds here. Almonds contain nutrients such as plant protein and healthy fats, plus fibre, to help keep you going throughout the day!

Know your audience and share a short summary of interesting research in a simple and motivating way for them.



Interestingly, new research suggests that eating almonds may have beauty benefits too! A study found that eating almonds may improve wrinkle severity and skin pigment intensity, evenness of skin tone in postmenopausal women.

Use the opportunity to share portion information if appropriate



This recipe makes around 10 servings but if, like me, you enjoy snacking on almonds as they are, then a portion is around a handful or 30g.

Creating Great Recipe Content at Home

Lighting

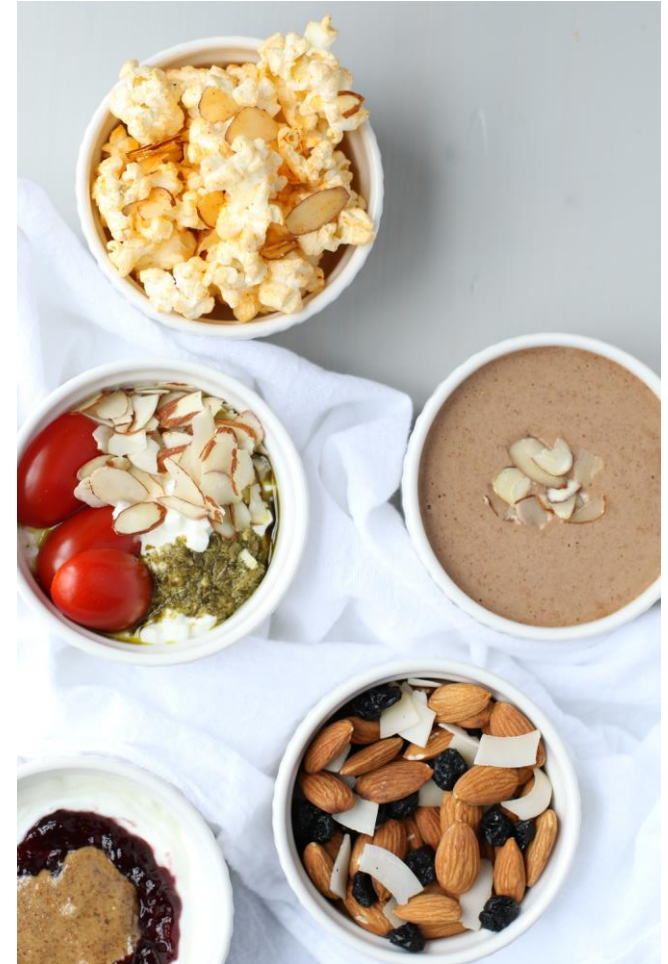
You need to ensure your audience can see you. If filming or photographing recipes in the winter months, capture the best light timing. Place your food near a window for natural light, no amount of editing can save a poorly lit photograph.

TOP TIP:

Consider investing in a ring light, softbox or reflector if your home doesn't get much natural light!

Equipment

Without a tripod it is very hard to produce good quality content. If filming a recipe, choose one that you can move around the kitchen with you as you film.



Creating Great Recipe Content at Home

Mobile Phone

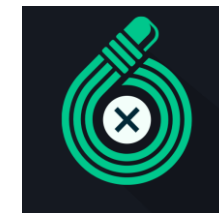
Turn off your phone's notifications when you go live or give any kind of talk using your mobile phone.

Test the sound, even when you are live there is no harm asking if everybody can hear you. Don't forget to make sure your phone is fully charged!

Useful Apps

Photo editing is a really important way to help enhance your content and perform at its best.

Try *Snapseed*, *Lightleap* and *Retouch* for enhancing the colours, but also editing any marks or unwanted items in the shot.



Creating Great Recipe Content at Home

Ingredients

If you're delivering a longer and more relaxed recipe demo, you may choose to measure your ingredients as you go for a home cook-a-long style demo.

