

## Document 1

### WHY ONLINE MASTERCLASSES WILL BE THE HOT FOOD TREND OF 2021

While virtually every other industry has been busy digitising for the last decade or more, the restaurant world remained resolutely analogue. [...] Then came Covid, and suddenly restaurateurs were forced to adapt to a terrifying new normal in which patrons were no longer allowed through the doors. [...]

One formerly niche area that's exploded in recent months is the online masterclass, with chefs now using platforms including Instagram Live to connect with their clients and offer a cooking experience without the need for a restaurant. [...]

Tom Aikens, who launched Muse in Mayfair<sup>1</sup> a few short months before the onset of Covid, is one of the big-name chefs making online learning part of his business. He has been running 45-minute to one hour classes for around five months, giving groups of around 30 guests advice on how to cook everything from beetroot Wellington to Pierre Koffmann's pig's trotters<sup>2</sup>. [...]

"Last night we did cabbage cannelloni stuffed with ricotta and cooked in a tomato sauce – the whole point is for people to do something they haven't done before and to improve their skills and creativity. [...] I want to give people a bit of an insight into how chefs cook. There are always references as to why we're doing something, how we season and prepare ingredients."

*www.cityam.com, January 2021*

1. Mayfair : an affluent area in the West End of London
2. pig's trotters : pig's feet

## Document 2



*www.explorehidden.com/event/details/virtual-cooking-class-celebrity-chef/, 2022*

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