

ANNUAL  
**MEAT** 2019  
CONFERENCE



March 3-5, 2019 | Hilton Anatole | Dallas, TX



FOUNDATION FOR  
MEAT & POULTRY  
RESEARCH & EDUCATION

[www.meatconference.com](http://www.meatconference.com)



# Trends in Cooking Technology: What's Hot and What's Next?

Shari Steinbach, MS RDN  
Owner, Shari Steinbach & Associates, LLC

Sponsored by:



[www.meatconference.com](http://www.meatconference.com)



## Disclosures:

### Consultant

- National Onion Association
- Food Marketing Institute
- Retail Dietitian Business Alliance
- Can Manufacturers Institute
- United Dairy Industry of Michigan

### Board Member/Advisory Panel:

- National Cattlemen's Beef Association  
Beef Expert Bureau



[www.meatconference.com](http://www.meatconference.com)



## Outline:

1. **Consumer eating trends impacting food preparation.**
2. **Review new cooking technologies.**
3. **Take a glimpse into the future of cooking technology.**
4. **Discuss examples of engaging shoppers with educational selling.**





## Consumer Trends:

- Health and wellness is an important value in food purchase decisions.<sup>1</sup>
- Consumers lack confidence in selecting and preparing a variety of meat and poultry products.
- Options for preparing food is evolving along with technology.
- Convenience remains an important consideration for meals.
- Eating dinners together at home is a priority but fail to occur 50% of the time.<sup>2</sup>



Sources:

1. Deloitte Food Value Equation Survey 2015, Deloitte Analysis, Deloitte Industry Executive Interviews 2015
2. U.S. Grocery Shopper Trends 2017, Food Marketing Institute (FMI). 2017.



## Cooking Technology Overview:

Appliance	Speed of Cooking	Countertop Size	Cost	Healthy Options	Ease of Cleaning	Method of Cooking Best Uses
<b>Instant Pot</b>	Fast or slow	Moderate	\$75-\$125	Yes	Fair	-Electric Pressure Cooker -Braising, soups, BBQ
<b>Sous Vide</b>	Slow	Depends on container used	\$100-\$160	Yes	Good	-Precision time/temperature -"Under Vacuum" -Most meats/poultry
<b>Air Fryer</b>	Fast	Small to large	\$50 and up	Yes	Good	-Small convection oven -Most meats/poultry -Provides crisping w/o fat
<b>Ninja Foodi</b>	Fast or slow	Large	\$200-\$250	Yes	Fair	-Pressure cooker -Air fryer (crisping lid) -Bake, broil, roast



## Cooking Technology to the Rescue!

### Instant Pot

#### Process:

- An electric pressure cooker (can slow cook also)
- Water can boil at up to 120°C
- Outer pot, the inner pot, and the cover work together

#### Benefits:

- Reduce cooking time & energy usage by up to 70%
- Retains nutrients
- Preserve foods appearance and taste
- Creates tender meat/poultry







## Instant Pot - Best Uses:

**Poultry** - Braised dishes, stews and soups, curries and barbecue.

**Pork, Beef, Lamb and other Meats** - Braised meats, especially tougher cuts; meats benefit from an initial browning before the liquid is added to the pot.

### **What not to cook -**

Crunchy, browned food (fried chicken)

Quick Sautéed (small pieces of meat)


Steaks - save for the grill







## Recipe Example: Classic Corned Beef with Cabbage & Potatoes

- 1 boneless Corned Beef Brisket (2-1/2 - 3-1/2 pounds)
  - ½ cup water
  - 1 medium head cabbage (about 2 pounds), cut into wedges
  - 8 ounces Yukon Gold potatoes, cut into 8 wedges
  - 8 ounces carrots, cut into 1-inch pieces
  - 2 tablespoons butter, melted
  - 1/2 teaspoon salt and pepper
- 
- Source: [BeefItsWhatsForDinner.com](http://BeefItsWhatsForDinner.com)
- Place Corned Beef Brisket and 1/2 cup water in pressure cooker. If seasoning packet is included with corned beef brisket, pour it over the beef brisket after water is added.
  - Close and lock pressure cooker lid. Use beef, stew or high-pressure setting on pressure cooker; program 70 minutes on pressure cooker timer. Use quick-release feature to release pressure; carefully remove lid. Remove beef; keep warm. Add potatoes, carrots and cabbage to pressure cooker. Close and lock pressure cooker lid. Use beef, stew or high-pressure setting on pressure cooker; program 3 minutes on pressure cooker timer.
  - Remove fat from brisket, if desired. Carve brisket into thin slices across the grain. Combine butter, salt and pepper in small bowl. Drizzle over vegetables. Serve brisket with vegetables.



