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***** POSTAGE RETURN GUARANTEED *****



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New prices and more programs!!!

PRO-CHEF/Culinary Training DVDs

*Including new programs from the
**CULINARY INSTITUTE OF AMERICA,
BREADHITZ and LEARNING ZONE EXPRESS.***



This newsletter contains The **CULINARY INSTITUTE OF AMERICA's** newest DVD programs for foodservice professionals ranging from basic techniques to advanced concepts. The CIA has been setting standards for over 50 years. Also included in this brochure are other new and award-winning professional programs such as those from **BREADHITZ** and **LEARNING ZONE EXPRESS**. All distributed by **KINETIC VIDEO**.



IMPORTANT!!! We encourage you to take advantage of our **FREE** preview prior to purchase policy. Please note that unless otherwise stated on your order, all orders are considered **FIRM**.

A FEW VERY IMPORTANT NOTES

- When ordering PLEASE BE SURE to state whether you wish to PREVIEW or if the order is FIRM. We do NOT accept returns on firm orders. And be sure to indicate whether you want VHS or DVD.
- Most of our titles are now available for PREVIEW BY EMAIL. If you request titles that are not available for preview by email, we will send them to you ON APPROVAL – that is, you will receive actual sale copies with an invoice and you have 30 days to either pay the invoice or return unwanted items. Please note that you are responsible for the safe return of all unwanted items.
- All prices are subject to change without notice. If any of the prices on your order are incorrect, we will obtain your approval prior to processing.
- Defective or problem orders should be reported within 30 days and shipping damage within 15 days of invoice date.
- Be sure to check the NEW RELEASES section on our website at least once a month.
- Please note that this newsletter is only a small sampling of our library. If you don't see what you are looking for, please do contact us – chances are we have it!!!

*Thank you for doing business with
KINETIC!!!*

1. Baking and Pastry



THE BASIC STEPS OF BAKING BREAD AND LAMINATING DOUGH

You too can produce your own high-quality pizza doughs, baguettes, hard rolls, and focaccia. In the first part of this DVD, you will:

- Examine ingredients and equipment needed for lean doughs.
- Learn the straight-dough mixing method for lean dough.
- Discover shaping and scoring techniques to produce the best-looking breads and rolls.

In part two, you will:

- Learn the essentials of making laminated dough used in puff pastry, Danish, and croissants, including key ingredients and formulas.
- Discover mixing, rolling, and shaping methods.
- Find out how to evaluate quality in your finished baked goods.

DVD #11413 \$99.95

CHOCOLATE DECORATION TECHNIQUES WITH EWALD NOTTER

In part one of this DVD, Chef Notter teaches you the fundamentals of chocolate work, bringing all the information and techniques together as he:

- Explains how chocolate is manufactured and tempered.
- Demonstrates the basics of spraying, cutting out shapes, and using plastic molds and transfer sheets.
- Creates bunnies and chicks, a swan, and Valentine and Christmas displays.

Stretch your creativity and build on the techniques you explored in part one. In part two, Chef Notter teaches you how to:

- Make chocolate shavings, curls, and cigarettes.
- Pipe chocolate to make decorative filigrees and ornaments.
- Create several fanciful chocolate pieces – an owl, a rooster, and a hat.

DVD #11429 \$99.95

SUGAR DECORATION TECHNIQUES WITH EWALD NOTTER

The most stunning showpieces and creations start with basic sugar technique. In this first segment of this two-part DVD, Chef Notter teaches you the proper way to:

- Boil sugar to prepare it for handling.
- Cast, pull, and pour sugar into a Valentine heart, an Easter display, and a variety of flower displays.

And, in part two, you will:

- Learn how to blow sugar and add color and embellishments to your sugar pieces.
- Store and transport finished works.
- Design and create centerpieces.

DVD #11431 \$99.95



MERINGUE, VANILLA SAUCE AND PASTRY CREAM

Egg whites can be beaten to a foam to use as a leavener or lightener. Meringues are made by incorporating enough sugar to both stabilize and sweeten the foam. In this DVD, you will:

- Explore the techniques and preferred methods for creating common, Swiss-style, and Italian-style meringue.
- Learn both classic uses of meringue as well as innovative presentations.
- Gain helpful tips on producing, storing, and evaluating this fundamental component of the professional baker's art.

The difference between a plain baked item and a fancy pastry often relies on the presence of an icing or filling, or a sauce or a glaze. In this section, you will:

- Explore the techniques and basic recipes for these staples of fine pastries.
- Learn the quality standards for evaluating vanilla sauce and pastry cream.

DVD #11428 \$99.95



CAPTIVATING CONFECTIONS SERIES

Learn the detailed methods and creative design concepts for preparing luscious pastries and spectacular sugar and chocolate showpieces that your customers will long remember. This comprehensive three-part series will show you how to fully satisfy your customers' collective sweet tooth. It's a hands-on session with a top confectioner that will add to your bottom line. The extended DVD versions offer the following new features:

- One-on-One with the Chefs – Go behind the scenes and obtain even more knowledge on tempering, molding, blushing, drizzling, and cherry-filled chocolates with extended lessons from the chefs.
- Scene Selections – Through the technology of DVD, you can explore different segments of the series and quickly and easily skip back and forth to the different educational areas listed previously.
- CIA Chef Interviews – Get an insider's view of the world of confections through in-depth interviews with CIA baking and pastry instructors.

BRITTLES AND MORE

There is no better way to show your guests that you care about what you are doing than by giving them hand-made chocolates. In this video you will:

- Create a variety of liquid, soft, and firm candies such as caramels, nut brittles, dragées, and fondant
- Develop useful candy-making techniques & methods

DVD #11432

FILLED CHOCOLATES

There are two main advantages to making your own confections - freshness and the ability to customize flavors and textures. In this video you will:

- Discover the proper way to melt, temper, handle, mold, and decorate chocolates
- Explore the artistry of piping, filling, and sealing the chocolates
- Learn to create high-quality chocolates

DVD #11433

HAND-FORMED CHOCOLATES

Making your own confections is a way of putting your operation one-step ahead of the competition. During this video you will:

- Learn the art of preparing cream ganache and butter ganache
- Discover the finer points of working with chocolate and all the steps in making truffles, as well as knackerli and rochers

DVD #11434

*****Each of the above three DVDs is \$75 or you can purchase the series #11474 (Filled Chocolates, Hand-Formed Chocolates, and Brittles & More) for only \$139.95!!!**

2. Front-of-the-House



THE PERFECT MATCH: Wine and Food

Using three different settings – fine dining, bistro, and patio – to emphasize the important role wine plays in the dining experience, this DVD gives you the opportunity to:

- Study contrasting or complementary flavors, textures, and intensity.
- Discover the basics for guiding customers in making the perfect match of food with wine.
- Receive clear instruction on wine service.
- Learn the techniques for opening still and

sparkling wines, the art of decanting wines, proper serving temperatures, and selection of appropriate glassware for wine service.

