



MAKE IT



A Toolkit for Catering Teams
and Activity Providers



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Tailored to meet the
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Our new format enables you to consistently deliver
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Introduction to the NAPA Toolkit

Welcome to the NAPA Toolkit, a specially curated resource designed for activity and care teams. In celebration of Hellmann's Mayonnaise Professional, and in partnership with Unilever Food Solutions, this toolkit aims to enhance quality of life through engaging and nutritious activities.

About Hellmann's Mayonnaise Professional

This high-quality product is designed to meet the needs of professional chefs and care teams, offering versatility, superior taste and nutritional benefits that support the health and wellbeing.

Purpose of the Toolkit

The NAPA Toolkit is created to provide practical and enjoyable activities that integrate the use of Hellmann's Mayonnaise Professional. Our goal is to inspire and support care teams in delivering engaging, fun, and health-conscious experiences. By incorporating Hellmann's Mayonnaise Professional into various activities, we can promote better nutrition, enhance culinary skills and encourage social interaction among individuals.

What's Inside the Toolkit?

Recipe Ideas:

Simple and delicious recipes that can be easily prepared in care home kitchens, showcasing the versatility of Hellmann's Mayonnaise Professional. These recipes are designed to cater to diverse dietary needs and preferences, ensuring they enjoy nutritious and appetising meals.

Engaging Activities:

Creative and interactive activities that revolve around cooking and food preparation. These activities are designed to be inclusive and adaptable, making them suitable for individuals with varying levels of ability and interest.

Nutritional Information:

Detailed information about the nutritional benefits of Hellmann's Mayonnaise Professional, helping care teams make informed decisions about incorporating it into individuals' diets. This section highlights the importance of balanced nutrition and how Hellmann's Mayonnaise Professional can contribute to a healthy lifestyle.

Themed Events:

Ideas for organising special events and themed days centred around cooking and food, encouraging a sense of community and excitement among individuals. These events provide opportunities for individuals to showcase their culinary creations and enjoy the fruits of their labour.

Wellness Tips:

Practical tips and advice on maintaining a healthy and active lifestyle, emphasizing the role of good nutrition and regular physical activity. These tips are designed to be easy to implement and can make a significant difference in the overall wellbeing of individuals.



Introduction from Unilever

Unilever Food Solution is proud to partner with NAPA with an ongoing mission to create and provide meaningful activities to boost the overall mental and physical wellbeing of residents in a care setting.

Why Mayo?

NEW YORK
BROOKLYN
MÜNCHEN
LONDON

ESTABLISHED
1913

**The World's
No.1 Mayo
Brand**

Undisputable expertise in mayonnaise
Making the best for over 100 years
Holistically superior
The right mayo for any professional kitchen

Using Hellmann's in elderly care dishes

Coleslaw, plain, beetroot & carrot, fennel etc.

Potato salads

Composite salads

Sandwich fillings, egg mayonnaise, tuna mayonnaise etc.

Table-top condiment

Calorie enrichment for mashed potato

Alternative to spread in sandwiches

Base for dipping sauces, i.e. garlic, lemon, mild curry, chilli, peppercorn





How to Use the Toolkit

This toolkit is designed to be user-friendly and flexible. Each section can be used independently or in combination with others, depending on the needs and preferences of your service. We encourage you to explore the toolkit, try out the recipes, engage individuals in the activities and share the joy of cooking and eating together.

At the heart of this initiative is the celebration of good food, good health and good company. Hellmann's Mayonnaise Professional and Unilever Food Solutions are proud to support care teams in creating positive and memorable experiences for individuals. Together, we can make every meal a moment of joy and every activity a step towards better health.

Thank you for your dedication and commitment to enhancing lives. We hope this toolkit provides you with the inspiration and resources you need to continue making a difference every day. Enjoy exploring the NAPA Toolkit and celebrating Hellmann's Mayonnaise Professional!

Best regards,

The NAPA Team
In Partnership with Hellmann's and Unilever Food Solutions



Hilary

Hilary Woodhead
NAPA's
Chief Executive Officer





All About Mayo

Mayonnaise is a popular condiment with a rich history and diverse uses.

Here are some interesting facts about mayonnaise:

Origin and History - Mayonnaise is believed to have originated in Spain or France. One popular theory is that it was invented in 1756 by the French chef of the Duke of Richelieu after the capture of the city of Mahón in Menorca, Spain. The sauce was initially called "Mahonnaise" after the city. Another theory suggests that the name "mayonnaise" comes from the French word "moyeu," meaning egg yolk, which is a primary ingredient.



Ingredients and Preparation - Traditional mayonnaise is made from egg yolks, oil (commonly vegetable or olive oil), lemon juice or vinegar, and seasonings like salt and mustard. Mayonnaise is an emulsion, which means it is a mixture of two liquids that normally do not combine. The egg yolk acts as an emulsifier, allowing the oil and vinegar (or lemon juice) to blend smoothly. **Homemade vs. Commercial:** Homemade mayonnaise can be made by whisking the ingredients together, often starting with the egg yolk and adding oil slowly. Commercial mayonnaise is made on a larger scale with the help of industrial mixers.

Nutritional Facts - Mayonnaise is high in calories and fat, with around 90 calories and 10 grams of fat per tablespoon. It is calorie-dense because it is primarily made of oil. There are many variations of mayonnaise, including low-fat and vegan versions. Vegan mayonnaise uses plant-based ingredients like soy milk or aquafaba (the liquid from chickpeas) instead of eggs.

Culinary Uses - Mayonnaise is used in a variety of dishes, including sandwiches, salads (like potato salad and coleslaw) and as a base for other sauces like aioli and tartar sauce. Different cultures have their own variations and uses for mayonnaise. For example, in Japan, Kewpie mayonnaise is popular, which is made with rice vinegar and has a slightly sweeter flavour.

Fun Facts - In some countries, mayonnaise is used in unexpected ways. In Russia, it is a common topping for pizza, and in Belgium, it is often served with fries. Mayonnaise should be stored in a cool, dry place before opening and refrigerated after opening. Homemade mayonnaise has a shorter shelf life and should be consumed within a few days.

Mayonnaise has become an essential part of many cuisines around the world, enjoyed for its creamy texture and rich flavour. Whether homemade or store-bought, it's a versatile ingredient that can enhance a wide range of dishes.