If time is more limited, make sure you've got all of your ingredients ready and pre-measured so you can focus more on the audience, take any questions and deliver more info on the produce in the recipe.

It is also important to keep in mind seasonality and what is readily accessible so the most amount of people can benefit from your recipe.

Consistency

Be consistent in how regularly you are sharing content to the style of cook-a-longs you are doing.

The overall look of your accompanying caption also matters -- try to make sure everything has the same fonts and colour themes.



Preparing for Different Video Lengths

TOP TIP:

Regardless of the length of your demo, make sure you've memorised the recipe measurements and method to keep your delivery flawless!

Short videos: TikTok, Instagram Reels

For fast-paced videos, make sure you've weighed out and prepared all of your ingredients before filming to save time. Display your prepared ingredients in little bowls to quickly show the audience what's going in to the recipe.

Medium-length videos: IGTV, YouTube, Live Streams, in-person recipe demos

You still want these videos to be fast-paced but you have a little extra time where you can measure out and prepare some ingredients on camera. This allows some breathing room to get in health messages, whilst being active on the camera by measuring, scooping, stirring, etc. Make sure you've got the final product pre-made so the audience don't have to wait or choose a no-cook recipe.

Longer-videos: YouTube, Live Streams, in-person recipe demos/ workshops

If you have plenty of time to work with, you may want to choose a cook-a-long style video which is step-by-step and has a longer wait for the final product. You can spend more time talking about the quality of ingredients, potential substitutions, common prep mistakes, etc.

Remember: People still have a fairly short attention-span so try and choose a recipe that doesn't take too long.

Making Recipe Reels in Instagram



How to Make an Instagram Reel – A Step by Step Guide

STEP 1: SET UP

- Invest in a tripod that allows your phone to be suspended over your work area. Although you could also rest it over the side of a shelf that sits above the work surface or even ask someone to hold it for you - it just may not be as stable.
- Lighting is key whenever filming or shooting anything! A softbox light is a great investment if you want to get serious about filming your Reels - it means you are able to film beautiful Reels even in low winter light.
- However, you can absolutely film in natural light as well. Just try to make sure your filming space is directly next to a window to get the best light. If using a softbox, position it up above your filming area and try not to have any other artificial lighting on at the same time (such as ceiling lights), as this will cause shadows.



TOP TIP:

If using a softbox, position it up above your filming area and try not to have any other artificial lighting on at the same time (such as ceiling lights), as this will cause shadows.



TOP TIP:

Reflectors help to bounce light and reduce shadows, brightening your filming space and dishes even further.

How to Make an Instagram Reel – A Step by Step Guide

STEP 2: PREPARATION

Now you are set up, it's time to start preparing to film.

- Read through your recipe and have a think about how you are going to transition from step to step. Write a plan down of what each clip and transition will be - it will make filming so much smoother.
- Next, prepare all of your ingredients. Any step you are not going to be showing within the Reel, e.g. chopping an onion, should be done now.
- Get all the ingredients ready in bowls and have them organised in the order you will be using them close to your filming space.

TOP TIP:

Before you start filming, take the auto-lock off your phone, turn it on aeroplane mode.

This may seem obvious but check that your phone has enough memory and battery.

You want the filming process to be as uninterrupted as possible!