DVD #11435 \$49.95

New!

WINE SERVICE FOR WAIT STAFF

The tips and techniques covered in this program will boost your front-of-the-house staff's confidence, polish their up-selling skills, and, most important, increase your bottom line.

Your staff will:

- Learn the proper way to open, present, and serve red, white, and sparkling wines.
- Examine the process for properly decanting red wine.
- Discover the way to retrieve a broken or pushed-in cork from a bottle.
- Gain an understanding of the "quadrant system"
- Learn the techniques for serving cheese tableside

DVD #11948 45 minutes, 2008 \$49.95 *CC

EXCEEDING EXPECTATIONS: Service Tips and Techniques to Keep Your Customers Coming Back

Industry surveys consistently show that service is the number one reason customers return to a restaurant. That means food service professionals must go beyond culinary excellence to ensure success. They must offer exceptional service, the type of service that makes guests feel comfortable, makes dining enjoyable, and creates customer loyalty. "Exceeding Expectations: Service Tips &

Techniques to Keep Your Customers Coming Back," the CIA's latest front-of-the-house training DVD, provides a comprehensive lesson in the principles, standards, and practices that define outstanding service. Whether you are a fine-dining, café, casual, or family-style restaurant, your wait staff will benefit from Exceeding Expectations. Lessons include:

- Dining Room Guidelines
- Table Setting and Hospitality Basics
- Tray Handling
- Beverage Service

- Taking Reservations
- Pre-meal Meeting
- Seating and Order taking
- First Course Service and Clearing
- Entrée Service and De-crumbing
- Dessert Orders and Check Handling
- Dining Room Safety
- Sanitation and Personal Hygiene
- Bonus features include napkin folds and printable checklist

DVD #11414 \$99.95

3. Culinary



BASIC KITCHEN PREPARATION

Includes 30 fundamental culinary techniques guaranteed to improve skills and increase production. Combining both traditional and contemporary methods from the CIA classrooms, the informational DVD is divided into three sections:

- Vegetable Preparations – dicing and chopping, Garlic and shallot roasting, techniques using tomatoes, mushrooms, peppers, chilies, herbs, artichokes, asparagus, and much more!
- Flavor Enhancing – clarifying butter, mirepoix and matignon, bouquet garni and sachet d'epices brines, barbeque, marinades, and dry rubs.
- Ingredient Preparation and Handling – whipping cream and egg whites, rehydrating beans and fruits, folding, tempering, pan-toasting.

DVD #11415 \$99.95

THE BASICS OF SAUCE-MAKING

In this Learning Solutions set, the acclaimed faculty of The Culinary Institute of America demonstrates essential procedures for making sauces, from a traditional demi-glace to a contemporary interpretation of béchamel.

- Brown Sauces: Tracing all the way back to Carême's method, brown sauces have been both a culinary staple and one of the greatest tests of a chef's skill
- White Sauces: From classic to contemporary cuisine, the right white sauce can make a dish distinctive and memorable
- Tomato Sauces: Beloved and versatile, tomato

saucers lend themselves to countless variations and derivations that can add interest to any menu

- Emulsion Sauces: Making Hollandaise and other emulsion sauces that don't separate distinguishes the novice from the true professional
- The Basics of Sauce-Making CD-ROM Training Guide: Includes introductions that provide an overview to each module, learning objectives to set standards of performance, and pre- and post-evaluation tests

#11120 Includes DVD and CD-ROM Training Guide \$249.95

COOKING METHODS: The Rock Upon Which You Build Your Career

Classic cooking methods are the bedrock of the successful and innovative culinary professional. By deepening your understanding of the all-important cooking fundamentals used in preparing an array of dishes, you will enhance your overall skills and become a more versatile, more creative culinary professional. Learning the essentials is essential to your career. Gain the skills and techniques needed to compete in today's culinary world-make yourself successful and your operation more successful.

This series consists of three programs:

DRY HEAT METHODS Volume I; DRY HEAT METHODS Volume II; and, and MOIST HEAT METHODS.

***** Each DVD is \$99.95 or purchase the series DVD #11425 at a discounted price of \$275!!!**

See below for full program descriptions.

DRY HEAT METHODS Volume I

Some cooking methods rely on dry heat without fats or oils. The food is cooked either by a direct application of radiant heat (grilling and broiling) or by indirect heat in the oven (roasting and baking). The result of these cooking methods is a highly flavored exterior and moist interior. Covers Grilling, Broiling, Roasting and Baking.

Mastering grilling is important to your customers and to your bottom line. In this section, you will:

- Discover proper selection and preparation of foods for the grill
- Learn the techniques for grilling vegetables and meat
- Examine handling requirements and cooking times for various items
- Explore various menu options for this technique including Grilled Vegetables and Grilled Lamb Chops with Caramelized Garlic Sauce

Often the greatest culinary triumphs reflect the simplest concepts supported by a mastery of technique and attention to detail in execution. This section will:

- Study the basics of broiling
- Examine how to broil both delicate fish and hearty meat
- Explore various ways to check for doneness
- Learn the techniques for preparing Broiled Steak and Broiled Lemon Sole
- Address the high heat of broiler rods

Despite the changes in professional cooking over the last decade, you still need a thorough understanding of the basics. Within this section, you will:

- Gain knowledge on the principles of roasting
- Learn how to create sauces from pan drippings
- Explore the importance of the resting period
- Examine the proper techniques for preparing Roasted Chicken and Roast Beef au Jus

By deepening your understanding of this all-important cooking technique, you will enhance your overall skills. During this section you will:

- Learn the basics of cooking proteins over extended periods of time
- Examine the basics of baking savory items
- Learn how to select foods for baking
- Obtain tips on how to prepare your items prior to cooking
- See savory menu items prepared - Baked Eggs with Ratatouille and Baked Salmon with a Smoked Salmon and Horseradish Crust

DVD #11416

DRY HEAT METHODS VOLUME II

The cooking techniques presented in this DVD rely on a fat or oil as the cooking medium. Since dry heat does not have a tenderizing effect, any food prepared using these cooking methods must be naturally tender or should be prepared in a way that will introduce additional moisture. Once you have developed these skills, you can begin the process of refining and creating virtually endless variations employing dry-heat cooking methods.