Hellmann's Mayonnaise

Hellmann's mayonnaise was created by Richard Hellmann, a German immigrant, in New York City in 1905. He started by selling it in his deli on Columbus Avenue. Due to its popularity, Hellmann began selling his mayonnaise in bulk to other delis and stores. By 1913, he had opened a factory to produce it on a larger scale. Hellmann's was officially trademarked in 1926. The original Hellmann's mayonnaise recipe has remained largely unchanged since its creation. It consists of simple ingredients like egg yolks, oil, vinegar, lemon juice and seasonings. Hellmann's emphasizes using quality ingredients, such as cage-free eggs and responsibly sourced oils, in their products.

In 1932, Hellmann's merged with Best Foods, another mayonnaise brand. Though the recipes are nearly identical, Hellmann's is sold in the East, Midwest and South of the United States, while Best Foods is sold in the West. Hellmann's is now owned by Unilever, a multinational corporation that acquired the brand in 2000. Richard Hellmann used a blue ribbon to signify the superior quality of his mayonnaise. This symbol became a key part of the brand's identity and marketing. Hellmann's has been known for its memorable advertising campaigns, often emphasizing the quality and taste of their mayonnaise. Slogans like "Bring Out the Best" have resonated with consumers.



Hellmann's mayonnaise is sold in over 50 countries worldwide, making it one of the most recognized and trusted mayonnaise brands globally. Traditional Hellmann's mayonnaise contains around 90 calories and 10 grams of fat per tablespoon. They also offer light and low-fat versions for those seeking fewer calories and fat. In addition to classic mayonnaise, Hellmann's offers a variety of products including organic, vegan, and flavoured mayonnaise (such as garlic and chipotle), as well as salad dressings and spreads.

Hellmann's is committed to sustainability, using 100% recycled plastic bottles for their products and striving for sustainable sourcing of ingredients. Hellmann's has launched initiatives to combat food waste, encouraging consumers to make the most of their leftovers and reduce waste in their kitchens. Hellmann's mayonnaise is known for its versatility. It's commonly used in sandwiches, salads, dressings, dips and as a base for various sauces. Hellmann's has become synonymous with mayonnaise in many households. It's often the default choice for recipes calling for mayonnaise, particularly in the United States.

Hellmann's mayonnaise has a rich history and a strong reputation for quality and taste. Its commitment to sustainability and diverse product range ensures it remains a staple in kitchens around the world.



Hellmann's Pro

Hellmann's Professional is a line of products and resources specifically designed for professional chefs and food service providers.

Here are some key facts about Hellmann's Professional:

- Hellmann's Professional is tailored to meet the needs of chefs, caterers and food service establishments. The products are designed for high performance in commercial kitchens.
- The products are crafted to be versatile, allowing chefs to use them in a wide range of applications, from sandwiches and salads to sauces and dressings.
- Hellmann's Professional offers a range of products including classic mayonnaise, light mayonnaise, vegan mayonnaise and specific dressings and sauces designed for professional use.
- The products are available in larger quantities suitable for food service operations, such as bulk containers and easy-to-use dispensers.



"In a busy service, I need to trust that my mayo performs every time, over time"

"I need to address different dietary requests without compromising on flavour or texture."



- Hellmann's Professional products maintain the same high-quality standards as the retail versions, ensuring consistency in taste and performance.
- Some products in the Hellmann's Professional line may feature special ingredients or formulations to cater to specific culinary needs or dietary preferences, such as gluten-free or low-fat options.
- Hellmann's Professional provides resources and inspiration for chefs, including a wide array of recipes and ideas for incorporating their products into various dishes.
- The brand often stays ahead of culinary trends, offering new product innovations and ideas to help chefs keep their menus fresh and exciting.
- Hellmann's Professional emphasizes sustainability, using responsibly sourced ingredients and eco-friendly packaging options where possible.
- They promote practices and provide tips for reducing food waste in professional kitchens, helping chefs make the most of their ingredients.
- Hellmann's Professional offers training materials and support for chefs, including workshops, culinary training sessions and online resources.
- They provide dedicated customer service for food service professionals, ensuring that any issues or inquiries are addressed promptly.
- Hellmann's Professional products are used by chefs in restaurants and catering services around the world, making it a trusted brand in the food service industry.
- Hellmann's Professional often collaborates with renowned chefs and culinary institutions to develop new recipes and promote culinary excellence.

If you're a chef or food service provider interested in exploring Hellmann's Professional, you might visit the official website to access recipes, product details and sustainability initiatives.



Sausage Roll, pickled vegetables and watercress mayonnaise

A Classic snack using Hellmann's Professional for this vibrant watercress dip

Makes 10 portions

Ingredients

- 500g sausage meat
- 25g butter
- 100g shallots
- 2g ground white pepper
- 500g puff pastry
- 200ml Hellmann's Professional
- 100g watercress
- 20g flat leaf parsley
- 5g thyme
- 2 egg yolk
- 10ml Colmans English Mustard
- 5g sea salt
- 50g radish
- 50g red onion
- 50g cucumber
- 100ml white wine vinegar
- 10g caster sugar



For the Watercress Hellmann's Professional:

- Pick the watercress and flat leaf parsley from the large stalks, blanch in boiling salted water for 10 seconds and refresh in iced water.
- Drain and dry the watercress.
- Blend with Hellmann's Professional mayonnaise

Sausage Rolls:

- Finely chop the shallots and sweat for 5 minutes in a pan with melted butter and chill
- Mix the shallots with the sausage meat, half the thyme (picked) and ground white pepper
- Roll into a sausage, wrap in clingfilm and chill
- Mix the egg yolk with mustard and pass through a fine sieve
- Roll out the puff pastry into a large rectangle 3mm thick and brush with $\frac{1}{2}$ the glaze
- Place on top the sausage meat mix. Fold over pastry crimp edges and chill for 1 hour

Pickled Vegetables:

- Heat the vinegar, sugar, salt with 100ml water till the sugar dissolves. Leave to cool
- Finely slice the red onion, julienne the cucumber and cut the radish into $\frac{1}{4}$ s
- Place into separate containers and pour over the pickling liquor. Leave overnight

Service:

- Remove the sausage roll from the chiller and brush with the rest of the egg glaze and top with picked thyme and sea salt
- Bake at 165c for 20-25minutes. Till the pastry is flaky, golden and the filling cooked to food safe temperature
- Serve warm with pickled vegetables and the Watercress Hellmann's Professional



Taleggio Arancini, basil fava bean dip

Taking inspiration from Italy with a fava bean dip using Hellmann's Professional

Makes 10 portions

Ingredients

- 200ml Hellmann's Professional
- 200g fava beans
- Knorr Professional Garlic Puree
- 20g basil
- 300g arborio rice
- 25g Knorr Professional Vegetable Bouillon Paste
- 1 litre water
- 75g shallots
- 20ml olive oil
- 3 eggs
- 200g plain flour
- 200g Panko crumbs



For the Fava Bean Dip:

- Peel the skins from the fava beans
- Blend 150g with the Hellmann's Professional Mayonnaise, 10g basil and Garlic puree
- Chill for service
- With the rest of the fava beans add 10 ml olive oil and season, keep for service.

For the Arancini:

- Bring the water to the boil then whisk in the KNORR Professional Vegetable Paste Bouillon.
- Peel and dice the shallot.
- Heat the oil, and sweat the finely diced shallots for 2-3 min. Add the rice and cook for a further 2-3 min.
- Add 1/4 of the bouillon and cook until the rice has absorbed the liquid then repeat until the rice has softened but still has bite.
- Allow to cool until needed

For the Arancini:

- Pick the smallest basil leaves and deep fry for 5 seconds, remove and leave to dry and crisp
- Blend the panko with the rest of the basil
- Divide the rice mix into 30 balls.
- Dice the taleggio into 30 small cubes
- Press a cube into the centre of each rice ball and shape the arancini into cones, using the palms of your hands
- Pane the arancini cones in seasoned plain flour, beaten whole egg and the basil panko crumb. Keep chilled for service

For service:

- Deep fry 3 arancini per portion at 170c for 4-5 minutes till golden and piping hot throughout
- Place some Hellmann's Fava Bean dip on the base of a small plate
- Top with 3 arancini, garnish with fava beans and deep fried basil



Belguim Frites, Andalouse & Kip Kap

Frites with classic Andalouse sauce using Hellmann's Professional and Kip Kap (pressed pig cheek)

10 portions

Ingredients

- 200ml Hellmann's Professional
- 50g red peppers
- 10g tomato puree
- 1kg potatoes waxy
- 5g sea salt
- 1kg pig cheek
- 25g Knorr Professional Ham Paste Bouillon
- 1 litre water
- 200g carrots
- 200g shallots
- 25g cornichons
- 15g parsley
- 20g capers
- 1 sheet gelatin

Preparation

For the Andalouse:

- Roast the red pepper, cover leave to chill and peel
- Cook out the tomato puree with equal parts water
- Blend together till smooth.
- Add the Hellmann's Professional Mayonnaise briefly again

For the Kip Kap:

- In a large pan brown the pig cheek and braise in the Knorr Ham bouillon with whole peeled carrots and roughly chopped shallots for 3-4 hours till tender.
- Remove the cheek, leave to cool slightly and pick into fine pieces
- Add finely chopped shallots, cornichons, capers and finely chopped parsley
- Dissolve the hydrated gelatine sheet into 100ml of the strained ham stock and add to the pig cheek mix
- Press the mix into a lined tray or terrine and chill.



For the Frites:

- Wash the potatoes, leave the skin on and cut into 1cm widths
- Steam for 5 mins till pliable but not cooked through
- Drain lay out on a lined tray and refrigerate for at least 1 hour till dry and cold
- Blanch the frites at 130c in batches for 7 minutes to cook without colour
- Drain and lay out on lined tray and chill again for 30 minutes

Service:

- Deep fry the Frites at 180c till golden, drain and season with sea salt
- Serve with a side of sauce Andalouse using Hellmann's Professional
- And Kip Kap chopped into 2cm cubes



Padron Peppers, Saffron Aioli, Sourdough

A Spanish inspired snack using Hellmann's Professional to make a saffron aioli

Makes 10 portions

Ingredients

- 500g padron peppers
- 200ml Hellmann's Professional
- 0.25g saffron (small pinch)
- 20ml olive oil
- 20g Knorr Professional Garlic Puree
- 1 loaf sourdough bread
- 5g sea salt



Preparation:

- Wash and dry the padron peppers
- Warm the saffron and olive oil together in a pan and leave for 1 hour to infuse
- Strain the oil and whisk through the Hellmann's Professional with the Knorr Garlic puree

Service:

- Heat up a large skillet, add the padron peppers and sear all over for 2-4 minutes
- Sprinkle with sea salt and serve in bowl
- With a side of the Hellmann's saffron aioli and warmed sourdough bread





Bitterballen

A classic dish from the Netherlands. Braised beef and Hellmann's Professional Mustard dip

Makes 10 portions

Ingredients

- 200ml Hellmann's Professional
- 50ml mild Dutch mustard
- 400g beef cheek
- 400g onions
- 25g Knorr Professional Beef Paste Bouillon
- 1 bay leaf
- 15g Marmite
- 2g ground nutmeg
- 1 litre water
- 50g butter
- 50g plain flour
- 200g Panko breadcrumbs
- 4 eggs
- Salt
- Ground white pepper



For the Mustard Dip:

- Blend 150g with the Hellmann's Professional Mayonnaise with Dijon yellow mustard
- Place in squeeze bottle and chill for service.