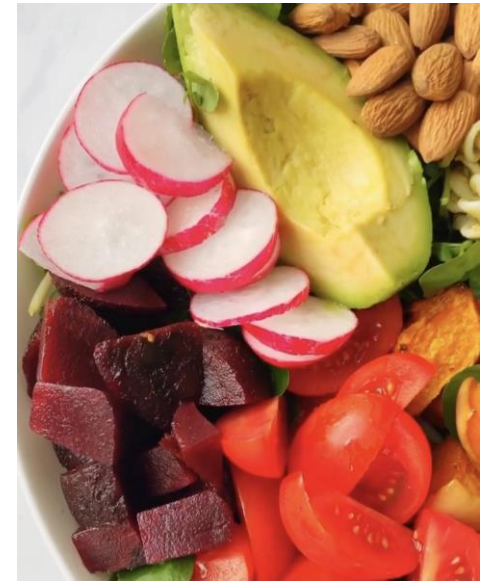
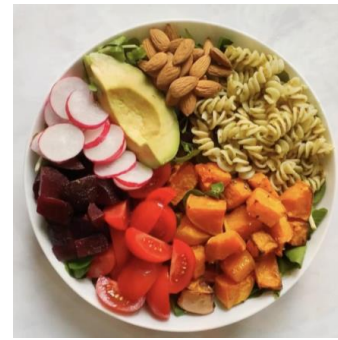
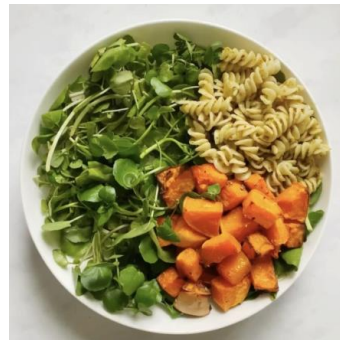
How to Make an Instagram Reel – A Step by Step Guide

STEP 3: FILMING

1. Get your phone ready in the tripod and position it over the filming space
2. Film a test clip and watch it back to check that the lighting and positioning is good, then you are ready to go.
3. As you have made a plan for each shot, transition and your ingredients prepared, filming should be the easy bit.
4. Get a few different shots of your finished product that can be used to top and tail the video, e.g. a close-up scanning over the dish and a further away shot of a fork being added to the dish.

TOP TIP:

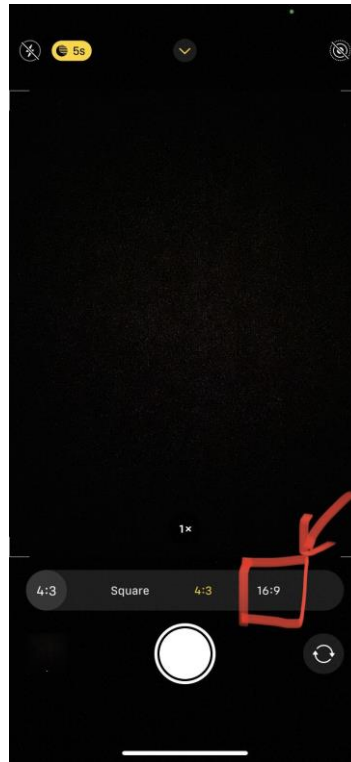
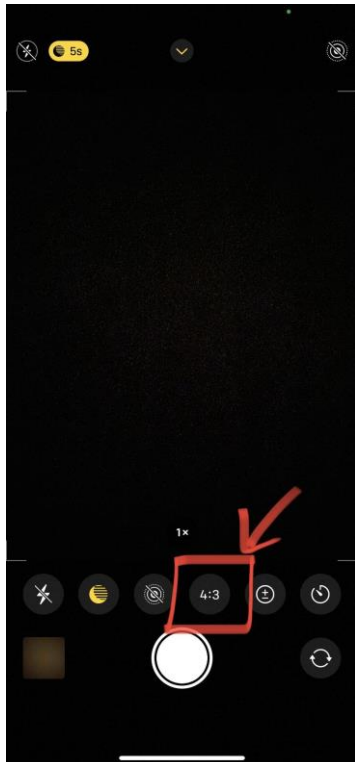
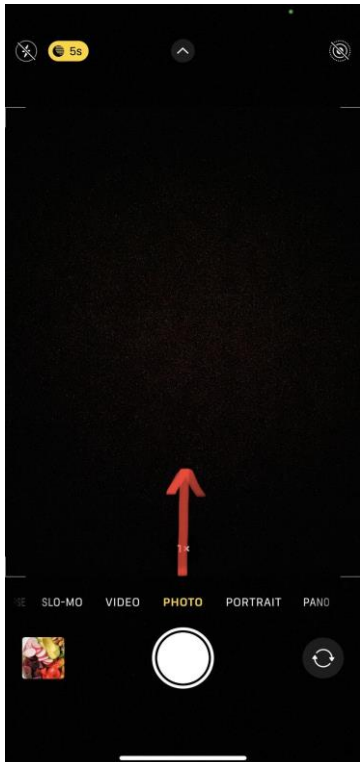
Be very careful not to move the crockery or tripod once they are in position