Covers Sautéing, Pan-Frying, Deep-Frying and Stir-Frying.

Sautéing - This popular high-heat cooking method quickly adds flavor to your selections and versatility to your staff and students' skill set. This section will help you:

- Learn the step-by-step process of sautéing
- Explore the art of finishing, garnishing, glazing, deglazing, and plating a sautéed item
- Discover how to "condition" your pan
- Prepare classic sautéed recipes - Veal Scallopine Marsala and Trout Meunière

Pan-Frying - In this section you will explore the basics of pan-frying items ranging from vegetables to meats to poultry and:

- Get tips on how to apply proper batters to food for frying
- Learn the standard breading techniques
- Discover how to properly coat and pan-fried recipes include Pan-fried Vegetables and Southern Fried Chicken



Deep-Frying - Who isn't occasionally seduced by the crisp crunch and savor of fried foods? In this section you will:

- Study the basics of deep-frying
- Learn the importance of coating to optimize flavor
- Maintain cooking fat for the best-tasting fried foods with the least amount of waste
- Learn how to prepare Tempura Vegetables and Breaded Shrimp
- Explore how to present different methods of placing food into hot oil

Stir-Frying - Gain the competitive edge on mastering this immensely appealing technique and learn how to make it work in your operation.

- Discover the proper cooking sequencing for stir-fried items
- Examine the importance of consistency in product size for this cooking method
- Learn the proper techniques for preparing Stir-fried Scallops

DVD #11417

MOIST HEAT METHODS

Moist-heat techniques-steaming, cooking foods en papillote, shallow poaching, deep poaching, and simmering-rely on liquid and/or water vapor as the cooking medium. Braising and Stewing are often thought of as peasant dishes because they frequently call for less tender (and less expensive) main ingredients than do other techniques. Monitoring cooking temperatures and times vigilantly and determining doneness accurately are key to a mastery of moist-heat methods.

Covers Steaming, Submersion Cooking, Braising and Stewing.

Steaming - This moist-heat cooking method is gentle enough for delicate food and versatile enough to add flavor and interest. This section show you how to:

- Learn how to select and prepare foods for steaming
- Capitalize on the health benefits of this low-fat technique

- Prepare Beef and Pork Tamales and Red Snapper en Papillote
- Expand on the basic technique of this cooking method

Submersion Cooking - Expand your culinary talents and knowledge by developing a more profound understanding of this moist-heat technique. During this section you will:

- Explore the various methods of submersion cooking
- Examine how the cooking liquid enhances the flavor of the menu item as well as the sauce
- Learn how to select and prepare foods for poaching
- Watch how Sea Bass with Watercress Sauce, Poached Salmon with Dill Butter, and Corned Beef and Cabbage are prepared

Braising - Explore how this cooking technique can play a key role in creating and maintaining healthy profit margins while delighting your customers and enriching your bottom line.

- Review the fundamentals of this slow-cooking method
- Learn how to select and prepare products for braising
- Discover seasoning and flavoring techniques
- Examine the principles of braising through our Yankee Pot Roast and Braise Romaine recipes

Stewing - Take your culinary skills to new heights through the implementation of this moist-heat cooking method. During this section you will:

- Review how to select and prepare the equipment for stewing
- Explore seasoning techniques for stewed dishes
- Learn how to select the proper cooking liquid for the product
- Prepare the classic Veal Blanquette

DVD #11418



CULINARY KNIFE KNOWLEDGE

Knives are among a chef's most prized possessions, and superior knife skills are at the core of his or her success and treating knives with respect and care helps prolong their life and ensures safety and efficiency in the kitchen. From the basics of knife "know-how" to the intricate skill of meat fabrication, this series doesn't miss a beat — and educating your staff in these areas ensures a strong return on your investment. With the indispensable knowledge of knife safety, care, and specialized skills, your kitchen staff is sure to increase productivity, confidence, and your bottom line. This two-part series covers the gamut of knife skills, including choosing knives and using them with precision to minimize waste and maximize efficiency — learn specialized skills that are sure to increase productivity, confidence, and your bottom line.



KNIFE CARE

The ability to select, handle, and care for a knife is one of the hallmarks of a professional and the knives you use will become as important to you as your fingers. Learn the essential knowledge for proper knife handling and care, including:

- Specialty Knives — edge types, cutting surfaces, overview of related tools
- Safe Knife Handling and Storage
- Sharpening/Honing — learn the secrets from CIA chefs
- Sanitation: A Clean Edge — cleaning and sanitizing

DVD #11426

KNIFE SKILLS

Maximize profitability and yield through an increased knowledge of knife skills. Discover the fundamental techniques and money-saving procedures, including:

- The Guiding Hand — learn the different holding styles
- Vegetables Cuts — long, diced, shaped and decorative
- Meat Fabrication — sirloin, tenderloin, pork butt, veal cutlets, leg of lamb, and rack of lamb
- Fish Fabrication — roundfish, flatfish, and shellfish
- Poultry Fabrication — knife usage, legs and wings, boneless breast, and pieces
- Knife Care Review — sharpening, sanitation, and types of knives

DVD #11427

***** Each of the above two DVDs are \$99.95 or Purchase the two-volume Series DVD #11420 at a discounted price of only \$179.95!!!**

New! GARDE MANGER

A comprehensive training program of three segments...

Composed Salads - Contrasting colors, flavors, texture, heights, and temperature all play a role in the arrangement of a composed salad.

During this segment you will: Practice techniques for preparing and presenting several kinds of composed salads; and, Receive tips for developing your own creations.

Condiments - Condiments are the "workhorse" of garde manger - tart, spicy, or pungent, these items boost the flavor of any dish. In this segment, you will: Learn the basic recipes for the five most commonly used condiments - mustard, ketchup, chutney, relish, and pickles; and, Explore variations on these recipes; and, Discover effective ways to use condiments in hors d'oeuvre and appetizers.