For the Beef:

- Seal and colour the beef cheek in a pan add the onions and bay leaf.
- Top with Beef Bouillon by whisking the beef paste into 1 litre boiling water. Add the Marmite for a more intense umami taste
- Braise the beef covered in the combination at 150c for 2-3 hours till soft
- Remove the bay leaf and beef. Cut the beef into small pieces
- Meanwhile blend the onions and Knorr beef bouillon. To a thick smooth mixture

For the Mix:

- Melt the butter and bring to foaming point
- Add the plain flour and nutmeg, stirring continuously for 2 minutes
- Add the blended beef bouillon and onion mixture a ladle at a time to the roux until you have thick sauce.
- Fold through the picked beef cheek and Marmite until well incorporated
- Place on a lined tray, leave to chill and set.
- Divide the mix into 60 small balls and pane with seasoned flour, whisked eggs and panko crumb.
- Chill for service

Service:

- Panfry 6 bitterballen per portion till piping hot throughout and golden
- Serve with a side dish of Hellmann's Professional mixed with Colman's English Mustard and American mustard



Croque Tear and Share

A take on the French classic Croque monsieur. using Hellmann's Professional through the rich cheese sauce

Makes 10 portions

Ingredients

- 5 x 200g sourdough bread rolls
- 50g butter
- 50g flour
- 500ml milk
- 200g Hellmann's Professional Mayonnaise
- 25g Dijon mayonnaise
- 200g comte
- 250g ham
- 2g ground white pepper



For the 'Croque' Mix:

- In a pan over a low heat cook out the roux with melted the butter and flour for 4 minutes.
- Add the milk, a little a time, to create a smooth thick white sauce.
- Mix in the Dijon mustard, diced ham and comte, leave to chill slightly.
- Fold in the Hellmann's Professional
- Place in piping bag and chill

For Service:

- Slice the bread in a diagonal criss cross pattern
- Gently open the cuts and pipe in the 'croque' mix
- Cook in a preheated oven at 175c for 10 minutes till golden and piping hot.





PROFESSIONAL MAYONNAISE FOR PROFESSIONAL KITCHENS

- Designed with chefs in mind
- Superior hold/binding properties
- Heat stable
- The perfect base for flavour
- Delivers on performance & price

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HARD IN THE KICTHEN AS YOU DO!**



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NEW Professional Mayonnaise meets your
needs on performance, practicality and price.



OUR RANGE HELPS YOU MEET YOUR CUSTOMERS NEEDS HEAD ON.

Product name	Case Size	Portions	Vegetarian	Gluten Free	Vegan
Professional Mayonnaise	1 x 10L	1 x 2600 servings	✓	✓	
Vegan Mayo	1 x 2L	1 x 2.62L	✓	✓	✓
	1 x 5L	1 x 333 servings			
Real Mayonnaise	2 x 2L	2 x 132 servings	✓	✓	
	1 x 5L	1 x 1300 servings			
	1 x 10L	1 x 660 servings			
Light Mayonnaise	2 x 2L	1 x 133 servings	✓	✓	
	1 x 5L	1 x 333 servings			
	1 x 10L	1 x 666 servings			
Extra Thick Mayonnaise	1 x 5L	1 x 333 servings	✓	✓	

NO ARTIFICIAL
Flavours

NO ARTIFICIAL
Colours



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Solutions





Cooking and Baking Sessions

Host a cooking or baking activity where individuals learn to make delicious recipes using Hellmann's mayonnaise as a key ingredient.

Encourage individuals to share their favourite family recipes that incorporate mayonnaise, encouraging connection and nostalgia.

[NAPA's Step-by-Step Guide to Hosting a Cooking or Baking Activity](#)

Hosting a cooking activity can be a delightful and enriching experience

You Will Need:

- Simple, delicious recipes using Hellmann's mayonnaise
- Mixing bowls, spoons, knives, cutting boards, measuring cups
- Gloves, aprons, sanitizers, first-aid kit
- Recipe cards, napkins, plates, serving utensils
- Enough to create a comfortable and accessible cooking environment
- Individual or group stations equipped with utensils and ingredients
- Notes or visuals on safety practices
- Step-by-step instructions for each recipe
- Equipment for demonstrating techniques (e.g., a visual or model dish)
- Plates, serving trays, garnishes
- Cards or forms for feedback, discussion prompts
- Spongers and dish soap
- Cards or forms to gather feedback
- Provide printed recipe cards and small jars of Hellmann's mayonnaise as participation tokens
- Recipes, printing supplies

What You Do:

- Select easy-to-follow recipes that can be completed within the time frame.
- Ensure all ingredients and utensils are ready and available.
- Adapt recipes to accommodate any dietary needs or allergies.
- Set up tables and chairs to ensure comfort and accessibility.
- Equip each station with necessary items and label them with the recipe name. Conduct a safe briefing, highlighting important practices like knife safety and hygiene.
- Welcome individuals, explain the activity and introduce the recipes.
- Guide individuals through each recipe, demonstrating techniques and providing assistance.
- Share fun facts and encourage questions and discussions about cooking tips.
- Support individuals to present their dishes attractively.
- Invite individuals to sample each other's dishes.
- Encourage individuals to share their cooking experiences and memories.
- Involve individuals in cleaning up the cooking area.
- Create and distribute a booklet with additional Hellmann's mayonnaise recipes.





NAPA's Step-by-Step Guide to Mayonnaise Tasting

You Will Need:

- Varieties of mayonnaise – Classic Hellmann's mayonnaise, Light Hellmann's mayonnaise, Flavoured options (e.g., garlic, spicy, herb-infused), Hellmann's Pro
- Dipping items: fresh vegetables (carrot sticks, cucumber slices, cherry tomatoes), crackers, breadsticks, crisps
- Tasting station, small bowls or containers for each mayonnaise variety, serving platters or bowls for dipping items
- Tasting cards for individuals to rate each mayonnaise based on taste, texture and overall preference.
- Pens or pencils
- Napkins
- Small plates
- Toothpicks or small forks (for picking up dipping items)
- Tablecloth or protective table covering



What You Do

- Clean and prepare the dipping items. Cut fresh vegetables into bite-sized pieces. Arrange dipping items on serving platters or bowls.
- Place each variety of mayonnaise in small bowls or containers. Label each bowl with the type of mayonnaise.
- Set up a table with all the mayonnaise varieties and dipping items. Provide small plates, napkins and tasting cards with pens or pencils.
- Explain the purpose of the tasting session and introduce the different types of mayonnaise. Encourage individuals to try each mayonnaise with various dipping items.
- Invite individuals to sample the mayonnaise with their choice of dipping items. Provide toothpicks or small forks to avoid direct contact with the food. Encourage individuals to cleanse their palate with water between tastings. Allow ample time for tasting and discussion.
- Distribute tasting cards to each individual. Invite individuals to rate each mayonnaise on a scale (e.g., 1-5) based on taste, texture and overall preference.
- Once the tasting is complete, collect the tasting cards. Discuss the ratings and feedback with the group.



