



Summer Schedule 2008



**real cool
cooking
school**

Bekins
inc.
realcoolstore.com



The **real cool cooking school** at Bekins offers a wide variety of personalized, hands-on cooking classes designed to make you a better cook. Through a combination of practical professional advice and skill-building lessons, you will discover making beautiful, delicious food at home everyday can be a true pleasure.



By understanding the How's and Why's of how food works, you will be able to translate this knowledge into creating flavorful dishes in your own kitchen. Whether entertaining a group of friends or preparing a family meal, the skills you learn will last a lifetime.

It's Easy to Register

Any way you choose

phone: 616-842-2743

fax: 616-842-6038

website: www.realcoolstore.com

mail: 735 Washington Avenue
Grand Haven, MI 49417

All classes are taught by Chef Thomas Reinhart and are open to anyone with a passion for cooking and a desire to learn new techniques and guiding principles. From "how to boil water" beginners to seasoned professionals, The **real cool cooking school** at Bekins has something for everyone.

Use this form for mail or fax registration

Class Registration Information

Name: _____

Address: _____

email: _____

Primary Phone: _____ **Alternate Phone:** _____

Class Titles & Dates: _____

Payment Method: Check VISA MC Discover

Credit Card #: _____ **Expiration Date:** _____

Cardholder Signature: _____

Register early because class sizes are limited to provide you with the best hands-on experience. An apron will be provided for your use during class. You will receive a generous sampling portion of the dishes prepared.

Classes start promptly at the scheduled time so plan to arrive with enough time to sign in and pick up your recipe packet.

Classes must be paid in full 1 week prior to the class or your reservation will be cancelled. You may cancel your registration up to 1 week prior for an equal value class credit. No cash refunds. Cancellations within 1 week are not refundable although you may have someone take your class reservation.

Bring a Friend and Save!
All Classes Offered with
Couples and Buddies
Prices.

Basic Skills Classes

These classes teach basic cooking and prep skills. We don't prepare quite as much food as the menu focused classes and so they are priced lower.

Convection Cooking

Tuesday July 8, 2008 6 - 9 PM
FREE

For anyone who ever asked, "How do I use my convection oven?" This class has all the delicious answers. Get the most from your convection oven with this informative and yummy class!

Basic Knife Skills

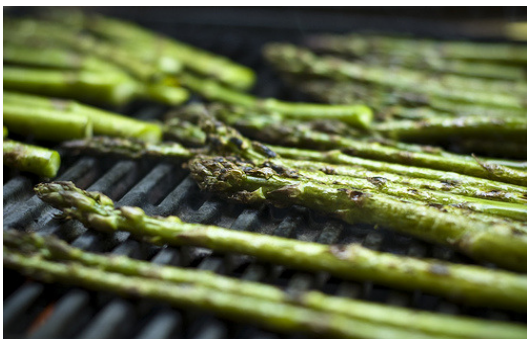
Tuesday August 26, 2008 6 - 9 PM
\$25 ea or \$45 for 2

Good knife skills are the foundation for fun and easy cooking at home. Learn about knife construction and care and the secrets of slicing and dicing like a pro!

Cooking FUNdamentals

Tuesday September 9, 2008 6 - 9 PM
\$30 ea or \$55 for 2

What does it mean to cook? Why do we cook food anyway? Explore the fundamentals of cooking methods and techniques in this fun and informative session.



Cooking Class
Certificates Make
Great Gift Ideas

Menu Focused Classes

Come hungry because we make and eat a lot of food at these ingredient intensive classes.

Grilling 101

Tuesday July 15, 2008 6 - 9 PM
\$35 ea or \$60 for 2

Looking to get more use out of your grill this summer? Looking for fresh ideas for grilled meals? This class covers grilling techniques for vegetables, chicken, and seafood items.

Summer Salads—Farmer's Market

Tuesday July 22, 2008 6 - 9 PM
\$35 ea or \$60 for 2

Summer begs for salads that use fresh seasonal produce. Perfect for summer — they require very little cooking or heating up the kitchen. We'll make salads and dressings that are hearty enough to serve as a main course.

Couples Grilling

Tuesday August 5, 2008 6 - 9 PM
\$35 ea or \$60 for 2

Grilling is a fun way to spend quality time with the one you love. With the warmer weather here, we'll turn our attention to a menu that features great grilled items and flavorful condiments.

Blueberries Wild!

Tuesday August 12, 2008 6 - 9 PM
\$35 ea or \$60 for 2

Michigan blueberries are small wonders...sweet, juicy, colorful and altogether inviting. We'll use these local marvels in a variety of sweet and savory dishes.

Tuscan Summer

Tuesday August 19, 2008 6 - 9 PM
\$35 ea or \$60 for 2

This region of Italy is blessed with natural beauty and an amazing array of food products. We'll explore the region's cuisine by making dishes that are perfect for a midday meal or light supper.

Seafood Grill

Tuesday September 16, 2008 6 - 9 PM
\$40 ea or \$70 for 2

You'll learn how to choose impeccably fresh fish, how to cook it to perfect doneness and how to use dry rubs and marinades to enhance its subtle flavor and delicate texture.

Indian Summer Feast

Tuesday September 23, 2008 6 - 9 PM
\$35 ea or \$60 for 2

Local corn and tomatoes are in season. They are sweet and delicious and can be used in a wide array of dishes. Best of all, both are well-suited to simple preparations and minimum kitchen time.

LEARN BY DOING!

Roll up your sleeves—Chef Tom believes we learn most effectively by doing. So all our cooking classes are hands-on. You will prepare the dishes during each class so you will have the confidence to then make them on your own at home.



Chef's Bio

Chef Tom serves as Corporate Chef for Bekins. He graduated from the prestigious Culinary Institute of America in Hyde Park, NY where he also worked as an Assistant Chef Instructor. His culinary expertise was honed in restaurants and hotels around the world in addition to operating several of his own businesses.

Sign up to receive our newsletter and future cooking class schedules

www.realcoolstore.com



1st Class
U.S. Postage



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We're on the Web!
www.realcoolstore.com



Cooking classes are conducted in the various live kitchen vignettes throughout the Bekins showroom. Each of these kitchens allow students to learn cooking techniques by applying hands-on learning in an environment similar to what they would find in their own home kitchens.

Bekins Launches New Culinary Services Program Opens Cooking School at Grand Haven Showroom

Bekins, home of the “real cool store” and supplier of premium home kitchen appliances for over 25 years announces new services to help make their Customers better cooks.

Bekins Culinary Services offer public and private culinary instruction in the form of regularly scheduled classes or in-home tutoring.

In addition to cooking classes, Bekins offers professional, in-home use & care instruction for the latest high-end kitchen appliances.

“Our new Culinary Program is

a great addition to Bekins. Many of our Customers love their kitchen and have appliances with tremendous capabilities. Now we can help them get everything out of that investment and learn to love using their kitchen even more!” said company president, Scott Bekins.

Chef Thomas Reinhart was brought in to develop the new services and teach the classes. He is a professionally trained chef with credentials from The Culinary Institute of America and many years of restaurant experience.

Classes at the “*real cool cooking school*” began in May with a series of basic “Cooking FUN-damentals” courses.

“We also offer Customers the option to host a class in their home as a great way to entertain their friends and learn something new and fun at the same time,” offered Chef Tom.

Bekins beautiful Grand Haven showroom is now featuring live cooking demonstrations every Saturday where Chef Tom is on hand to answer questions about food and cooking.