Presenting Appetizers and Hors d'Oeuvre - In this essential training companion for anyone who handles garde manger functions, you will: Discover the elegance of the first course; Study the key elements of successful appetizers - ingredient selection, presentation, and plating and service techniques.

DVD #11547 90 minutes, 2007 \$99.95

New! SAUCE MAKING BASICS

One of the most basic of cooking fundamentals is the creation of sauces. This program will give you the solid foundation, knowledge and skills in this critical segment of the culinary arts. Covers brown, white, emulsion, and tomato sauces.



Brown Sauces: Tracing all the way back to Carême's method, brown sauces have been both a culinary staple and one of the greatest tests of a chef's skill

White Sauces: From classic to contemporary cuisine, the right white sauce can make a dish distinctive and memorable

Tomato Sauces: Beloved and versatile, tomato sauces lend themselves to countless variations and derivations that can add interest to any menu

Emulsion Sauces: Making Hollandaise and other emulsion sauces that don't separate distinguishes the novice from the true professional
DVD #11548 1 hr 15 min 2007 \$119.95



THE HEALTHY PALATE

The chefs, nutritionists, and researchers at the CIA take a fresh look at how to prepare food that is both healthy **and** flavorful. The Healthy Palate combines information from the Harvard School of Public Health, the USDA, and the Mediterranean diet. Presented in a clear and concise format, the educational DVD discusses everything from nutritional facts and food category basics to the health effects of certain foods and methods for employing healthy foods and cooking techniques in everyday production. Specific topics include:

- **The Engine** — find out how the body uses food as fuel
- **Phytonutrients and You** — discover the sources, uses, and substitutions of phytonutrients
- **Good Fat, Bad Fat** — explore monosaturated, polysaturated, and trans saturated fats
- **Carbohydrates & Grains** — study carbohydrates sources and grain substitutions
- **Where's Protein** — uncover the various sources of protein
- **Successful Solutions** — view "healthy" menu options right off the menus of successful restaurants

The Healthy Palate also includes cooking demonstrations for the following topics — **Healthy Beginnings, Beyond Brown Rice, Beyond Sauté, and Fruit and Beyond.**

DVD #11436 \$99.95

PORK: Beyond the Chop!

Pork is a popular menu items that is used in breakfast, lunch, entrée, and appetizer menus throughout all facets of the foodservice industry. This program will assist in educating your students and/or staff about this popular versatile protein.

You will:

- Discover the versatility of the "other white meat"
- Uncover the myths of pork
- Learn how to use underutilized cuts of pork to lower your food costs

Highlights of the accompanying Training CD Include:

- What to look for when buying pork
- Understanding the underutilized cuts of pork
- A variety of recipes - Pan-smoked Pork with Mustard Artichoke Sauce, Pork Quesadillas with Mango Salsa, BBQ Pork Cuban Sandwiches, and many more

DVD #11551 20 minutes, 2005 \$49.95

New!

BEST OF CULINARY BOOT CAMP

Take your cooking skills to a whole new level with this program! Offering step-by-step chef demonstrations of fundamental techniques - including roasting, braising, carving, stock preparation, cutting techniques, knife safety, and more - this informational program is a food enthusiast must-have.

Provides the perfect opportunity for veteran campers to relive their CIA culinary experience and for potential students to get an inside look into the hallowed halls of The Culinary Institute of America. Join Chefs John DeShetler, Hinnerk von Bergen, and David Kamen in the CIA Hyde Park kitchens as they teach the fundamentals learned in the Culinary Boot Camp program.

Demonstration-based learning modules offer more than three hours of video featuring the following techniques:

- Braising osso buco
- Carving a roast
- Chopping herbs and examining vegetable cuts
- Sautéing and pan-frying
- Setting up a cutting station
- Creating the perfect consommé
- Tying chicken and beef
- Fabricating chicken
- Grilling beef, chicken, and fish
- Preparing tomato concassé
- Preparing basic beurre blanc
- Preparing a classic stock
- Preparing rice pilaf
- Preparing spaetzle
- Roasting beef and chicken
- Toasting nuts
- Knife maintenance

Plus, Chef D takes you on a behind-the-scenes tour of the CIA storeroom!

DVD #11549 2007 Only \$39.95!!!



AMERICAN LAMB MAKES THE PLATE

This program offers a wide range of culinary possibilities no matter the foodservice venue and will help you to better familiarize your students and/or staff with this underutilized protein.

You will:

- Learn how to present lamb recipes as an entrée or an appetizer
- Uncover American lamb's versatility as an appealing and cost-effective offering in many styles of restaurants
- Discover how to pair American lamb with all-American side dishes

Highlights of the accompanying Training CD include:

- The classes of lamb, with quality and yield grades
- Portion control and traditional cuts
- A variety of recipes - Mustard & Herb-crusted Rack of Lamb, Beer-braised Lamb Shanks, and many more

DVD #11552 22 minutes, 2005 \$49.95

4. Management/Training



RESTAURANT ECONOMICS: Understanding "The Business of Restaurants"

Gregory X. Norkus - Senior Lecturer at Cornell University's School of Hotel Administration in conjunction with the CIA presents Restaurant Economics - Understanding "The Business of Restaurants."

Focusing on the interplay among the three key activities of a restaurant - marketing, operations, & finance and the people who support them - management, guests, & owners - you'll learn how to better understand the business of a restaurant that will make your organization more successful.

- Examine the basic fundamentals of restaurant economics
- Learn how to read and interpret financial statements - the balance sheet, statement of income (P&L), and statement of cash flow
- Review financial measures and prepare

corresponding statements

- Discover how to communicate the financial condition of a restaurant
- Learn how to drive a well executed business plan

DVD #11421 \$99.95

RECIPE COSTING: The Bottom Line

Uncover the secrets of controlling food costs as you learn how to:

- Price menu items and perform yield testing to determine total recipe cost.
- Establish standard recipes and portion sizes.
- Assess weight vs. volume, cost per unit, and edible portion quantity.

DVD #11419 \$49.95



New!