## Sous Vide - “under vaccum”

### Process:

- Attach cooker to a pot of water and set the time and temperature.
- Put food in a sealable bag and clip it to the side of the pot.
- Finish by searing, grilling, or broiling the food.

### Benefits:

- Consistency - Precise temperature and time provides very consistent results (confidence!)
- Taste - Food cooks in its juices - moist, juicy and tender – same as braising
- Prevents moisture loss







## Sous Vide - Best Uses:

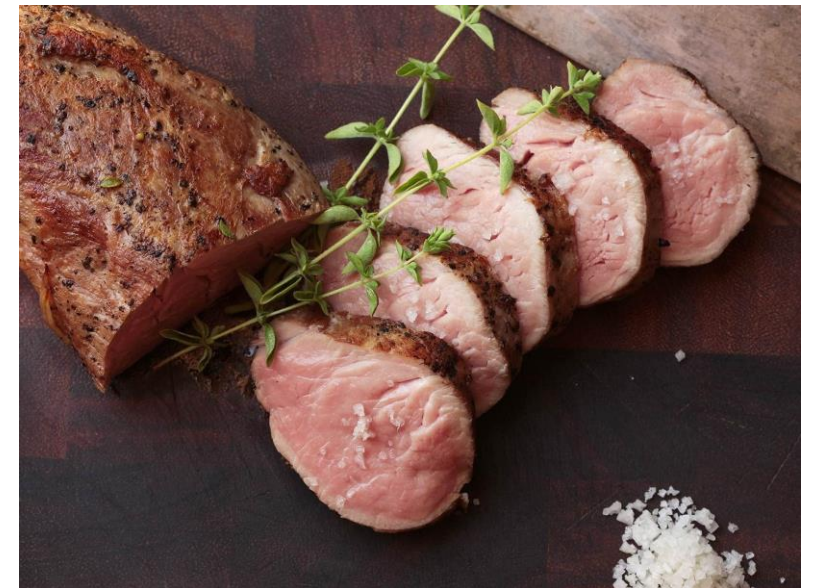
### Why Sous Vide is Ideal for Cooking Meat

- Sous vide provides precision and prevents moisture loss
- Enzymatic action gives meat an incredibly tender texture
- Great for consumer meal prep (convenience!)

**Poultry** - Breasts and thighs

**Pork, Beef, Lamb and other Meats** - Most cuts do well including pork chops and tenderloin, steaks, roasts, ribs

**What not to cook** - Meat that is already mechanically tenderized

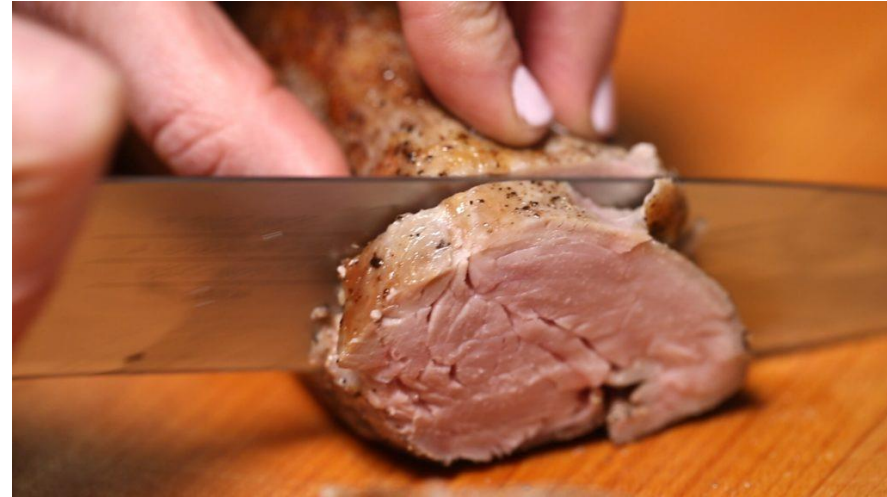




## Recipe Example: Sous Vide Pork Tenderloin

Perfectly tender pork tenderloin time after time.

