

## MARKETING THE NEW EASTERN MICHIGAN UNIVERSITY DEMONSTRATION KITCHEN THROUGH A CULINARY EVENT

Callie L. Gavorek, MS, RD<sup>1\*</sup>; Alice Jo Rainville, PhD, RD, CHE, SNS, FAND<sup>2</sup>;

<sup>1</sup>Registered Dietitian, Eastern Michigan University Graduate, Ypsilanti, MI, USA

<sup>2</sup>Professor of Nutrition and Dietetics, Eastern Michigan University, Ypsilanti, MI, USA

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### ABSTRACT

A special event "Spring into Summer at the EMU Demonstration Kitchen" was held to promote a new demonstration kitchen to the campus and local community and increase its use. A faculty member mentored a graduate student who planned, organized, and implemented a marketing plan for the event using funds from an entrepreneurial grant. The event featured culinary demonstrations; it was well attended and evaluations were positive. The student applied entrepreneurial knowledge and skills and awareness of the demonstration kitchen increased. The project outcomes will provide ideas for educators with on-campus demonstration kitchens and/or nutrition services who are interested in enhancing students' marketing skills and marketing their services.

**Keywords:** Demonstration kitchen, culinary demonstration, entrepreneurship, event planning, event marketing

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of the Academy of Nutrition and Dietetics are included as readings for the course.

EMU has an Office of Nutrition Services (ONS) under the direction of a registered dietitian to provide CP students with entrepreneurial-focused supervised practice while providing nutrition services to staff, faculty, students, and the community. The ONS offers nutrition counseling, analysis of three-day food records, dual-energy x-ray absorptiometry, bioelectrical impedance analysis, and outreach on campus and in the community (Eastern Michigan University, 2016).

Due to the growth of the CHHS and increased participation in nutrition education programs on campus, ONS moved into a newly-designed space in October, 2015. The dietetics program director, faculty, and staff from EMU Dining Services were involved in planning the space. The new space includes offices, a focus group room, counseling rooms, and a demonstration kitchen designed for CP students to conduct culinary demonstrations and nutrition education presentations during their dietetics courses, including community nutrition and seminar in dietetics. Development of culinary skills enhances students' ability to educate others, including community members and foodservice employees.

### Description of EMU Demonstration Kitchen

The demonstration kitchen features marble countertops with a tiled backsplash and wall of cabinetry including a stainless steel refrigerator, two convection ovens, and a two-bay sink. In front of

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