American Citizens for Taiwan Foundation / taiwaneseculture.org

Taiwanese Culture and Cuisine

Recipe Submission Guide & Template

# Guide

The idea of the Taiwanese Culture and Cuisine site, taiwaneseculture.org, is to share Taiwanese cuisine and culture with Americans. Therefore, content is in English to attract the widest audience among non-Taiwanese; some posting may have the original Mandarin language text along with the English if the content was a translation, and may have Mandarin/Taiwanese language words next to English words in order to give additional detail when English may not be enough of a guide to the item name. Just as America is a melting pot of cultures and ethnic groups, submitted content should highlight the melting pot that is Taiwanese culture, made up of Austronesian (indigenous), Hoklo, Hakka, Dutch, Spanish, Japanese, Chinese, and other ethnic groups and cultures.

## Target Audience: North Americans

Since non-Taiwanese Americans are the primary target audience, the recipe should introduce some background or history of the Taiwanese cuisine, should offer ingredient requirements that are not difficult for Americans to find, information about any equipment needed, and preparation of common ingredients.

## Submission

Completed submissions for recipes should be via this template, in the original editable format (not PDF), emailed to submissions@taiwaneseculture.org.

### Photos & Videos

Photos, illustrations, and videos are an incredibly important part of any successful recipe posting, or should it be said an important part of ensuring a better chance of success upon those who will cook the dish! Include at least 6 – 12 photos (more are fine) with the recipe.

* Photos should be full size and be emailed to the same address or shared via any common sharing service such as Dropbox or OneDrive.
* Don’t insert the photos into the content as you submit it below (unfortunately Microsoft Word is a not a great way to submit photos); instead, make sure your photos are uniquely numbered or titled (usually cameras will do this automatically), and then indicate [insert photo #AB1235] if a photo should be placed with a certain text.
* Importantly, don’t forget to put at least one photo of a finished dish (more than one is fine so that we can choose).

#### Photos Location Link

<<Put link here>>

# Recipe Content

Directions for using this template: Read the Guidance Text (blue italic font in brackets) to understand the information that should be placed in each section of this template. Then delete the Guidance and replace the placeholder within <<Begin text here>> with your response; sections that are not applicable to a recipe should be marked as “N/A”. To quickly remove all Guidance Text, place the cursor in the middle of some Guidance Text, then choose Home tab > Editing > Select > Select Text with Similar Formatting, then press the delete key.

## Title/Headline

[The title of the recipe, followed by a short description of the recipe.]

<<Begin text here>>

## Name/Bio

[Author’s name, then a short bio of the author; usually 2 sentences to a paragraph about the author]

<<Begin text here>>

## Introduction and History of the Dish

[Since the site is targeted to non-Taiwanese, an introduction and history of the dish is required; this history should highlight the unique melting pot nature of Taiwanese culture, the introduction should tell perhaps why the dish is loved or well regarded. This can include some of the author’s history of the dish in their family for example.]

<<Begin text here>>

## Difficulty Level

[As outlined on the website Recipe FAQ

Easy: Requires common or easy to find ingredients and basic cooking skills. Usually very quick or includes inactive time (like marinating, baking, chilling).

Moderate: May have a few fun (new) ingredients that you will need to look a little harder to find at your grocery. More active prep time involved and more cooking experience.

Advanced: May include ingredients available only at an Asian grocery, more difficult to execute steps, or some special equipment.]

<<Begin text here>>

## Time till Eat

[Include both hands-on time (time where prep or pickup work is actually being done) and total time that includes cooking, baking, chilling, marinating, etc.

Show in minutes, hours, or even days]

Hands-on time:

Total time:

## Optional Pairings

[Does this food go well with a certain type of wine or aperitif, or another type of food? Feel free to mention it here]

<<Begin text here>>

## Gear

[In order to help those who are cooking Taiwanese food, or even Asian food, for the first time, be specific in what gear is needed, i.e. knife + cutting board, wok or skillet]

* <<Begin text here>>

## Ingredients

Serves: <<number of people the recipe is intended for>>

[Notes

* While metric measures can be included, standard American measures must be primary – use weights if possible but also include volume measurement
* If the traditional ingredient is difficult to find, or not usually found, at a typical American grocery store, try to put an alternate ingredient that can be more easily found – recipes where an ingredient must be sourced from an Asian grocery may be marked as “Advanced”; also try to find an online source for the ingredient if possible.
* For less common ingredients, provide a photo of the item
* Be expressive about ingredients, detailing if the ingredient should come in a certain form or type
* See example below (don’t forget to remove it!)]

|  |  |  |  |
| --- | --- | --- | --- |
| Amount | Measure | Ingredient name | Note |
| 5 | Cloves | Garlic | Skins removed and pushed through a garlic press |

### Measurement abbreviations

Tsp. teaspoon

Tbsp. tablespoon

c cup

qt quart

oz ounce

lb points

g grams

≈ approximately

## Instructions

[Instructions should be broken down between Prep and Pickup (cooking) so it is clear what much be done before starting to cook the dish.

Photos: Don’t insert the photos into the content below; indicate with the text like this: [insert photo #AB1235], where a photo should be placed.]

### Prep

1. <<Begin step 1 text here>>
2. <<Begin step 2 text here, then continue on down>>

### Pickup

1. <<Begin step 1 text here>>
2. <<Begin step 2 text here, then continue on down>>