THE ART OF FOOD PRESENTATION

To most every good cook, a meal is more than food - it's a form of visual self-expression. This video demonstrates techniques used by professional chefs to create and serve food that pleases the eye as well as

the taste buds. The principles of color, shape, texture, and arrangement are explained, in addition to garnish and plate choices that can make or break a dish. Flavor, which must work in conjunction with visual design, is also a crucial topic. Incorporating real-world presentation demos from professional chefs, the video gives students essential guidance in completing delicious culinary works of art. Includes viewable/printable Teacher's Guide.

DVD #10857 21 minutes, 2007 \$69.95 *CC

New! JUST THE FACTS KITCHEN SERIES

Chef Jonathan Locke has led professional kitchens in San Francisco, in Santa Fe, and in Minneapolis for more than 20 years. In this series he brings his energy and expert food knowledge to these high-quality instructional videos. Each program includes Teaching Materials. All nine programs are also sold separately:

MICROWAVE OVENS - Ever wonder how a microwave oven actually cooks food? The mystery is solved as Chef Jon uses a basic microwave to explain how microwave ovens cook. He also discusses safety and cooking techniques and demonstrates easy recipes that can be made in minutes. 16 minutes

SUPERFOODS - Chef Jon presents nutrient-dense foods in delicious recipes. Featured foods include avocado, black beans, blueberries, broccoli, cantaloupe, dark chocolate, oats, onions, salmon, spinach, sweet potatoes, tomatoes and yogurt. Chef Jon demonstrates how to enjoy these superfoods in a quesadilla, Asian salmon salad, sweet potato casserole, oatmeal muesli, and oatmeal chocolate chip pancakes. 17 minutes

KNIVES - Knives are a chef's best friend and an art tool - if you know how to use them properly. In this film, students will learn how to handle knives of all sizes as Chef Jon demonstrates a small paring knife to a large cleaver. Safety and knife handling tips are also covered. Get an "edge" in the kitchen! 17 minutes

SALADS - Chef Jon works his creative magic with healthy, well-presented salads. With more than 20 years of experience, his wisdom comes to life as he demonstrates and discusses salad-making techniques, nutrition information and fun facts. He keys in on green, fajita, horiatiki, tabouli, fruit and pasta salads.



equipment. He demonstrates basic decorating techniques including star, rosette, sweet pea, rose, stems, writing, and leaves. 20 minutes

BREAKFAST - Chef Jon's favorite meal is breakfast! In this engaging video, he demonstrates techniques, discusses nutrition, and shares fun breakfast facts. Watch as he prepares smoothies, scrambled and fried eggs, omelets, French toast, pancakes, and breakfast burritos.

YEAST - "Knead" or want to learn the know-how of bread making? Discover the skills and taste the rewards of making yeast breads in this film! Chef Jonathan Locke demonstrates the fundamental basics of the art and food science of yeast breads. Viewers will learn measuring and mixing techniques as well as what it takes to transform ingredients into a finished loaf of bread. 24 minutes



MUFFINS - Chef Jonathan Locke knows that muffins are easy and FUN to make! Watch as he demonstrates how to make healthy, tasty muffins in just a few minutes.

Viewers will learn ingredients, yummy "stir-ins", and proper mixing and baking techniques for a variety of great-tasting muffins. 17 minutes

FOOD SAFETY - Clean, separate, cook, chill - the key processes to keep food safe! With more than 20 years of kitchen experience, Chef Jon shares his extensive knowledge of safe food preparation, food-borne illness, clean-up and storage. This comprehensive video is an essential component of any food-teaching program. 16 minutes

DVD Series #12140 Nine programs on 2 DVDs \$359.95 (or each program separately for \$49.95) *CC



BETTER BREAD PROFESSIONAL SERIES I

Chef Ciril Hitz brings a unique expertise to the field of artisan and decorative breads. With a professional background in design as well as baking and pastry, Chef Hitz has earned national and international recognition for his exquisitely crafted breads. This excellent series - geared towards the hospitality industry and professional baker - consists of four programs:

BAGUETTE TO PRETZEL (Disc 1)

Chef Hitz simplifies the basic fundamentals of bread baking to create a well-rounded bread basket for service. Through clear, step by step instruction, he covers simple fermentations, such as sponges, poolishes, bigas and straight dough fermentation techniques. By simplifying the number of doughs and maximizing their versatility, you will learn to efficiently create a multitude of products, including variations on: Baguettes; Challah; Pretzels; Focaccia; Whole Wheat Breads; and, Bagels. 113 minutes

LAMINATED AND SWEET DOUGHS (Disc 2)

Chef Hitz simplifies the process of making laminated dough products. Through clear, step by step instruction, Chef Hitz teaches about the different techniques utilized in producing a variety of sweet and savory laminated products suitable for the breakfast table or luncheon buffet, including: Croissants; Whole Wheat Variations; Sweet Dough Russian Braid; Danishes; and, Savory-filled Variations. 80 minutes

ENRICHED DOUGHS (Disc 3)

Chef Hitz simplifies the making of enriched dough products to help you create more variety in your product line. He covers proper mixing techniques, biga and poolish pre-ferments, and cold fermentation techniques. Chef Hitz also expands the scope of these enriched dough products through the easy addition of different ingredients and spices. Products cover in this DVD include: Stollen; Traditional Brioche; Strawberry Almond Brioche; Rosemary Raisin Suns; Panettone; Gibassier; and, Pumpkin Brioche. 66 minutes

QUICK BREADS (Disc 4)

Chef Hitz shows you how to increase the variety in your product line through the use of simple quick breads. From the fundamental mixing methods of creaming and blending to the finishing touches on scones, biscuits and breads, this disc covers all aspects of creating a variety of quick breads, including: Tyrolean Chocolate Cake; Banana Bread; Scones; Swiss Carrot Cake; Zucchini Bread; and, Biscuits. 33 minutes

**DVD Series #12144 Four programs, 2006
Each program \$39.95 or Series \$139.95**

CAKE DECORATING - Beautify your cakes with direction from Chef Rick Forpahl, an experienced cake decorator. Learn proper hand techniques and how to use tools and



New! BETTER BREAD PROFESSIONAL SERIES II

Four new additions to the BETTER BREAD SERIES!! These baking tutorials continue to deliver the same high-quality educational material established in the first four programs in the series. These programs provide professional bakers and home baking enthusiasts the opportunity to learn new skills and techniques in the privacy of their own home or bakeshop as their schedule allows.