How to Make an Instagram Reel – A Step by Step Guide

STEP 4: SHOOT THE REEL COVER

When you have finished all your filming, it's time to shoot the Reel cover. This is the photo that will show up on your grid.



IMPORTANT:

It needs to be shot in 16:9 ratio, **NOT** the regular 4:3 ratio that the iPhone camera shoots in. You can easily change the camera ratio by swiping up and selecting 16:9.



How to Make an Instagram Reel – A Step by Step Guide

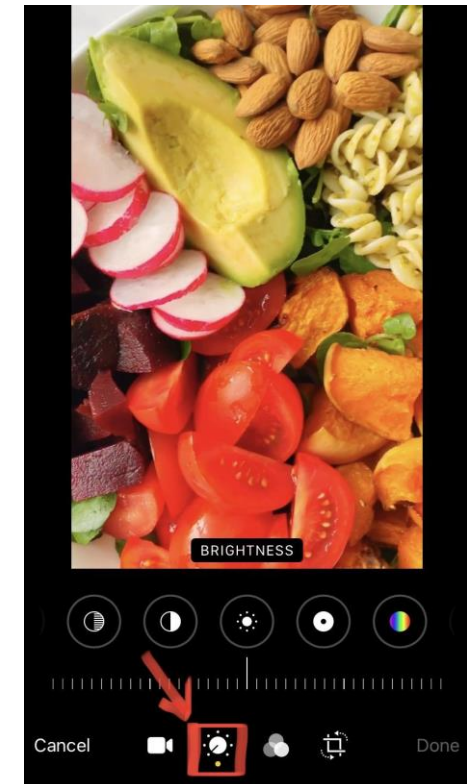
STEP 5: EDITING

- For very simple Reels, you can edit them in the Reel section of Instagram. However, it may be easier to edit on a bigger screen using iMovie. Either way, it is the same concept - edit the clips together to produce the finished recipe.
- Once you have the clips edited together and within the 30 second time limit, transfer it to your camera roll/gallery and make any adjustments.
- Edit your reel cover however you would usually edit your other photos and if you like, add the name of the recipe.



TOP TIP:

You want the Reel to have a good pace and be exciting, so you may want to speed it up to at least 2x

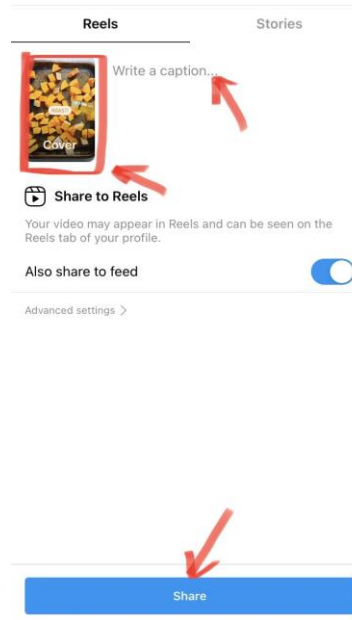
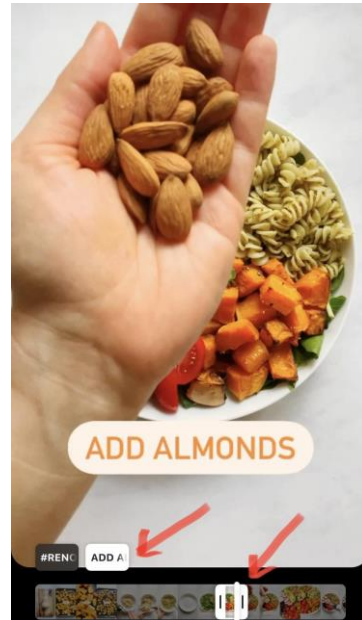
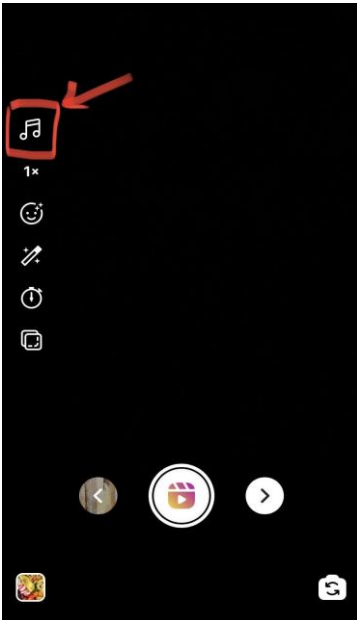