- Pork tenderloin, silver skin removed
  - Kosher salt, as needed
  - Black pepper, ground, as needed
  - 2 Tbs. olive oil, divided
- 
- Remove pork tenderloin silver skin and season all sides of pork with salt and pepper
  - Place in sealable freezer bag and add 1 Tablespoon of oil
  - Place an immersion circulator in large Dutch oven or stockpot and fill with water. Set temperature to 144°F. Once water reaches 144° F, lower the bag into the pot ensuring the pork is submerged and clip to the side of the pot.
  - Let pork cook for a minimum of 90 minutes. When cooked, remove the bag from the water. Remove pork from bag and discard bag. Pat pork dry with a paper towel.
  - Heat remaining oil in large skillet over medium-high heat. Add pork and sear on all sides, about 30 seconds per side. Remove pork from skillet, set on cutting board, check for internal temperature of 145°F and let rest for three minutes.







## The Naked Truth Fully Cooked Sous Vide Chicken Breasts

- Flamed grilled
- Reclosable, stand up pouch
- Holds 6 servings
- Serve cold or hot
- Nothing artificial
- Gluten free



## Air Fryer

### Process:

- Acts like a countertop convection oven
- Top holds a heating mechanism and a fan.
- Hot air rushes down and around food placed in a fryer-style basket making food crisp

### Benefits:

- Low-fat meals
- Convenient, hands-free cooking
- Easy clean up







## Air Fryer - Best Uses:

**Poultry** – Breasts and thighs, turkey tenderloin, cutlets, whole chicken

**Pork, Beef, Lamb and other Meats** –Pork chops, steaks, burgers, meatloaf, roasts, lamb chops, meatballs

**What not to cook** - Batter-coated foods are not suitable





## Recipe Example: Turkey Breast Tenderloin

- 1 turkey breast tenderloin
  - 1/2 teaspoon thyme
  - 1/2 teaspoon black pepper
  - 1/2 teaspoon paprika
  - 1/2 teaspoon pink salt
  - 1/2 teaspoon sage
- 
- Set air fryer to 350°F.
  - Rub turkey in the mixture on herbs and spices.
  - Spray air fryer basket with any oil spray. Place your turkey into the basket and cook for 25 minutes, flipping once.







## Multi Cookers

### Ninja Foodi

The Pressure Cooker That Crisps.

- Pressure Cooker
- Air Fryer
- Slow Cooker
- Crisping Lid allows you to air fry, bake, roast, and broil.





## Speaker Skills

**Process:** A **smart speaker** is a type of wireless speaker and voice command device with an integrated virtual assistant

### Cooking Uses:

- Set a timer
- Get recipes
- Cooking suggestions for meat/poultry cuts
- Build a shopping list
- Convert units
- Wine pairings



"OK, Google, ask Anova to start cooking"

