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American Egg Board Launches Second Annual “Search for America’s Worst Cook”
Fifty Percent of Americans Report Having Kitchen Disasters Regularly

Park Ridge, Ill. (April 29, 2008) – Does your recipe repertoire consist of microwaveable meals and the phone number for Chinese take-out? Are you prone to flare-ups in the kitchen? Then you might just be America’s Worst Cook. According to the second annual cooking survey from the American Egg Board,¹ 50 percent of Americans reported having a disaster in the kitchen at least several times a year, and 42 percent said they know someone in desperate need of basic cooking skills.

Overall, more than three-fourths of Americans (78 percent) believe that people today are worse cooks than people were 50 years ago. Howard Helmer, the *Guinness World Records* “World’s Fastest Omelet Maker,” wants to help by encouraging home cooks of all ability levels to embrace the kitchen and take the spatula back into their own hands.

Get Back to Kitchen Basics: Crack Some Eggs!

Many Americans are worried about their wallets getting thinner, and with more than 70 percent of meals being prepared at home in 2007,² it’s a perfect opportunity for families to spend more time learning how to make easy, affordable *and* delicious dishes. Few foods are as versatile and economical as the incredible edible egg™. In fact, 90 percent of those surveyed agreed that eggs are a good value and reasonably priced.

Helmer believes that even the worst cooks can master easy egg dishes. “I’m famous for my record-breaking omelet-making speed, but omelets are just the beginning when it comes to simple egg recipes! Even a novice can create an elegant quiche, frittata, or a strata casserole, and all it takes is a positive attitude, some patience and almost anything you have in your refrigerator or pantry,” says Helmer.

Helmer recommends home cooks try [Fool-Proof Frittata](#) or [Simple Strata](#) for an effortless and enjoyable cooking experience. “These dishes are so easy to make that the entire family can lend a hand. Even kids can help by cracking and whisking eggs, and sprinkling and stirring fillings,” says Helmer. “And, moms can feel good about serving up eggs because they provide one of the highest-quality proteins of any food available.”

It’s Back: The Second Annual “Search for America’s Worst Cook”

To prove that even the most disastrous cooks can master the art of cooking with eggs, the American Egg Board is launching the second annual “Search for America’s Worst Cook” contest. Entering is easy. Simply visit www.AmericasWorstCook.com, and in 200 words or less along with a video or photograph(s), tell the American Egg Board why you – *or someone you know* – are in desperate need of cooking help.

The winner will be featured in an advertisement for the American Egg Board and will win a trip for two to New York City to take cooking classes and enjoy the sights, sounds and tastes of one of the greatest culinary cities in the world. The contest runs from April 29, 2008 through June 30, 2008.

For more recipes, tips and how-to videos by Howard Helmer, the “World’s Fastest Omelet Maker,” visit www.AmericasWorstCook.com. In addition to getting *eggscellent* cooking tips, visitors can insert themselves – or the worst cook they know – into a music video alongside Howard Helmer and YouTube video sensation Remy!

¹Impulse Research for American Egg Board. Survey was conducted online with a random sample of 1,041 men and women aged 18 and older representing a cross-section of the U.S. population. Research was conducted in March 2008. The overall sampling error for this survey is +/- 3% at the 95% level of confidence.

²The NPD Group. 2007. "The 22nd Annual Report on Eating Patterns in America."

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About the American Egg Board (AEB)

AEB is the U.S. egg producer's link to consumers in communicating the value of The incredible edible egg™ and is funded from a national legislative checkoff on all egg production from companies with greater than 75,000 layers in the continental United States. The board consists of 18 members and 18 alternates from all regions of the country (except Alaska and Hawaii) who are appointed by the Secretary of Agriculture. AEB staff carries out the programs under the board's direction, and is located in Park Ridge, Ill. Visit www.incredibleegg.org for more information.