How to Make an Instagram Reel – A Step by Step Guide

STEP 6: POSTING

Now it's time to add the music and text.

- Go back into the Reel section of Instagram and add the edited Reel.
- Add a song that you like, then any text that you think is appropriate.
- Finally, add the Reel cover you created, write a description, and you are ready to post!



TOP TIP:

Your recipe videos are 10x more likely to do well if you use music that's trending.

Try using platforms like TikTok to see what music is trending then use it in your videos

Boosting Your Posts


- Make the recipe method and ingredients clear to read
- Keep the word count in mind
- Use language that is interactive and relates to your personality
- Make the title catchy and try a headline or recipe title in bold and capital letters
- Use emojis to make it visually more appealing and to express more within the word count
- Come up with your own unique hashtag, for example; I started with Myth Busting Monday then it became widely used so I changed mine to #MythBustingWithRhi
- Look at your analytics to see when content performs at its best and share on those days and the optimised times
- Use your Instagram stories to link back to the main feed post in case your audience may have missed it and encourage interaction

Serves 4

YOU'LL NEED:

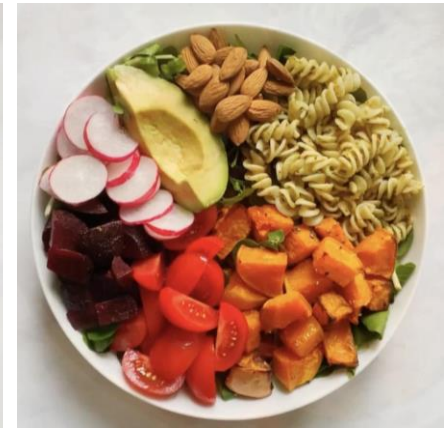
- ✓ 1 butternut squash, chopped into cubes
- ✓ 1 tbsp olive oil
- ✓ 200g pasta
- ✓ 4 tbsp pesto (you can use an almond based one too)
- ✓ 4 cooked beetroot, chopped into cubes
- ✓ 1 avocado, quartered
- ✓ 4 handfuls of almonds or 120g of almonds (about 23 per handful serving!)
- ✓ salad of choice: we went for watercress, radish & cherry tomatoes
- ✓ to serve: balsamic glaze

RECIPE:

- 1 Preheat the oven to 160°C fan/180°C/370°F.
 - 2 Place the chopped butternut squash onto a baking tray, drizzle over the olive oil and season with salt and pepper. Give everything a mix, then roast in the oven for 45-55 minutes, or until the chunks of squash are golden and cooked through.
 - 3 Meanwhile, cook the pasta according to the packet's instructions. Once cooked, drain and combine with the pesto.
 - 4 Once everything is cooked you can start to build your bowl! Arrange the roasted butternut squash, pesto pasta, beetroot, avocado and any of your other favourite salad vegetables between bowls, finish with a handful of almonds on top. Serve drizzled in a balsamic glaze..
-  I can't wait to see your #ReNourish creations and don't forget to tag me @Rhitrition!