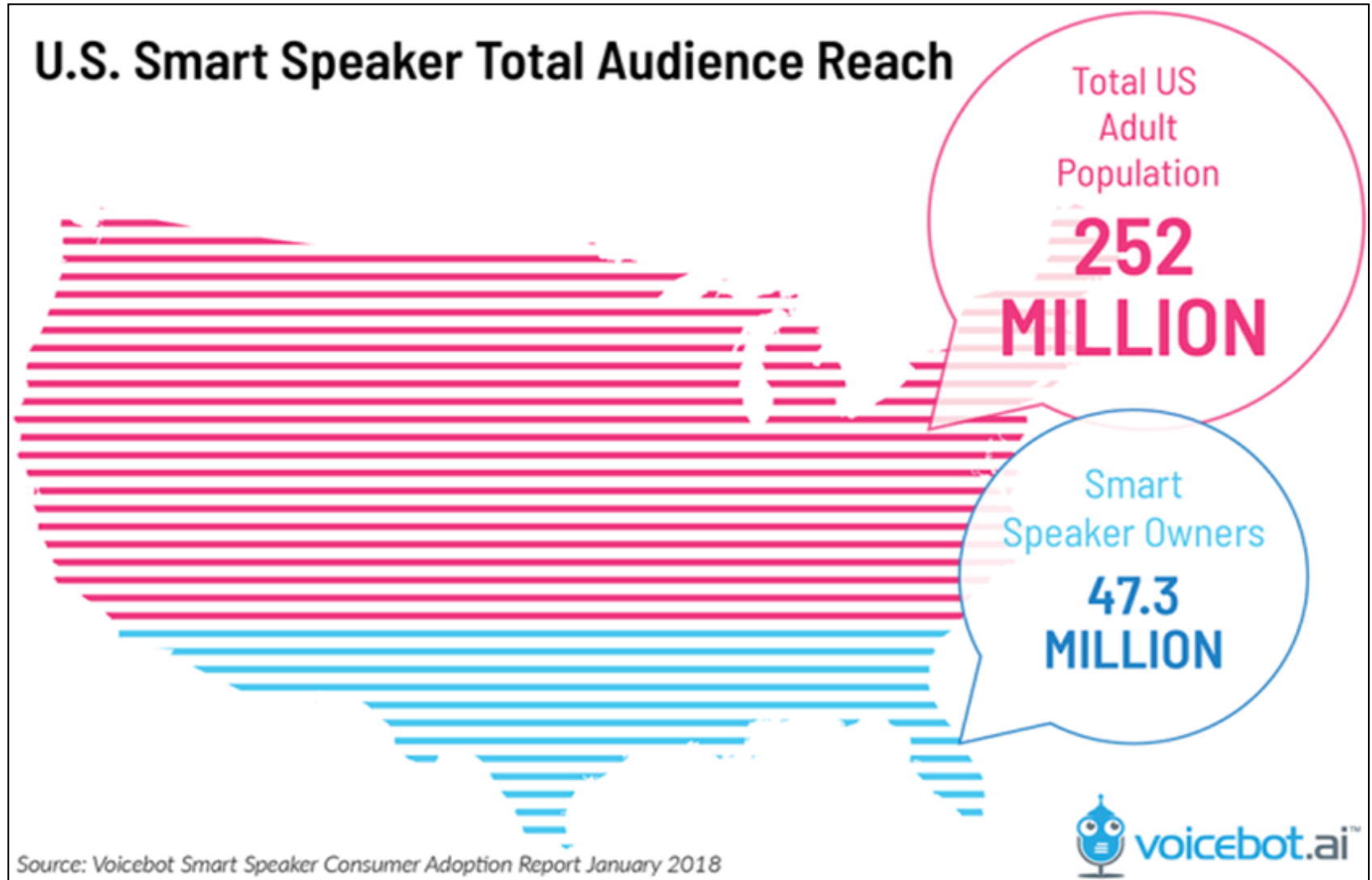
"OK, Google, tell Anova to set my cooker's temperature to 150 degrees"