Mayonnaise Recipes

Why not encourage individuals to share their favourite mayonnaise-based recipes, compile a recipe booklet showcasing the versatility of Hellmann's mayonnaise in various dishes or organise a cooking demonstration inviting individuals to discover new culinary delights.

Recipe Exchange

You Will Need:

- Invitation flyers or announcements
- Recipe submission forms
- Pens and notepads
- Template for the recipe booklet (digital or printed)
- Computer and printer (for creating and printing the booklet)
- Materials for binding the booklet (stapler, binding combs, etc.)
- Selected mayonnaise-based recipes
- Ingredients for the recipes
- Cooking utensils and equipment (mixing bowls, spoons, pots, pans, etc.)
- Serving dishes and utensils
- Aprons and chef hats (optional, for fun)
- Tablecloths, napkins, plates, cups and cutlery for sampling



What You Do:

- Announce the event through flyers, bulletin board notices or direct invitations.
- Provide recipe submission forms for individuals to write down their favourite mayonnaise-based recipes.
- Set up a collection box or a designated person to gather completed recipe forms.
- Encourage individuals, staff and family members to participate by sharing their recipes.
- Arrange a meeting where individuals can present and discuss their recipes.
- Allow time for everyone to share stories and memories related to their recipes.
- Review and organise the collected recipes.
- Type the recipes into a digital template or layout them neatly on paper.
- Add photos or personal anecdotes to make the booklet visually appealing and engaging.
- Include a table of contents and an introduction page explaining the purpose of the booklet and acknowledging contributors.
- Print the booklet and bind it using a stapler, binding combs or other binding materials.
- Create copies for all individuals and additional copies for common areas.
- Choose a few popular or interesting recipes to prepare during the demonstration.
- Ensure the recipes are feasible to prepare.
- Gather all necessary ingredients and cooking equipment.
- Set up a demonstration area where everyone can see the cooking process.
- Conduct the cooking demonstration inviting individuals to ask questions or share tips.
- Once the dishes are prepared, serve samples to all individuals for tasting.
- After the demonstration, hold a discussion where individuals can share their thoughts on the dishes and the cooking process.
- Encourage feedback and suggestions for future cooking demonstrations.



Hellmann's Word Search

Instructions:

- Find and circle each word from the list in the puzzle grid.
- Words may be placed in any direction, including backwards and diagonally.
- Once all words are found, the puzzle is complete.

M	E	E	R	R	A	G	E	N	I	V
A	E	M	M	E	P	I	C	E	R	D
Y	C	U	L	I	N	A	R	Y	B	R
O	O	L	K	O	P	S	U	E	R	E
N	R	S	H	C	I	W	D	N	A	S
N	I	I	S	P	R	E	A	D	N	S
A	G	O	A	I	H	D	C	G	D	I
I	I	N	R	P	A	T	U	B	E	N
S	N	L	O	L	I	L	O	I	A	G
E	I	X	A	A	T	D	S	R	R	S
O	A	S	Z	A	C	R	E	A	M	Y
S	G	G	E	U	N	N	O	M	E	L

1. MAYONNAISE

2. EGGS

3. OIL

4. VINEGAR

5. LEMON

6. EMULSION

7. CULINARY

8. RECIPE

9. DRESSING

10. SANDWICH

11. SALAD

12. AIOLI

13. ORIGIN

14. SPREAD

15. BRAND

16. CREAMY



Hellmann's Word Search Answers

M	E	E	R	R	A	G	E	N	I	V
A	E	M	M	E	P	I	C	E	R	D
Y	C	U	L	I	N	A	R	Y	B	R
O	O	L	K	O	P	S	U	E	R	E
N	R	S	H	C	I	W	D	N	A	S
N	I	I	S	P	R	E	A	D	N	S
A	G	O	A	I	H	D	C	G	D	I
I	I	N	R	P	A	T	U	B	E	N
S	N	L	O	L	I	L	O	I	A	G
E	I	X	A	A	T	D	S	R	R	S
O	A	S	Z	A	C	R	E	A	M	Y
S	G	G	E	U	N	N	O	M	E	L

1. MAYONNAISE

2. EGGS

3. OIL

4. VINEGAR

5. LEMON

6. EMULSION

7. CULINARY

8. RECIPE

9. DRESSING

10. SANDWICH

11. SALAD

12. AIOLI

13. ORIGIN

14. SPREAD

15. BRAND

16. CREAMY



Guided Drawing and Colouring

You Will Need

- Drawing paper
- Pencils and erasers
- Black marker or pen for outlining
- Colouring materials (crayons, coloured pencils, markers)



What You Do

- **Drawing the Hellmann's Mayo Jar** - Start by drawing a large oval near the top of your paper. This will be the top of the jar. From the bottom edges of the oval, draw two straight lines down to form the sides of the jar. Connect these lines at the bottom with a curved line to complete the jar shape.
- Inside the top oval, draw another slightly smaller oval. This represents the edge of the lid. Draw a few short vertical lines from the outer oval to the inner oval to show the lid's thickness.
- Draw a large rectangle in the centre of the jar. This is where the Hellmann's label will go. Inside the rectangle, add a small banner at the top for the brand name. You can write "Hellmann's" in block letters later.
- In the small banner at the top of the label, write "Hellmann's" in bold, block letters. Add a small ribbon shape on either side of the banner to give it an authentic look.
- Below the banner, draw an oval shape and write "Real Mayonnaise" inside it. Add any additional decorative elements like small lines or shapes to make it look more realistic.
- On one side of the jar, draw a simple sandwich or a bowl of salad. Use basic shapes like rectangles and circles to create the bread and fillings or the bowl and vegetables.
- On the other side of the jar, draw a spoon or a knife to imply the mayonnaise is being used. Use long, thin rectangles and ovals to create these utensils.
- Use a black marker or pen to outline all the pencil lines. This will make your drawing stand out and look clean.
- Erase any extra pencil marks that are left.
- Use a light blue colour for the lid. Colour the jar with a creamy white or light yellow to represent the mayonnaise.
- Colour the banner with a dark blue shade for the Hellmann's logo. Use a combination of blue and white for the rest of the label to make it look authentic.
- Colour the sandwich with shades of brown for the bread, green for lettuce, red for tomatoes and any other colours for the fillings.
- For the salad, use green for the lettuce, red for tomatoes and other bright colours for different vegetables.
- Colour the spoon or knife with grey or silver.
- Add any extra details or highlights with white or a lighter shade to give your drawing some dimension. You can also add a simple background colour to make the main drawing pop out more.



