

# The Main Ingredient



How to Write a Winning Recipe  
BlogHer Food '10

# The Basics

- ❖ Title - does SEO matter?
- ❖ Include # of Servings
- ❖ Ingredients—list them in order of use in the directions
- ❖ Know your audience—how is your reader approaching the recipe (i.e. beginning or advanced cook)?
- ❖ Headnotes—they can tell a story, explain a technique in depth, give tips for substitutions.
- ❖ The Golden Rule: when in doubt, test it again BEFORE publishing the recipe.

# Ingredients

- ❖ Are they in the correct order as directed to use in the recipe?
- ❖ Have you carefully proofread the recipe—there's a big difference between 1 teaspoon and 1 Tablespoon of baking powder.
- ❖ Consistency—is it c. or cup? Tbs or tablespoon? Decide on your “house-style” and keep it uniform throughout your blog.
- ❖ When possible, offer substitutions if an ingredient is not readily available, or use the headnote to list a mail order source.

# More is Better

**Look at how many ways a simple egg can be listed in a recipe:**

- ❖ 1 egg
- ❖ 1 egg, at room temperature
- ❖ 1 large egg
- ❖ 1 large egg, at room temperature
- ❖ 1 large egg, separated
- ❖ 1 large egg (50 ml), at room temperature

# Bringing the recipe to life

- ❖ Heat oil in pot.
- ❖ Heat oil in a pot over medium flame.
- ❖ Heat oil in deep pot over medium flame.
- ❖ Heat oil in a 6-quart pot over medium flame.

**Be as clear as possible, so there is no room for mistake.**

# Smoky Corn & Bean “Chili”

serves 4 to 6 recipe courtesy [www.InJenniesKitchen.com](http://www.InJenniesKitchen.com)

*A few things to know about this dish. First—it's quick cooking, so you can get this on the table in less than 30 minutes. Vegetarians, don't fret. Just skip the bacon and add some chipotle powder for an extra kick of spice and smoky flavor. My family loves it served over rice, and frankly, I'm in agreement too. It'll also stretch the chili into an extra serving or two. And if you're using homecanned salsa that already has corn, then use 1 cup frozen corn instead of the 1 1/2 cups called for below.*

2.25 ounces smoked bacon, diced  
1 small onion (about 3 ounces), diced  
1 to 2 teaspoons olive oil, or as needed  
1 1/2 cups (7 ounces) frozen corn kernels, not thawed  
1 cup homecanned or jarred salsa (do not use fresh salsa)  
One 15.5 ounce can pinto beans, drained and rinsed  
2 teaspoons fresh chopped cilantro  
Shredded cheddar cheese, optional

Heat a 3-quart pot over medium heat. Add bacon and saute until crisp. Add onions and saute 1 to 2 minutes, until tender. If the bacon was lean and the pan seems dry, add 1 to 2 teaspoons of olive oil. Add frozen corn and salsa, stirring to mix well. Bring to a gentle boil, add beans and reduce heat to simmer. Cook for 10 more minutes. Serve garnished with cilantro and cheddar cheese.

created by [www.InJenniesKitchen.com](http://www.InJenniesKitchen.com) for BlogHer Food 10.

# Credit Where Credit is Due

- ❖ What exactly is an adapted recipe?
- ❖ How to properly give credit to an original recipe?
- ❖ Two good examples of proper credit include:  
<http://www.mybakingaddiction.com/jennies-chocolate-chip-cookies>
- ❖ <http://www.merrygourmet.com/2010/04/chocolate-chip-cookies/>