ComScore estimates that more than 50% of searches will be voice-based by 2020

## U.S. Smart Speaker Total Audience Reach



Source: Voicebot Smart Speaker Consumer Adoption Report January 2018



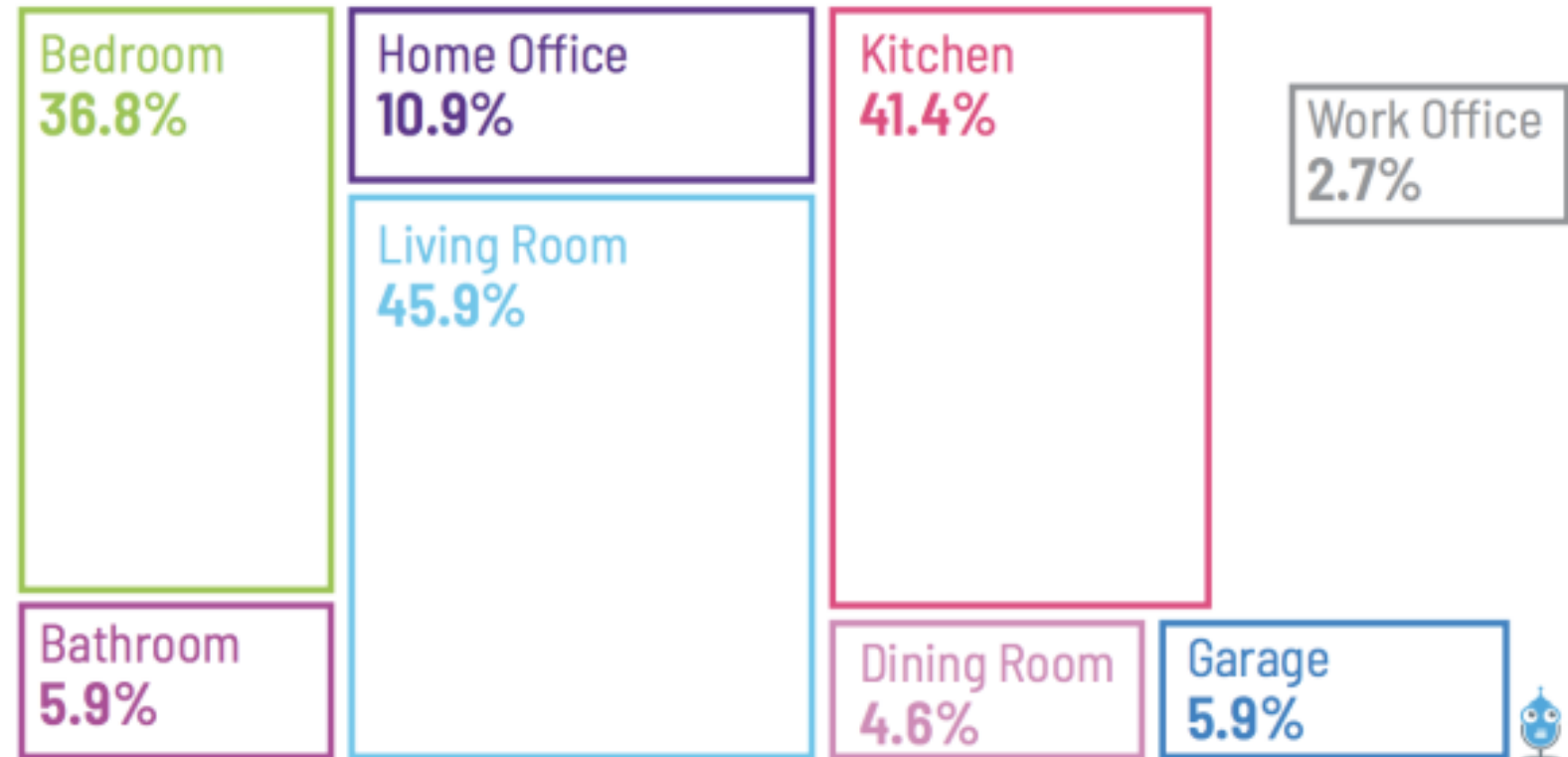
<https://www.campaignlive.co.uk/article/just-say-it-future-search-voice-personal-digital-assistants/1392459>