Sharing Recipes on a Food Blog

- Take some still shots of your recipe during the filming process so you have a step by step guide for blog content
- Make sure you capture a beautifully styled image to entice your audience
- Try and split out your recipes into Breakfast, Lunch, Dinner, Sides, Snacks and Desserts if you can, and include the time needed to make each recipe
- You can include nutritional analysis and information in your recipes if you want to – this can set you apart as an expert above a chef or food blogger



Helpful Resources: Shooting & Editing Videos

Shooting Captivating Videos

TOP TIPS:

- Preparation is key – filming won't take long, especially if you've prepared. Clean down the surface and all the utensils, bowls you will be using. Nothing cheapens a shot more than dirty glass.
- Don't get concerned over having the perfect Instagram table or crockery – use what you have. If you have a mahogany table, then use it – this will give your videos an individual touch. If you have a very distracting background – use a board to make the shot cleaner. For example, if you're using a glass bowl to make a brown recipe, having a brown background won't be the best option.
- Turn off auto-lock on your phone!
- Spend time to centre your shot – you'll kick yourself after it something is off centre.
- Make sure you have at least 5MB of free space on your phone.
- You can either choose to completely fill the frame – or leave some space if you want to include text.
- Add dry ingredients first, followed by sticky ingredients such as almond butter or honey. You want to avoid having to clean utensils between shots if possible.
- Plate up food from different angles to make it interesting.

Styling tip: Find a beautiful tray, or unique paper to shoot on – you want to be individual about it. Find your own style.

STEP-BY-STEP:

1. Set up your tripod and clip in your phone. Take a few test photos to see if you've set the tripod high enough and at the right angle.
2. Film as 16:9 (this is landscape) – if you're intending to use the video on Instagram, you either set your phone to shoot square or put masking tape on the screen of your phone to square the shot and make sure you capture all important bits within that.
3. Weigh out all the ingredients in advance and in separate bowls like in cooking shows to make things easier.
4. If you want to show your viewers the ingredients all together in the intro, a nice way to do this is to arrange all the ingredients in the shot and start shooting. You'll want to take out each ingredient one at a time, and in reverse order. This way, when you edit, you can make it look like you are putting each ingredient in the shot.
5. Wait 2-3 seconds between each ingredient so you can trim and edit it later.
6. Take a couple of shots of the empty frame – this is a good place to add text in at later stages. You don't need to include a shot of an empty bowl/recipepan going into the shot. This is unnecessary, so you can just have the first ingredient already in whatever you are using.
7. You can choose to include hands in the shot or not – this decision comes before you start filming. If you decide you don't want hands bringing bowls in and out of shot – hands can be edited out later, but make sure you leave a second between each shot/ingredient to give you a chance to edit them out.
8. Press on the screen of your phone to get the camera to refocus every time you start a new shot – there's nothing worse than shooting an entire recipe to later find they were all out of focus, after you shot your second shot! Try to be gentle with your touch though – you don't want to move the phone at all – as this will change your frame.
9. Try to keep all shots dynamic – e.g. stirring ingredients, adding ingredients, serving up – you should never use static shots in film.
10. Remember to record each step in the recipe as a separate video.
11. If something needs to go in the fridge or oven – you can show this by adding text to the edit e.g. 'move the bowl/tray out of the frame and keep about 2-3 seconds of a blank frame. You can add 'leave to chill in the fridge for 35 minutes' to the edit. Take a shot of the chilled or cooked food coming back into the shot.
12. Stay in the same place. If you use your hands – keep them close to the bowl, show the camera the food e.g. firm yourself rolling only 3 energy balls before moving onto plating up.
13. Select a nice board/bowl to display the finished food on.