Let's Recycle! Mayonnaise Jar Crafts

Why not turn empty Hellmann's mayonnaise jars into decorative candle holders by painting them with vibrant colours and adding embellishments like ribbons or beads. Create personalised flower vases by wrapping the jars with colourful tissue paper or fabric and adding artificial flowers. Transform mayonnaise jars into mini terrariums by filling them with soil, small plants and decorative stones.

Safety and Accessibility - Ensure all individuals handle materials safely. Use non-toxic paints and adhesives. Supervise the use of hot glue guns. Adapt tasks for individuals with different abilities. Provide pre-cut fabric or paper and assist with more challenging steps.

Display - Create a display area to showcase the finished crafts. Plan future crafts with seasonal themes, like winter candle holders or spring flower vases. Host workshops where individuals can share their creations and techniques.



By recycling mayonnaise jars into these creative crafts, individuals can enjoy a fun and productive activity while also contributing to sustainable practices.

You Will Need:

- Empty Hellmann's Mayonnaise Jars, ensure jars are clean and labels removed.
- Acrylic paints, various vibrant colours.
- Paint brushes, different sizes for detailed work and larger areas.
- Ribbons and beads, assorted colours and styles.
- Tissue paper or fabric; various colours and patterns.
- Artificial flowers, different types to fit in the jars.
- Soil and small plants or mini terrariums.
- Decorative stones or small pebbles or colourful stones.
- Glue for sticking decorations and sealing.
- Scissors for cutting fabric, ribbons and tissue paper.
- Hot Glue Gun (optional) for stronger adhesion of decorations.
- Markers, Sharpies or felt tip pens for adding details or personalisation.
- Protective table covering to protect surfaces from paint and glue.



Decorative Candle Holders

- Step 1: Clean the jars thoroughly and remove any labels.
- Step 2: Paint the outside of the jars with acrylic paint. Let them dry completely.
- Step 3: Use ribbons and beads to embellish the jars. Glue them in place for added decoration.
- Step 4: Place a candle inside the jar for a beautiful, decorative candle holder.

Top Tips:

- Use a variety of colours to make each candle holder unique.
- Seal the paint with a layer of varnish for durability.



Personalised Flower Vases

- Step 1: Clean the jars and ensure they are dry.
- Step 2: Wrap the jars with colourful tissue paper or fabric. Secure with glue.
- Step 3: Add artificial flowers to the jars.
- Step 4: Personalise the vases with markers or Sharpies by adding names or messages.

Top Tips:

- Mix and match tissue paper and fabric for a textured look.
- Use hot glue for attaching heavier embellishments.



Mini Terrariums:

- Step 1: Clean the jars and let them dry.
- Step 2: Fill the bottom of the jar with a layer of decorative stones.
- Step 3: Add a layer of soil on top of the stones.
- Step 4: Plant small plants into the soil.
- Step 5: Decorate the top layer with more stones or small figurines.

Top Tips:

- Choose small, hardy plants like succulents that require minimal care.
- Arrange the stones and plants creatively for a mini landscape effect.





NAPA's Step-by-Step Guide for Reminiscence Activities with Hellmann's Mayonnaise

You Will Need:

- Comfortable seating arrangement with audio-visual equipment (TV, projector or laptop with speakers)
- Cue cards or prompts to help guide memories and notepads and pens for individuals to jot down thoughts.
- Poster board or large paper, printed images of vintage advertisements, packaging designs and slogans
- Markers, glue and tape
- Collection of vintage advertising featuring Hellmann's mayonnaise
- Internet access or pre-downloaded media files

What You Do:

- Arrange the seating to encourage group interaction. Prepare cue cards with prompts like "Describe a family meal where mayonnaise was used", "What dishes did your family make with mayonnaise?" or "Share a picnic memory involving Hellmann's mayonnaise".
- Welcome individuals and explain the purpose of the session: to share and relive fond memories associated with Hellmann's mayonnaise.
- Briefly introduce the history of Hellmann's mayonnaise to set the context. Use cue cards to prompt individuals to share their memories. Encourage each person to speak and share their stories. Take notes or record key points for later activities.
- Collect and print images of vintage Hellmann's mayonnaise advertisements, packaging designs and memorable slogans.
- Gather materials for creating the timeline (poster board, markers, glue, etc.). Lay out the poster board and start arranging the images in chronological order. Write brief descriptions or historical notes next to each image to provide context. Encourage individuals to help with gluing images and writing captions.
- Once complete, display the visual timeline in a common area where individuals can view it. Use the timeline as a conversation starter for individuals to share more memories.
- Collect a series of vintage advertisements featuring Hellmann's mayonnaise. Set up the audio-visual equipment and ensure all media files are ready to play.
- Gather individuals around the TV or projector screen. Play the selected commercials and jingles, pausing between each to allow for discussion.
- After each advertisement encourage individuals to share any memories the media evoked. Ask questions like "Does anyone remember this commercial?" or "Did this jingle bring back any specific memories?"



Mayonnaise Trivia Quiz

Organise a fun and interactive trivia game focused on facts and trivia related to Hellmann's mayonnaise, its origins, ingredients, and advertising campaigns. Divide individuals into teams and provide buzzers or handheld devices for answering questions. Offer small prizes or treats for individuals with the highest scores or most creative answers.

You Will Need:

- A set of trivia questions related to Hellmann's mayonnaise (origins, ingredients, advertising campaigns)
- Name tags or team identifiers
- Buzzers or handheld devices for answering questions
- Whiteboard or large paper for keeping score
- Markers/felt tips
- Small prizes or treats for individuals with the highest scores or most creative answers
- Pens and notepads for each team
- Timer or stopwatch
- Comfortable seating arrangement

What You Do:

- Prepare a list of trivia questions and answers related to Hellmann's mayonnaise. Include questions about its origins, ingredients, famous advertising campaigns and interesting facts.
- Divide individuals into teams and assign team names. Provide name tags or other identifiers.
- Arrange the seating so teams can sit together and see the quizmaster.
- Set up a whiteboard or large paper for keeping track of scores.
- Provide each team with a buzzer or handheld device for answering questions.
- Welcome individuals and explain the rules of the trivia game. Each team will buzz in to answer questions, and points will be awarded for correct answers.
- Explain how points will be awarded and the types of questions (e.g., true/false, multiple choice, short answer).
- Ask questions one by one, allowing teams to buzz in to answer. If a team answers incorrectly, other teams have the opportunity to buzz in.
- Keep track of the scores on the whiteboard or paper.
- Use a timer to keep the game moving and ensure fairness in answering questions.





