



## PR Sample Questions & Answers August 2015

### What can people expect to see at the show?

- At our LIVE Taste of Home Cooking School, everyone from beginners to experienced home cooks will learn something, whether that's putting a fresh spin on old favorites or a new recipe for your seasonal menu. I'll teach you weeknight meal ideas, kitchen tips and tricks, and shortcuts! You'll also get to shop vendors, receive a gift bag with goodies from our sponsors, and you may even walk away with an additional surprise gift or two!

### How long has the show been on tour?

- The LIVE Taste of Home Cooking School has a storied history. It all began in 1948 with a business venture called the "Homemaker Schools". One busy home economist loaded up her station wagon and drove across the Midwest, stopping in small-towns to conduct cooking classes. In the 1990's, the Cooking School was acquired by Taste of Home. Now, more than 60 years later, our nine culinary specialists conduct hundreds of shows across the country for audiences up to 2,500 people. Our mission remains the same, though. We share best loved recipes from one home cook to another.

### How long have you [XXX] been involved?

- This is my **XXX season/year** with the Taste of Home Cooking School. Each show brings a new experience and adventure for me, I love it! I get to meet so many new people! Keep in touch with me on my Facebook page: [www.Facebook.com/XXX](http://www.Facebook.com/XXX) or check out all our nationwide shows by visiting [www.tasteofhome.com/cookingschool](http://www.tasteofhome.com/cookingschool)

### What explains the show's popularity?

- The Cooking School brings to life what people love most about Taste of Home magazine. We are a wonderful extended family of home cooks who share favorite recipes, tips and stories. There's something so satisfying about sharing good, honest food with family and friends. That's what Taste of Home and the Cooking School are all about: real recipes from real home cooks that are guaranteed to work. Come join us! I hope to see you at the show!

### Why, in the internet age is a live cooking demonstration still relevant?

- Our LIVE Cooking School is a fun night out with family and friends that encompasses all five senses. You are a part of a room full of engaged and excited fellow home cooks. You take in the aromas of the flavorful recipes being prepared. You are a part of the experience. And you get to connect with a community of amazing home cooks just like you, who cook to love and love to cook!

**What can connecting with other home cooks do for one's time in their own kitchen?**

- Connecting with other home cooks sparks creativity in your own kitchen. You enjoy treasured traditions but are also inspired to try new tips, tricks, and flavors in the kitchen and maybe creating new traditions as well!

**How has Taste of Home evolved over the years?**

- We are constantly adding to our database of recipes, keeping in line with what's trending and most importantly listening to what our audience is looking for so we can help them evolve at home in their own kitchens! But most of all we are relevant while holding true to our roots. We will always be a brand that focuses on real recipes from real home cooks. And, we will always celebrate the faces and stories behind the recipes.

**Who will be attending your event?**

- Our LIVE Cooking School event is a great opportunity for a family outing, girl's night out, or date night! All cooking skill levels are welcome, from beginners to seasoned home cooks, as there will be something for everyone to learn!

**Is there a certain level of skill needed to participate?**

- No, our events are open to all skill levels! So whether you are a beginner just learning your way around the kitchen or a seasoned home cook who wants to perfect a new technique there is something for everyone to learn, all while meeting other people within your community who love to cook as well!

**What do you hope people will learn from your Cooking School?**

- At our LIVE Taste of Home Cooking School, we will be teaching weeknight meal ideas, kitchen tips and tricks, and shortcuts to help and encourage home cooks preparing delicious dishes for their friends and family to enjoy. So whether it's a beginner learning the basics or a seasoned home cook learning a new spin on an old favorite, we want everyone to walk away inspired!