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Making Editing a Breeze

TOP TIPS:

- If you have an iPhone, you can download iMovie for free and likewise if you have an Android device you can download Adobe Premiere Clip for free and edit on your device.
- Download some royalty free music to use – you can pay for a subscription to premiumbeat.com or search for a free service. Don't use music you have downloaded on your computer already as your content may be removed due to copyright.
- Make sure your edit is under 60 seconds for Instagram – ideally it should be no longer than 30 seconds.
- You might want to invest in an external hard drive to keep all your files stored, as video files take up a lot of space.



STEP-BY-STEP:

1. Transfer the videos from your phone to your laptop using either a video cable or a USB cable, or you can select the video files and email them to yourself.
2. Open iMovie and select 'Create new project'.
3. Go to 'File' > 'Import media'.
4. Go to the folder where you have saved the files (possibly downloads) and select all.
5. All your files should then appear in the top right-hand side as a preview. At the bottom of the screen you have the timeline – this is where you will be editing the videos.
6. Rotate your videos to ensure they are the right way up. Use the 'cropping' icon at the top of the preview window.
7. Drag your first clip into the first panel below. The line takes you to where you want to be in the video. Start off with a blank frame. This is where you can add text later e.g. name of the recipe. As the ingredients come into shot, you can splice up the clips to give a stop-motion style.
8. Use 'command + B' to chop the clip where you want to and drag to the front.
9. Make sure all the clips are 1 second each.
10. Delete any shots you don't need from the timeline. To delete the bits of clip you don't want – left click and press 'delete'. They aren't permanently deleted – just deleted from the timeline.
11. Once the clips have been chopped, make the blue bits underneath zero, this is the sound of the clips. You won't want this as you can add a music track in the background.
12. You can add an audio track by selecting 'my movie' and dragging the audio saved on your computer into the timeline.
13. If you want to speed up a shot e.g. serving up energy balls: Select 'Modify' and then 'Fast forward'.
14. If you want to blend different shots together (e.g. side angle with overhead angle) select transitions and choose which one you like – cross-dissolve is probably the most professional looking.
15. Once finished editing you can save using the 'share' button on iMovie (under file).
16. Choose your file format depending on where you want your film to be as a lot of the films can be automatically saved into your social media platforms. If you want to just use the file for general use, save as a .mov file.
17. The lower the quality the smaller the file, the better the quality the larger the file. If you are just saving the files for social media, you might want to save a large .mov file to an external hard drive and keep a much smaller sized file on your phone/laptop for social media.

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Helpful Resources: Capturing a Good Photo



Master the Art of Capturing a Good Food Photo

TIPS AND TRICKS FOR A WELL-STYLED PLATE

There's plenty of strange stories of sneaky tactics that professional food stylists use to make dishes look their best in front of the camera, like replacing ice cream with mashed potato or even using PVA glue instead of milk! But there's no reason why you can't make your own natural, and edible recipes look their best with a little planning, creativity and careful consideration.

- 1. Go small:** Try not to overload your plate with food, instead work with the empty space on a plate and use it to frame your food. Big portions don't photograph well and can look less appealing than a smaller, more elegant plate. You can always go back for more once you've snapped your photos.
- 2. Set your table:** The table setting is nearly as important as the food itself. You need the accessories, such as napkins, plates and cutlery, to complement the meal and balance the photograph rather than overpower and dominate the shot. Using wooden boards, different kinds of papers such as greaseproof paper, scraps of wallpaper, and even a rusty metal surface can photograph really well and add depth to your images.

Top tip: Plates, bowls, and cutting boards that have a matte finish, rather than a glossy shine frame your dish better as any gloss will reflect the light. You can also use a backdrop vinyls which offer a variety of different surface effects such as marble, wooden tables and various colours.

- 3. Show off the ingredients:** Nod to what went into the dish by scattering ingredients around the plate - whole almonds, spices, vegetables, etc. Your dish should always be the starting point for the colour in your shot. Ask yourself, "What's the predominant colour on the plate?", "Could it benefit from additional background colour?"