Reminiscence Activities

Host a reminiscence session where individuals share memories associated with Hellmann's mayonnaise, such as family gatherings, picnics or holiday meals.

Step-by-Step Guide to Hosting a Reminiscence Activity

Reminiscence activities can help care home individuals connect with their past, share memories and encourage a sense of community.

You Will Need:

- Themes that are likely to evoke memories, such as those based on childhood, holidays, music, school days or historical events.
- Photographs, music, objects, old magazines, memory boxes, memorabilia.
- Comfortable seating, refreshments and any needed accessibility aids.
- Chairs and tables arranged in a circle or semi-circle to encourage interaction.
- Tables or boards to display photographs, objects and other memorabilia.
- A music player, projector or screen if needed for showing videos or playing music.
- A plan for leading the discussion and engaging individuals.
- Prepared questions or topics to encourage sharing.
- Cards or forms for feedback.
- Light snacks and drinks to create a relaxed atmosphere.
- A summary of the session and any follow-up plans.
- Small mementos or copies of photographs for individuals to keep.
- Ideas for new themes or materials for future reminiscence activities.

What You Do:

- Select themes that will resonate with the individuals and evoke positive memories.
- Collect photographs, music, objects related to the chosen themes.
- Create a list of questions or topics to facilitate conversation.
- Set up seating in a way that encourages participation and interaction.
- Arrange photographs, objects and other materials in a visually appealing manner.
- Ensure any audio/visual equipment is ready and functioning.
- Welcome the individuals, introduce the theme and explain the purpose of the activity.
- Use discussion prompts to encourage individuals to share their memories.
- Pass around photographs, objects or play music to stimulate memories and discussions.
- Gently encourage quieter individuals to share their stories but respect their boundaries.
- Encourage individuals to interact and share their stories with one another.
- Allow time for individuals to reflect on the memories shared.
- Offer light snacks and drinks to keep the atmosphere relaxed and enjoyable.
- Assist individuals in tidying up and ensuring all materials are returned to their places.
- Recap the activity, highlight key moments and gather feedback from individuals.
- Offer small mementos or copies of photographs as keepsakes for the individuals.
- Plan and organise regular reminiscence activities with different themes.
- Encourage individuals to create memory books or journals to document memories.
- Organise special themed events to keep the activities fresh and engaging.



Hellmann's Advertising

Here is a list of nostalgic TV advertisements featuring Hellmann's mayonnaise that can evoke fond memories and spark conversations.

"Bring Out the Best" Campaign (1980s) This iconic series of ads highlighted Hellmann's as the essential ingredient to make ordinary sandwiches and salads extraordinary. The jingle "Bring out the Hellmann's and bring out the best" became very memorable.

Talk about favourite sandwich recipes from the past, family picnics and the role of Hellmann's mayonnaise in enhancing the flavour of everyday meals.

"It's Time for Hellmann's" (1990s) These advertisements focused on the versatility of Hellmann's mayonnaise in various recipes, from traditional sandwiches to innovative dishes. The ads often featured quick and easy meal ideas.

Discuss changing food trends, favourite quick meals from the past and how Hellmann's was a staple in many kitchens.

"Real Ingredients for Real Taste" (2000s) Emphasising the use of real, simple ingredients, these ads showcased Hellmann's commitment to quality and taste. The advertisements often featured families enjoying meals together.

Share memories of cooking for family gatherings, the importance of using quality ingredients and favourite family recipes that included Hellmann's mayonnaise.

Hellmann's "Blue Ribbon Quality" (1970s) These advertisements often highlighted Hellmann's as the choice of homemakers who wanted the best for their families. The ads featured scenes of home kitchens and family meals.

Reflect on the advertising styles of the 1970s, the role of women and the nostalgia of family dinners where Hellmann's mayonnaise was a key ingredient.



Hellmann's Advertising

"Salad Dressings by Hellmann's" (1980s) This series of ads focused on Hellmann's salad dressings, promoting them as the perfect complement to fresh salads. The commercials often featured vibrant, colourful salads.

Talk about favourite salads and dressings from the past, the trend of fresh and healthy eating, and any special occasions where these dressings were used.

"Hellmann's in Holiday Recipes" (1990s) These holiday-themed advertisements showcased Hellmann's mayonnaise in special recipes for Christmas and other holidays. The ads featured festive settings and family gatherings.

Share holiday memories, favourite seasonal dishes and how Hellmann's mayonnaise added a special touch to holiday meals.

"Hellmann's for Better Sandwiches" (1970s) Focused on making better sandwiches, these ads showed how Hellmann's mayonnaise could transform simple ingredients into delicious meals. The commercials were often set in family kitchens.

Discuss favourite sandwich recipes from childhood, lunchbox memories and the evolution of sandwich fillings over the years.

"Hellmann's for Healthy Eating" (2000s) Emphasising healthier eating options, these ads showcased Hellmann's light and reduced-fat mayonnaise varieties. The commercials featured health-conscious individuals and families.

Reflect on changing dietary habits, the importance of balanced diets and how Hellmann's adapted to meet the needs of health-conscious consumers.

"Hellmann's Classic Mayonnaise" (1950s-1960s) These early advertisements often focused on the purity and quality of Hellmann's mayonnaise, promoting it as the best choice. The ads were simple and direct, often featuring classic meals.

Talk about the simplicity of past advertisements, the trust in brand quality and how Hellmann's was a reliable staple in many households.



Using YouTube

YouTube is a video-sharing website, on which users can upload, view and share videos. There are thousands of video resources to support activity provision.