SHAPING BREAD:

Creating Variety Through Form

Chef Cyril Hitz illustrates how to easily expand the visual variety of an existing bread line through the use of simple and decorative shaping techniques. Using one basic lean dough formula, Chef Hitz demonstrates over 30 new variations to add to your bread-shaping repertoire. From easy cuts and twists to more elaborate appliqués, these



techniques will create new interest and variety in your breads while allowing them to retain the unique flavors of your own personal formulas. Included are variations of baguettes, round loaves, oval loaves, crowns, folded breads, and rolls. 54 minutes

SOURDOUGH BREADS I

Chef Cyril Hitz begins the journey in exploring the complex world of sourdough breads. Through clear, step-by-step instruction, Chef Hitz introduces the basic principles of working with sourdoughs, from starting and managing your own culture to understanding the role fermentation plays in developing

the unique flavor profiles characteristic of sourdough breads. Topics and formulas include: Starting a sourdough culture; Maintaining a sourdough culture; Understanding fermentation and flavor; Sourdough Miche; Pumpkin Sourdough Bread; and, Olive Sourdough Bread. 69 minutes

SOURDOUGH BREADS II

Chef Cyril Hitz continues the journey into exploring the world of sourdough breads. Expanding on the information introduced in Sourdough Breads I, this disc focuses on the combinations of different flours (including rye and whole wheat) and the addition of other ingredients such as nuts, seeds, and fruit to increase the scope of your sourdough repertoire. Topics and formulas include: Walnut Raisin; Classic Sourdough; Chocolate Cherry Sour; Light Rye; Country Sour; Toasted Hazelnut; Harvest Loaf; Blue Cheese Walnut; and, 100% Rye. 71 minutes

WOOD-FIRED BAKING AND CUISINE

Chef Cyril Hitz demystifies the process of utilizing a wood-fired oven as he demonstrates a modern approach to this ancient method of baking and cooking. This program details the basics of working with a wood-fired oven, inspires confidence, and provides helpful tips and techniques to the novice and experienced baker alike. Topics and formulas include: Miche; Hazelnut Sourdough; Focaccia; Pizza; Brioche; Pain de Mie; Linzer Tart; Lasagna; Pizza Toppings; Roasting Vegetables; and, Roasting Meats. 92 minutes

DVD Series #12154 Four programs, 2008
\$39.95 each or Series \$139.95

BREAD ART PROFESSIONAL SERIES

Chef Cyril Hitz brings a unique expertise to the field of artisan and decorative breads. With a professional background in design as well as baking and pastry, Chef Hitz has earned national and international recognition for his exquisitely crafted breads.

YEASTED DOUGH TECHNIQUES

For those wanting to use yeasted decorative breads to enhance a buffet or create an eye-catching window display. Chef Hitz teaches about basic tools, equipment, and mixing techniques necessary to successfully make the doughs and create the following projects: 2 to 6 strand braided breads; Basketweave centerpiece, part 1; Personalized flour-dusted logo; Checkerboard centerpiece, part 1; Wine bottle centerpiece; Valentine Heart, part 1; and, Round Display.

***Bonus Material includes Baguettes and Miché French Country style bread. 80 minutes**

NON-YEASTED DOUGH TECHNIQUES

In this second disc in the BreadArt series geared toward the professional baker/pastry, the focus will be on utilizing non-yeasted decorative breads to further enhance the yeasted decorative bread

techniques covered in Disc 1 of the series. Chef Hitz teaches about basic tools, equipment, and mixing techniques necessary to successfully make the doughs and create the following projects: Marbleizing techniques; Baking on simple 3-D forms; Valentine Heart, part 2; Silkscreen techniques; Building a small show-



piece; Basketweave centerpiece, part 2; Gluing techniques; Autumn centerpiece; Checkerboard centerpiece, part 2; Preservation techniques; Festive seasonal ornaments; and, Easter Display, part 2.

***Bonus Material includes Totally-toasted Hazelnut Bread and Focaccia. 115 minutes**



BUILDING A COMPETITION PIECE

Disc 3 of the BreadArt series is geared toward the professional baker/pastry chef wanting to take the decorative bread techniques presented in Discs 1 and 2 to the competition level. Chef Hitz teaches about advanced tools and

equipment, as well as how to design and execute a visually stunning showpiece. Topic covered in this disc include: Advanced marbleizing techniques; Design elements and flow; Working with specialty molds; Combining yeasted and non-yeasted elements; Calculated risk taking; and, Practical tips on preparing for competition.

***Bonus Material includes Laminating doughs and Pumpkin Bread. 85 minutes**

DVD Series #12145 Three programs 2005
\$65 each or Series \$155

New! REAL FOOD: The Cost of Convenience

What do you buy most in a supermarket? Hint: It's not food. Most of your dollars are spent for slicing, dicing, portioning, and packaging. In short, you pay for convenience. But are those few saved moments worth the cost? This program illustrates how much we pay - in dollars and nutrition - when we buy processed foods. Using compelling and memorable examples, viewers will learn how buying local products, fresh ingredients, and raw foods will impact their health as well as their wallets.

DVD #11965 24 minutes, 2008 \$99

Includes Guide *CC

KITCHEN AND FOOD SAFETY SERIES

Protect your students from eating-related injuries and illnesses with these award-winning programs!

This series is filled with easy-to-remember guidelines and tips, simple but powerful reminders, lots of onscreen graphics, and sensible explanations by authorities on food handling, food-related illness, and kitchen safety.

The three programs are:

FOOD SAFETY - how to shop for the freshest foods, store them wisely, and prepare them correctly

FOOD BORNE ILLNESS - describes common-and serious-food-borne illnesses, how they're spread, and how they can be prevented through careful food handling and proper food preparation

KITCHEN SAFETY - using examples and what-if situations, this program explains how to safely use and store knives; how to operate small appliances and the stove without accidents; how to prevent bruises, shocks, and burns; and how to put out a fire (and when to simply evacuate and call 911!).

DVD #9920 Three 17-24 minute programs, 2006 \$79.95 each or Series \$189.95

***Includes viewable/printable teacher's guides *CC**

***KITCHEN SAFETY POSTERS** - handsomely designed set of ten 17" x 22" laminated - uses attention-grabbing phrases, informative text, and beautiful illustrations and photographs to teach important aspects of kitchen safety.

