



HUMMUS SMASH PLANNING KIT





Fun and lighthearted or a heated competition — a Hummus Smash is an opportunity for those in your community to compete head-to-head, as they whip up their best hummus recipes. Nothing brings a *kehillah* together like a big bowl of hummus.

Easy to plan, a Hummus Smash can stand on its own for a great 2018 event or can be added to another event your *kehillah* is already hosting.

This planning kit provides suggestions on getting started, but we encourage you to think outside of the box. Be creative! Along with the planning guides, in this kit you'll find a Hummus Smash, a certificate for winners and educational resources. The Jewish Federation of Greater Philadelphia is also purchasing blenders, cutting boards, knives, bowls and zesters that will be used solely for this program and are for you borrow.

For more information, contact Addie Lewis Klein at aklein@jewishphilly.org or 215.832.0828

For Kehillah Coordinators

First, gauge your partners' interest by sending an email describing the Hummus Smash and asking that Hummus Smashes be added to the agenda at your next *kehillah* meeting. At the meeting, we recommend pointing out how flexible these events can be. They could be a lighthearted opportunity for kids to have fun in the kitchen, or a serious competition for home cooks. They could be targeted to specific groups: older adults, mothers, teens, etc. A Hummus Smash could be added as a food element at another event. This could also be a fundraising opportunity, utilizing the pay-to-taste model of many chili cook-offs.

After you've heard back from interested organizations, send each one our Outline for Hosting a Hummus Smash (pages 3-4). This plan will provide them with planning ideas, templates for invitations (page 6), a certificate for the winner (page 5) and a scorecard for judging (page 4).



OUTLINE FOR HOSTING A HUMMUS SMASH

We are so excited you will be hosting a Hummus Smash at your organization! This guide includes useful tools and ideas to help run your event. Have fun!

1. Create a planning committee or select an individual to organize the event.
2. Choose a date. Sunday afternoon after Hebrew school is often convenient.

Questions to consider:

- Guest judges? Who?
 - Hummus tasting for everyone or just judges?
 - What else should we have at this event? Music? Food? Other Israel70 photo exhibits?
 - If using exhibits from the Jewish Federation, you'll need fill out the Traveling Exhibits request form on the Israel70 Partner Portal on jewishphilly.org/israel70 in order to reserve these exhibits for your location on your date.
 - Do I need a budget? If so, what are my costs?
 - Do I need sponsors?
 - Contact Addie Lewis Klein at aklein@jewishphilly.org or 215.832.0828 to reserve any blenders, cutting boards, knives, bowls and zesters you may need from the Jewish Federation.
3. Once you've decided your event details, email your organization calling for participants to compete against friends and family. Be sure to include any rules and categories (three to four categories: "best tasting," "most original recipe," "most original presentation," and, depending on the style of your event, "crowd favorite").

Questions to consider:

- Should you limit the number of cooks?
 - How much hummus should they make for tasting/judging?
 - Will you offer prizes to winners?
4. Invitation – On page 6 of this packet, there's a Hummus Smash invitation template, which is downloadable through the Israel70 Partner Portal on jewishphilly.org/israel70. Personalize the template with the event time, location and any special details.

Questions to consider:

- Do you want to include an RSVP?
 - Do you want to put judges' names on the invite? Would that draw people in?
 - Will you charge for the event?
5. Planning your event – Make a timeline and assign volunteers appropriate tasks.

Questions to consider:

- Do you need volunteers? How many?
 - Make sure you have all equipment you need for the event.
6. Day of event – Be sure to have enough people to help with setup and cleanup. After you declare a winner in each category, remember to send their names to your *kehillah* coordinator, so we can appropriately celebrate them. Take pictures and have fun!

SCORE CARD FOR HUMMUS SMASH

	Best Tasting	Most Original Recipe	Best Presentation	Crowd Favorite (optional)
Participant א				
Participant ב				
Participant ג				
Participant ד				
Participant ה				
Participant ו				
Participant ז				
Participant ח				



Jewish Federation
of Greater Philadelphia





The Jewish Federation of Greater Philadelphia

congratulates

on winning (insert award title here)

MAZEL TOV!





ISRAEL 70

SAVE THE DATE

HUMMUS SMASH

DATE, TIME AND LOCATION



HUMMUS INFORMATION AND RESOURCES

Hummus has a rich history, many health benefits, and so much more. Consider using some of these online resources in a packet for participants, on informational posters, or screening some of the videos in the background at your event. Many participants will enjoy the addition of an informational element (and learning something new, too!).

What Most People Get Wrong About Making Hummus

https://www.washingtonpost.com/lifestyle/food/what-people-get-wrong-about-making-hummus/2015/09/04/72c7c844-4dc5-11e5-902f-39e9219e574b_story.html?utm_term=.0df4f8ed1b52

12 Surprising Health Benefits of Hummus

<http://www.lifehack.org/articles/lifestyle/12-surprising-health-benefits-hummus-that-make-even-more-irreplaceable.html>

Gizzi Erskine | Wild Dish

<https://www.youtube.com/watch?v=owly0jZmZHK>

The Origins of Hummus

<https://www.youtube.com/watch?v=COu3vbSs7lo>

Give Chickpeas a Chance

<http://www.npr.org/sections/thesalt/2016/07/18/483715410/give-chickpeas-a-chance-why-hummus-unites-and-divides-the-mideast>

The Hummus Blog – All Things Hummus

www.hummus101.com

For the Love of Hummus

<http://fortheloveofhummus.com/>

A History of the Love Affair Between Israelis and Hummus

<https://theculturetrip.com/middle-east/israel/articles/a-brief-history-of-hummus/>

The Surprising Rise of Hummus in America

https://www.huffingtonpost.com/scott-goodson/the-surprising-rise-of-hu_b_7520674.html

Funny Hummus Videos

All About That Paste – By GoRemy

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

Hummus – The Rap by GoRemy

<https://www.youtube.com/watch?v=nIybz6axr1Q>