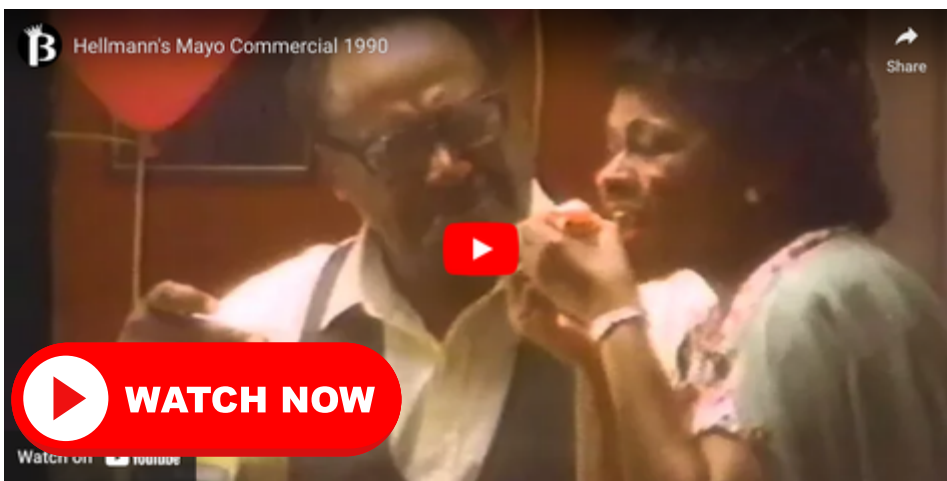


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NAPA Guidance - Vintage Advertising in Reminiscence

Reminiscence is a powerful tool especially those with dementia. Incorporating vintage advertising into reminiscence activities can evoke memories, stimulate conversations and promote wellbeing.

Effective use of vintage advertisements to support reminiscence:

- Choose advertisements from the decades when individuals were in their youth or middle age. This could range from the 1930s to the 1970s, depending on the age group of the individuals.
- Select ads featuring brands and products that residents are likely to remember. Classic household items, automobiles, fashion and food products are often effective.
- Use a mix of printed advertisements from magazines, newspapers and posters, as well as television advertising. This variety can cater to preferences and sensory experiences.
- Create a display board or a scrapbook with printed vintage advertisements. Place it in common areas where individuals can easily see and interact with it.
- Use a projector to show a slideshow of vintage ads. This can be accompanied by background music from the same era.
- Provide individual handouts with a selection of vintage ads to hold and examine closely. This can be particularly engaging for those with visual impairments.
- Discuss the ads and encourage the sharing of stories related to the products.
- Combine vintage ads with actual objects from the same era (e.g., old packaging, bottles, fashion items). This multi-sensory approach can deepen the reminiscence experience.
- Involve individuals in creating their own vintage-style advertisements.
- For individuals who may find group settings overwhelming, one-on-one sessions with caregivers using vintage ads can provide a more comfortable environment for reminiscence.
- Take note of residents' personal histories and interests. If a resident had a particular fondness for a specific brand or type of product, focus on those ads to make the experience more meaningful.
- Play period-specific music or jingles associated with the ads. If possible, introduce scents related to the advertisements.
- Encourage individuals to touch and feel the advertisements, especially if they are printed on textured paper. This tactile engagement can be soothing and stimulating.
- Record the stories and memories shared by residents during these sessions. This can be done through audio recordings, written notes or even video if appropriate.
- Regularly review the impact of these activities. Reflect on which advertisements and methods evoke the most positive responses and adapt your approach accordingly.



THE SATURDAY EVENING POST



IT TICKLES THE MENFOLKS!
THIS "GARDEN PATCH SALAD"
WITH **REAL MAYONNAISE!**

GARDEN PATCH SALAD

- Hellmann's or Best Foods *Real* Mayonnaise
- Hellmann's or Best Foods French Dressing
- 1 medium-sized head cabbage
- ¼ cup cooked diced carrots
- 1 cup cooked peas
- ¼ cup cooked diced beets
- ½ cup diced celery
- 3 tbsps. chopped onion

Hollow out a firm head of cabbage, leaving a shell. Slice the removed cabbage very thin and put back in shell. Marinate carrots, peas, celery and onion in French Dressing and place in refrigerator for an hour. Just before serving, toss together marinated vegetables and beets. Fill cabbage shell. Serve with *Real* Mayonnaise.

NEWLY-MARRIED NANCY LEARNS THE "MAN ANGLE" ON SALADS

WHAT'S THE SECRET OF MAKING SALADS THAT MEN LIKE, MRS. HOLDEN? YOURS ARE ALWAYS SO POPULAR!

HAVE EVERYTHING CRISP AND FRESH, WITH PLENTY OF FLAVOR—THAT'S MY RULE, NANCY. AND ALWAYS USE REAL MAYONNAISE!

WHAT'S THE DIFFERENCE BETWEEN REAL MAYONNAISE AND SALAD DRESSING, MRS. HOLDEN?

REAL MAYONNAISE IS MADE JUST LIKE THE HOME KIND...WITHOUT STARCHY FILLER. IT'S FULL-BODIED, RICH AND CREAMY—AND DOESN'T GET WATERY WHEN YOU ADD MILK OR FRUIT JUICES

REALLY FRESH, TOO!

Read why Real Mayonnaise tastes fresher even than home-made!

You, yourself, know that a dressing for salad can taste no fresher than the salad oil used to make it. Our *Real* Mayonnaise (Best Foods in the West; Hellmann's in the East) is made with "FRESH-PRESS" Salad Oil, which we ourselves prepare fresh each day, as it is needed. Then in our double-whipper it is mixed with freshly broken eggs, our own special blend of vinegars and choicest spices. Nothing else—*No starchy fillers*. It's *all* mayonnaise—*Real* Mayonnaise! That's why it tastes so rich, so creamy and so FRESH!

SA-AY! NANCY'S MODEST! SHE LAYS IT ALL TO REAL MAYONNAISE, BUT SHE'S THE BEST LITTLE SALAD MAKER IN SEVEN STATES!

I TOOK YOUR ADVICE YOU SEE, MRS. HOLDEN! IT CERTAINLY WORKS WITH THIS MAN OF MINE!

BEST FOODS ↔ HELLMANN'S
Real Mayonnaise



↑ IN THE WEST
↓ IN THE EAST

Photocopy this page and use for reminiscence



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