More than 40%  
of smart  
speaker users  
use them in  
their kitchen

Cooking skills  
are one of the  
most sought  
after skills

### Primary Household Location for Smart Speakers



Source: Voicebot Smart Speaker Consumer Adoption Report, January 2018







Meat Facts

Sous Vide  
Temperature  
Guide

5 million recipes  
with step by step  
cooking  
instructions

Grilling Guide

Meat  
Thermometer

Instant Pot

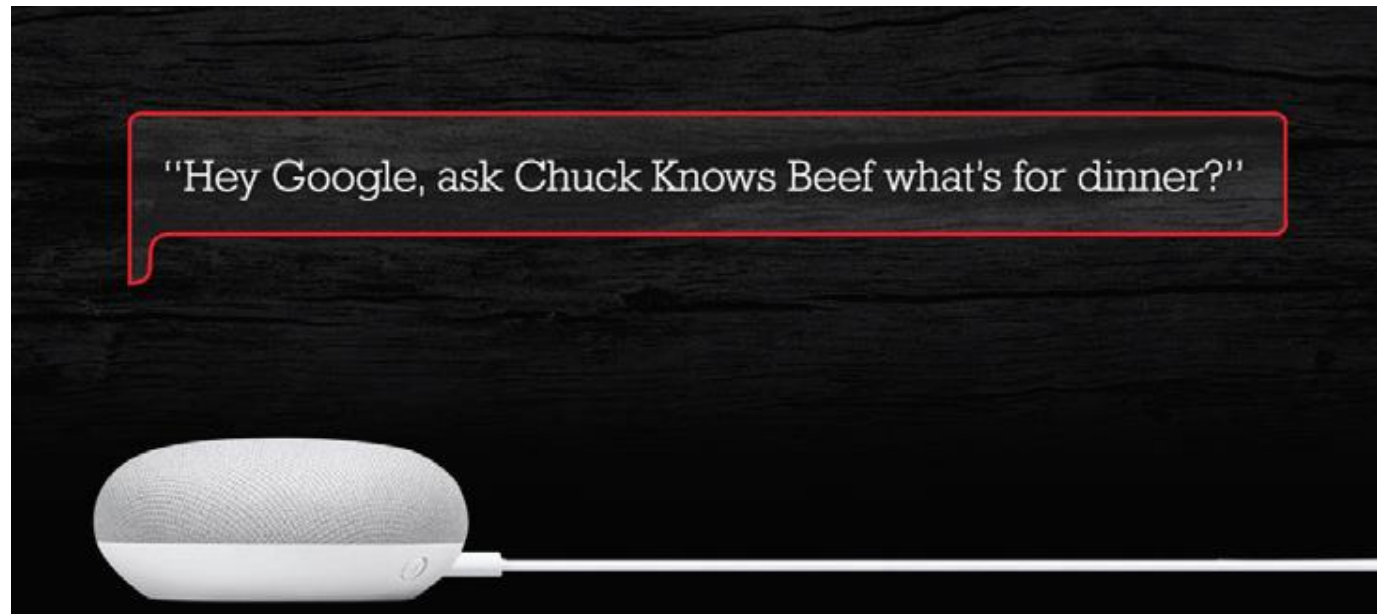
Roast Calculator

Butterball Turkey  
Talk-Line



# **CHUCK** KNOWS BEEF

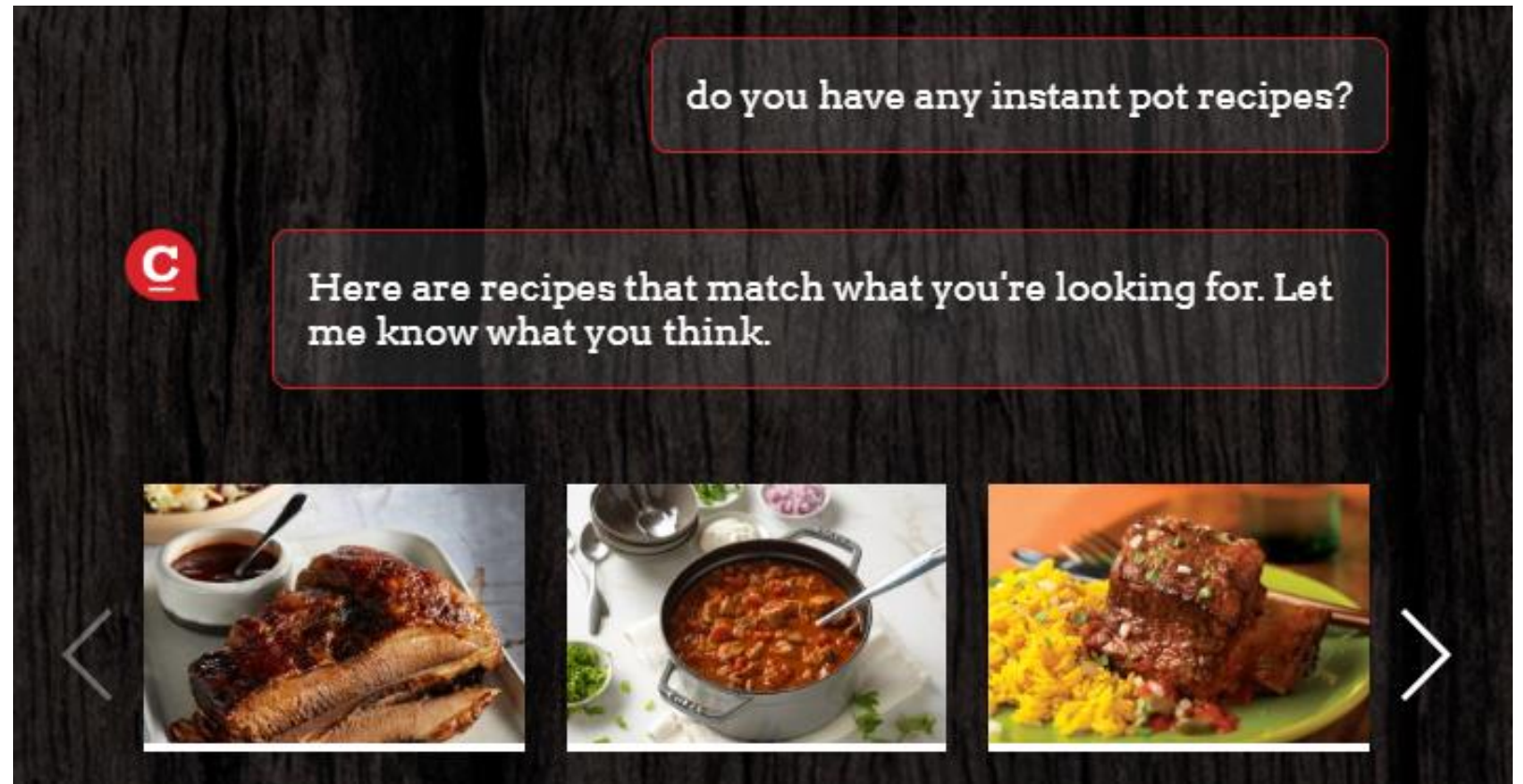
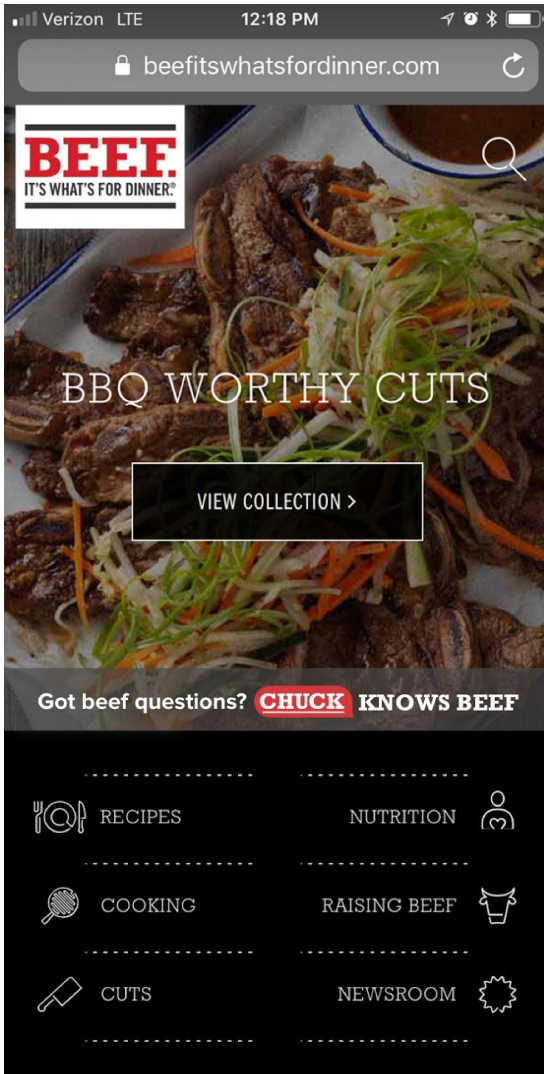
Meet Chuck, the *only* all-knowing beef expert powered by Google Artificial Intelligence. He has the know-how of a rancher, the skills of a chef ... and the sense of humor of, well ... a *dad*.







## Chuck Knows Beef – Virtual Assistant BeefItsWhatsForDinner.com Integration





## Cooking Technologies of the Future What's Next?

### KitchenAid Smart Display

- Voice activated touchscreen with Google Assistant
- Check internet and calendar
- Yummly built in – search for recipes based on your ingredients
- Cooking videos
- Water-resistant
- \$200 - \$300 – available later this year







## Whirlpool's Smart Countertop Oven identifies your food and lets you watch it cook in real time via an internal camera

- Built-in thermometer
- Google Assistant and Alexa compatibility
- Watch food cook via an app
- Available in Spring of 2019





## KitchenAid Smart In Wall Oven

- Steamer, grill, baking stone
- Touch screen display for recipes
- Integrate with Yummly connectivity for shopping lists/recipes/step by step guide

## Whirlpool Connected Wall Hub Oven – Coming

- 27-inch display panel
- Suggests recipes based on how much time you have





## E-Cooking<sup>®</sup> by IXL

- Nutri-Pulse<sup>®</sup> has three compartments. Each consists of two vertical electrodes which are connected to a high voltage pulse generator inside the apparatus.
- Better conservation of the original nutritive value and the original flavor, color, structure and taste.