Top Trick: If your plate of food is a little unidentifiable e.g. curries, soups and stews, use this simple trick to show the tasty whole foods that are inside. Lift out vegetables/fruit from the finished dish and give them a quick rinse under the tap, place them back on the dish to reveal their true identity.

- 4. Be creative:** If you don't have a suitable table setting, the perfect background or if the only place you can get some natural light is right by the window, move around and be creative. You can use your hands to cup the bowl or plate, sit it on a window ledge, or even take it outside!
- 5. Be fast:** When taking photos of fresh food you'll need to snap quickly. Shoot the food while it's still hot and fresh. When taking the food out of the oven it will start to cool which can cause it to lose its shape, so it's best to snap a photograph as soon as the meal is served. Fresh food, such as avocados and bananas, will start to oxidise when cut open which is why it's key to prepare these foods just before you serve the dish. After all your hard work, there's nothing worse than a wilting, browning or soggy looking dish.

Top Trick: Keep soft herbs in some cold water to keep them looking fresh for the finished product, add a little olive oil to hot food like pasta to make it look fresher and add a spritz of ice-cold water to salad to add movement.

- 6. Don't just focus on the final dish:** You can get some really great work in progress shots during the preparation and cooking of the food - these can work well as carousel style posts on Instagram or as part of a recipe blog post.



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TIPS AND TRICKS TO CAPTURE A PROFESSIONAL LOOKING PHOTO

You don't have to be a professional photographer, but if you focus on increasing your photo quality it can make a big difference. Whether through upgrading your phone, sitting by a window for better lighting, or considering your photo composition - photography requires constant problem-solving. A bit of creativity combined with what's already around you can go a long way to make your shots look professional.

- 1. Make sure your phone is exposing correctly:** Smartphones can take a perfectly exposed photo in ideal conditions, but if you've tried shooting food with your smartphone, chances are you've encountered these conditions a lot less than you'd like. You can boost the brightness of your scene quite a lot by using a piece of white card to bounce some of the light back onto your food. If you don't have any white card you can use a white linen napkin. However, if you're looking for a more professional look, you might want to invest in a reflector kit. You can use it to diffuse the strong lights or the reflector to bounce more light onto the dishes.
Top tip: Your smartphone has an "exposure lock", which you can use to lock in your shot at a certain exposure level. To do this, tap on the screen and you will see an icon of a sun appear. Move your finger up or down and you will see your exposure adjust accordingly.
- 3. Clutter will make your pictures look too busy:** One issue in a lot of food pictures on social media is that they look messy. This doesn't necessarily mean the food itself, but the environment. Too many props or other elements can distract the viewer from where the focus should be. Much of this can be solved with tighter shots. Closeup and macro shots of food can look great. Just be sure that you are not shooting so close that the viewer won't be able to tell what the subject is.
Top tip: Take care not to overlook drips or smears on plates, crumbs or other messes that look unintentional. They can look distracting and can be difficult to fix, depending on what app or program you use for editing.

- 2. Try different angles:** One of the biggest mistakes people make when shooting food with a smartphone is choosing the wrong angle. Smartphone cameras have a very wide-angle lens. This means that certain angles will cause your images to look distorted. We've all seen the images where it looks like the food is sliding off the table. This is because the photograph was taken at a 3/4 angle, which often doesn't work due to the nature of the wide-angle lens.

To get the best results, shoot overhead or straight on to your subject. The reason flat-lays and overhead shots have become so popular is because the 90-degree angle is so flattering to most subjects. It eliminates depth and brings a more graphic pop to an image. You can fit a lot more elements in the scene, and it's relatively easy to compose. However, this angle doesn't work for everything. For example, if you're shooting a tall food, like a burger. If you shoot it from above, you will not be able to see the various layers composing the burger and the picture will be all about the bun - which is hardly the point.



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Thank
YOU

