



The Main Ingredient

How to Write a Winning Recipe

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www.InJenniesKitchen.com

The Basics

- ❖ Title - does SEO matter?
- ❖ Include # of Servings
- ❖ Ingredients
- ❖ How is your reader approaching the recipe (i.e. beginning or advanced cook)?
- ❖ Headnotes—why are they important?
- ❖ When in doubt, test it again BEFORE publishing the recipe.

Ingredients

- ❖ Are your ingredients in the correct order as used 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 in uniform throughout your blog.

Who's on First?

Let's 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

Directions: bringing the recipe to life

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

- ❖ 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.

Smoky Corn & Bean “Chili”

serves 4 to 6 recipe courtesy 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.

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/>

Lentil Ricotta “Meatballs”

makes 18

ORIGINAL RECIPE from www.InJenniesKitchen.com

2 cups cooked lentils, pureed

2 large eggs, lightly beaten

2/3 cup plain breadcrumbs

1/2 cup fresh ricotta

1/4 cup grated Parmesan cheese

1 1/2 teaspoon chopped parsley

Salt and freshly ground pepper, to taste

Canola oil for frying

Marinara sauce, optional

Add all ingredients to a deep bowl. Mix very well, using hands or a wooden spoon. Cover and refrigerate for two hours or overnight.

When ready to cook, shape mixture into 1 1/2-inch balls. Heat about 1/2-inch of oil in a nonstick skillet over medium flame. Add shaped "meatballs" and cook until browned all around, turning only once. Transfer to a paper towel-lined plate and let excess drain off. Add to simmering marinara sauce if serving immediately, or store in a tightly covered container up to three days.

“ADAPTED” Recipe

2 cups cooked lentils, pureed

2 large eggs, lightly beaten

2/3 cup quick oats

1/2 cup ricotta

1/4 cup parmesan

1 1/2 teaspoon chopped parsley

Salt and pepper, to taste

Canola oil for frying

Add all ingredients to a deep bowl. Mix very well, using hands or a wooden spoon. Cover and refrigerate for two hours or overnight. When ready to cook, shape mixture into 1 1/2-inch balls. Heat about 1/2-inch of oil in a nonstick skillet over medium flame. Add shaped "meatballs" and cook until browned all around, turning only once. Transfer to a paper towel-lined plate and let excess drain off. Add to simmering marinara sauce if serving immediately, or store in a tightly covered container up to three days.