## Engaging Shoppers and Driving Sales with Educational Selling

Let's think back to those consumer trends and behaviors they are trying  
to solve for...







- Confidence with selecting and preparing meat/poultry
- Healthy choices and special diet needs
- Convenience
- Family Meals ideas





## Family Meals

Educate shoppers on how to **Cook Once – Eat Twice** – via in store demo and social media.

This concept provides solutions for eating more frequent family meals – lack of new meal ideas and limited time – and cross promotes products from varying departments of the store.



=



**BBQ Pork Sandwiches**



**Pork Tenderloin & Veggie Stir Fry**

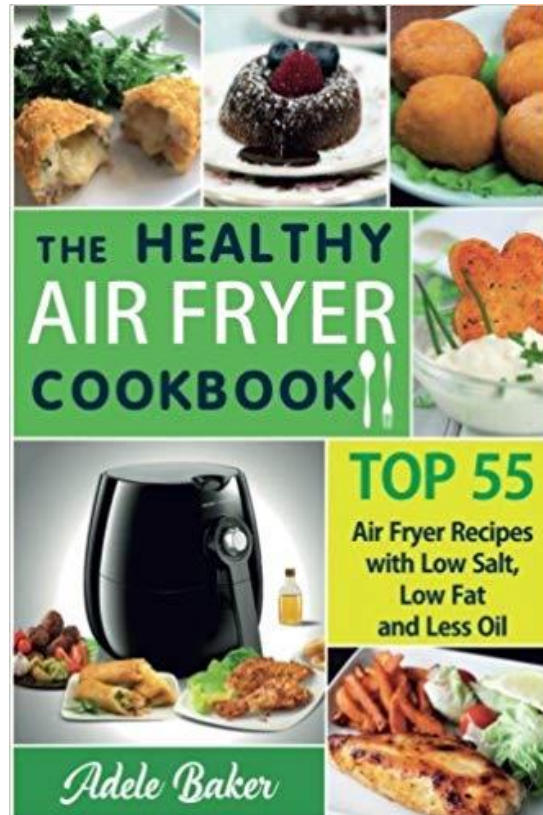
<https://www.youtube.com/watch?v=VRzMOJyTUfs>





## Heart Healthy Diet

It's important to educate shoppers on how meat and poultry can be a delicious part of a variety of healthy eating plans.





## Special Holiday Meals

An effective way to help your shoppers find healthy, seasonal meal ideas while at the same time increasing in-store sales is to create a bunker of all ingredients and tools for a holiday recipe.



=







## Partners – Helping to Drive Meat/Poultry Sales with Cooking Technology

- Registered Dietitians
- Personal Chefs
- Supplier & commodity expertise/resources
- Small appliance manufacturers





## Cooking Technology Overview:

Appliance	Speed of Cooking	Countertop Size	Cost	Healthy Options	Ease of Cleaning	Method of Cooking Best Uses
<b>Instant Pot</b>	Fast or slow	Moderate	\$75-\$125	Yes	Fair	-Electric Pressure Cooker -Braising, soups, BBQ
<b>Sous Vide</b>	Slow	Depends on container used	\$100-\$160	Yes	Good	-Precision time/temperature -"Under Vacuum" -Most meats/poultry
<b>Air Fryer</b>	Fast	Small to large	\$50 and up	Yes	Good	-Small convection oven -Most meats/poultry -Provides crisping w/o fat
<b>Ninja Foodi</b>	Fast or slow	Large	\$200-\$250	Yes	Fair	-Pressure cooker -Air fryer (crisping lid) -Bake, broil, roast



# Thank you!

Contact Information:  
[shari@sharisteinbach.com](mailto:shari@sharisteinbach.com)



FOUNDATION FOR  
MEAT & POULTRY  
RESEARCH EDUCATION

[www.meatconference.com](http://www.meatconference.com)