#4030-S \$69.95



COLAMECO'S KITCHEN SURVIVAL GUIDE

Combining humor, enthusiasm, and a down-to-earth attitude, cooking expert Mike Colameco is the ideal mentor for students who want to empower themselves in the kitchen. In this three-part series, the creator and host of PBS's Colameco's Food Show explains how to shop for groceries, store food, prepare ingredients, keep the kitchen clean and safe, and develop basic kitchen skills and techniques. Mike also presents

some accessible recipes for students to try, with hands-on demonstrations that help build cooking confidence.

The three programs are:

LOST IN THE SUPERMARKET - with a well-organized shopping list, Mike walks viewers through the aisles of a grocery store, teaching students how to compare prices, find bargains, read nutrition labels, and determine the proper quantity to buy so as to avoid waste.

WELCOME TO THE KITCHEN - Mike illustrates smart cleaning and storage methods and their importance in cooking. Mike provides essential facts on food-borne illnesses, as well as the correct use of knives, food processors, and cutting boards.



and guides viewers through the creation of two nutritious, tasty meals.

DVD #11210 Three 23-26 minute programs, 2007 \$79.95 each or Series \$189.95

***Includes Guides *CC**

New! MEALS IN MINUTES SERIES

Join comedian Stevie Ray in this series of four programs as he uses humor to educate on the following topics:

EASY STIR-FRY - Stevie Ray walks viewers step-by-step through the basics of stir-fry cooking. Learn about the essentials including the history, the wok, what utensils to use, how to prepare rice, and more!

In a matter of minutes, Stevie prepares a simple and delicious chicken stir-fry.
19 minutes



VEGETARIAN - Vegetarianism is more than just not eating meat - it's about smart eating. The key is to eat a varied, balanced diet of fruits, vegetables, and whole grains.

Watch as Uncle Stevie helps his nephew prepare a simple meat-free meal of black bean chili and cornbread.

Includes: Reasons for becoming a vegetarian; Types of vegetarians; Meatless meal ideas; Important information on complementary proteins; and, Key nutrients for vegetarians. 16 minutes

MEAL PLANNING - Ever wonder what's for dinner? Simplify your life by planning meals ahead of time. Follow comedian Stevie Ray as he explains the steps of meal planning while he prepares a simple chicken noodle soup from leftovers. Learn the basics of meal planning: Steps of Meal Planning; Ingredients and coupons; Nutrition and presentation; Shopping plan; and, Meal serving styles. 16 minutes

KITCHEN AND FOOD SAFETY - Keep yourself safe in the kitchen! Learn the difference between safe and dangerous safety practices in the kitchen as "DO Stevie" and "DON'T Stevie" prepare food simultaneously. An engaging SILENT, split screen format allows viewers to study right and wrong methods.

Topics covered include: Hand washing; Knife safety; Cross-contamination; Burns and cuts; Food storage. And more! All these illustrated through the step-by-step preparation of apple crisp, spaghetti and salad. 18 minutes

DVD Series #12210 Four programs, 2008 \$49.95 each or Series \$179.95

***Includes Guides *CC**



SCHOOL LUNCH MAKEOVERS WITH CHEF SETH!

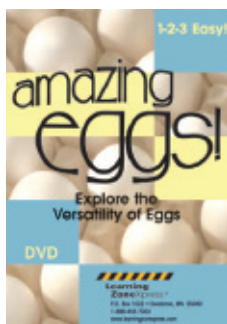
Chef-inspired, kid-tested entrees and sides make meal planning a snap! Join Chef Seth Bixby Daugherty as he creates eight quick and easy, delicious and nutritious entrees and sides perfect for your school foodservice.

Features cost-conscious ingredients to meet nutrition standards. Vegetables, whole grains, and lower fat protein sources are incorporated and prepared with flavorful, cost-effective, and creative ingredients.

Includes:

- DVD packed with interviews, customer feedback, and case studies.
- Recipes for eight menu ideas. (Provided in both scaled-down home-size versions and recipes expanded to 50 servings)

DVD #12219 2008 \$99.95



AMAZING EGGS!

Get the facts on the amazing egg! Learn about size, grade, color, storage, cooking temperatures, and nutrition. Explore the versatility of eggs, various ways to prepare them and how they contribute to

the preparation of other foods. Egg recipes are included and demonstrated by comedian Stevie Ray.

DVD #12218 20 minutes 2008 \$49.95

Grades 10 to Adult *CC

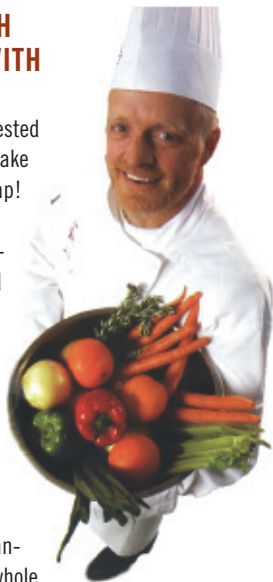
BASICS: FRUITS AND VEGETABLES

Fruits and vegetables are an essential part of a healthy diet. In this video, Chef Paulette Mitchell discusses the variety of fruits and vegetables available while demonstrating preparation and cooking methods. Chef Paulette also demonstrates easy and delicious recipes including fruit kabobs, fruit smoothies, fruit ices, vegetable pizza and a veggie tortilla roll-up.

***Includes Recipes and Teaching Materials**

DVD #12221 16 minutes 2008 \$49.95

Grades 7 to Adult *CC



ELEMENTS OF HUMAN NUTRITION SERIES

Six new and fully revised programs exploring the science and nutritional elements of food, their role in the human body, and their impact on our health.



CARBS

What are carbohydrates, and why do we need them? Learn how our bodies use carbs, how many we should eat each day, and which foods are healthier choices for carbs than others. Begin to understand

the role of glucose, fructose, sucrose, lactose and other sugars in the diet. Learn why people who go on carb-reducing diets lose weight and why carbohydrates are a more efficient fuel than protein.

Also, get important facts about blood sugar, insulin, diabetes, and the glycemic index. 21 minutes



FATS

We often think of fat as harmful, but it is actually very important to the body. It is equally important to learn the effects of fats on the body in order to maintain a healthy diet and lifestyle. Why is fat

so important to a person's diet? Is all fat bad? Discover the importance of lipids to good nutrition, the differences between various kinds of fat, and how fats relate to vitamins, hormones, energy, and our nervous system. Understand the consequences of consuming certain foods, and how to maintain a healthy, balanced diet. 22 minutes



PROTEIN

The word "protein" comes from a Greek word that means "of prime importance." Proteins help us see, contract our muscles, and clot blood. Our organs and immune system are made up of mostly protein.

