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For more information, contact:

Elisa Maloberti

(847) 296-7043

www.aeb.org

Eggs Bring Clarity to Snack Labeling

Functional, Simple and Nutritious, Egg Ingredients Set Tone for Transparent Labels

Park Ridge, IL (March 5, 2014)—Any time, any form, anywhere, Americans increasingly turn to snacks to satisfy food cravings or substitute for traditional meals. According to a Hartman Group study, we snack an average of 2.3 times per day and more than half of consumers say it is important for the foods and beverages we consume as snacks to be healthy.

However, in this “any” environment that exists in the new snacking culture, not just any ingredient will do. New transparent labeling laws are going to make it easier for consumers to determine what ingredients and nutrients snack foods contain. Fortunately egg ingredients stand ready to act as the hero or supporting cast in new product introductions designed to capture a share of the snack market, while helping supply a positive nutritional profile under new transparent labeling reforms.

Elisa Maloberti, Director of Egg Product Marketing, American Egg Board, lists some key attributes research has shown might help build a successful nutritious snack food. “Key indicators show that increasingly consumers want snacks to be convenient and portable. The impressive sales growth of nutritional and snack bars helps illustrate this.”

In nutrition or snack bars, eggs contribute functional properties such as binding or crumb structure and aid sensory characteristics like mouthfeel and texture. In addition, eggs are an excellent source of protein and a good source of naturally occurring Vitamin D—both areas that will remain highlighted on FDA’s newly proposed nutrition labels.

“Not only do eggs contain an excellent source of protein, the protein in real eggs is easily digestible and readily available,” says Maloberti. “This helps create more nutritious snacks that truly satisfy hunger pangs. And whether in liquid or dried form, formulators can rely on egg ingredients to supply the functionality needed in snack applications while contributing to a clean or more ‘transparent’ label statement.”

About Incredible Edible Eggs

Available in liquid, frozen or dried forms, as whole eggs, yolks, whites or tailored to meet preparation or processing specifications, there's an egg ingredient to suit any requirement. For more information about including eggs in foodservice recipes or to find a supplier of egg ingredients, visit American Egg Board's website at www.aeb.org.

About the American Egg Board

American Egg Board (AEB) is the U.S. egg producers' communications link to food processors. AEB works to educate manufacturers and developers of new food products about the functionality and nutritional benefits of eggs. To assist food formulators, AEB develops resource materials and makes egg product experts available to answer technical questions. Visit www.aeb.org for more information, formulation tips and assistance and functional egg background.