



Alaska Seafood COOK IT FROZEN!® Demo Set-Up Checklist

Use this checklist to ensure a successful Wild Alaska Seafood COOK IT FROZEN! in-store demonstration.

- Small, sturdy table
- Vinyl tablecloth
- Cordless UL listed/approved butane burner, induction burner or electric skillet
- Nonstick sauté pan with tight-fitting skillet or gill pan and lid
- Hat or hairnet – check for local health regulations
- Apron
- Spatula
- Tongs
- Medium size knife, sharp
- Vegetable oil (olive, canola, grapeseed or peanut oil. Never use butter or margarine as it will burn at high heat)
- Pastry brush
- Spice blend – any commercial blend is fine
- Wastepaper basket
- Paper towels
- For a 3-hour demo, keep 5-6 lbs of frozen Alaska Seafood portions on hand (frozen portions typically come 2 per pack). You might want to cook one fillet at a time to keep demo personnel busy at the demo table at all times.
- Alaska Seafood COOK IT FROZEN! tearoff recipe pads for handing out to consumers (one sheet per customer). Call 800-478-2903 to order. Please give us a minimum of two weeks notice prior to your demo date.

For Serving:

- Paper plates (appetizer size) or paper portion cups
- Toothpicks or plastic forks

For Finishing Sauce (optional):

- White wine or chicken broth
- Butter