Learn what a protein is and the foods that provide it, how our bodies process protein, the difference between high and low quality proteins, and the recommended intakes of this essential nutrient. Learn what the best dietary sources of protein are and how our bodies use amino acids. 21 minutes



MINERALS

Minerals are more than squares on the periodic table; they're crucial to our health. Learn the names and functions of minerals, and which foods are the best sources to ensure proper nutrition.

Understand the differences between vitamins and minerals, and what defines a mineral as "major" or "trace." Also, see how minerals behave in our bodies once we ingest them, as well as how they react with each other in many vital bodily functions. 28 minutes



VITAMINS

Do you hear the word "vitamins" and envision pills? In fact, our main source of vitamins is the food that we eat. This video teaches the basics about these essentials to human nutrition. Learn what vita-

mins are, and how they keep us healthy. Get tips on the best ways to get all the vitamins you need. Explore the latest research about the dangers of "overdosing" on vitamins. Understand the signs of a vitamin shortage in your body. Discover whether vitamins can stop cancer, slow aging, or boost energy. And learn if we should take vitamins to counter stress, illness, or that "run down" feeling. 21 minutes



WATER

Learn what water does for the body, from cell structure and joint lubrication to body temperature regulation and vitamin dissolution. Understand potential problems, such as what dehydration is and can do,

and what water contamination means to third world countries and disaster areas. Learn what concerns surround water alternatives like energy drinks and sodas. Get recommendations for water intake daily and during exercise, where we get our water, and health regulations for purity, filtrations and additives. 21 minutes

DVD #12225 Six programs 2008

\$99 each or Series \$494

Includes Guides *CC

*****Two new great programs on teen nutrition featuring the Food Guide Pyramid !!!!**



BREAKFAST BECAUSE!

Explore why breakfast is so important! Engaging and creatively written, this video emphasizes the benefits of breakfast for great physical and mental performance. Chaptered into units appropriate for all ages. Includes segments on breakfast facts, how body parts come alive with the need for breakfast, great breakfast ideas, how to read the nutrition label, and more.

Grades 6 to Adult, Teaching materials included, Closed Captioned

**DVD #12206 20 minutes
2008 \$99.95**

TEEN NUTRITION: What's the Big Debate?

There's no debate that healthy eating is good for you, but too often, teens don't make smart choices when it comes to food and activity. Two high school classmates prepare for a debate on healthy eating, a nutritionist gives advice, and student interviews give a "real life" view of eating habits.

From them viewers learn:

- The F-A-T-S method of eating and activity
- The P-L-A-N method of changing bad eating/activity habits
- Why the Food Guide Pyramid matters
- How to use a hunger scale to control eating
- How reading food labels can help teens make good choices

Grades 5 to Adult, Teaching Materials Included, Closed Captioned

DVD #11147 25 minutes 2008 \$79.95



**Best Sellers!!!!
PORTION
SIZE ME and
PORTION
SIZE ME TOO!**

"Portion size is the key to the obesity epidemic" says James Painter, chair of Eastern Illinois University's

School of Family and Consumer Sciences. He believes that healthy choices can be found in every fast-food restaurant. To prove his point, he follows two graduate students - 254 pound Aaron and 111-pound Ellen - who ate portions suitable to their body types for a month. They could choose only foods from 10 fast-food restaurants and gas stations. Result? Both ended up LOSING weight and LOWERING their cholesterol. Viewers will learn how Aaron and Ellen did it, comparing calories, portion sizes, extras and thinking "outside the bun" for healthier choices.

***Includes Fabulous Teaching Materials
DVD #4780 Two Programs 25 minutes
2006 \$99.95 *CC**

SNACK ATTACK

We're surrounded by processed snack foods - and they taste so good! It's a shame they're just not good for us. Filmed at a high school that has implemented a healthy food vending program, this video explains why "junk food" is fittingly named and shows students how to balance their diets

with nutritious snack alternatives. Information on obesity and other serious health problems is presented, with thorough coverage of the evils of trans fats and bad cholesterol. Viewers will also learn about the building blocks of healthy nutrition, how to make sense of food labels, and how www.mypyramid.gov can be used to plan a healthy snack counterattack. Onscreen quizzes keep the experience interactive.

***A viewable/printable instructor's guide is available online.**

DVD #11729 22 minutes 2006 \$69.95



SNACK SMARTS

"Snacks rule," says Ricardo, an enthusiastic high school student whose four food groups are sweet, crunchy, salty, and cold. When he and his friend Lynette take

a trip to the grocery store, they're able to find munchies that fill all four categories - as well as some important health requirements. Viewers will learn how to choose foods and drinks that help them get enough water, fiber, calcium, and other vitamins and nutrients that contribute towards feeling, looking, and smelling good. The 12-page teacher's guide includes a video worksheet, a food labels exercise, handouts on beverages and snacking rules, and fat and calories worksheets.

**DVD #11621 18 minutes 2006
\$79.95 *CC**

**OBSIDITY IN
A BOTTLE:
Understanding
Liquid Calories
and Nutrition**

What type of beverage do you reach for when you're with friends? The choices you make have the potential to greatly affect your health - for better or for worse. This educational video uses a fast-paced, teen-friendly format to address the growing national obesity problem and how beverages are a factor. Topics covered include the effect of beverages on weight gain, beverage size, the dangers of both regular and diet sodas, a comparison of sports and energy drinks, a nutritional breakdown of other popular beverages, and the benefits of drinking water. Encourage your students to make healthy choices that will help them feel and look great with this up-to-date, entertaining video on beverages. This video includes lots of facts and figures and is content-rich to impress young adults on the best beverages.

***Includes Teaching Materials
DVD #11257 21 minutes 2007 \$79.95 *CC**

**EAT TO WIN! Nutrition for Athletes
*Telly Award Winner!**

Your body can't help you compete if you don't help by eating a balanced diet. Encourage students to understand and make healthy food choices that will enable them to be at their best in sports competitions and in every day life. Nutrient myths, what to eat and when, and necessary energy sources are all covered in this fast-paced, motivating video.

***Teaching Materials Included
#11146 20 minutes 2006 \$79.95 *CC**

