Last month, AEB and the Colorado Egg Producers Association partnered with the Food Bank of the Rockies in Denver to feed a hot breakfast to people picking up food items for the holidays. The effort touched more than 625 people in need, spurring gratitude and thanks from the many attendees.

To kick off the event, the first of many egg donations nationwide was made to the Food Bank of the Rockies as a result of Americans across the country pledging to “Eat good. Do good every day.”

AEB and Colorado Egg Producers donated 100,000 eggs to ensure that each person picking up their food items received a free dozen eggs to take home.

In addition to the donation, a tent was set up where Colorado Egg Producers served a hot breakfast of scrambled eggs and cheese, bacon, sausage and breakfast potatoes. The tent was also filled with fun activities like the Incredible Egg Chair and an area for attendees to take the pledge to

“Eat good. Do good every day.” More than 580 people took the pledge at the event, adding another 580 eggs to be donated through the Good Egg Project to food banks nationwide!

Howard Helmer was also at the breakfast demonstrating his omelet-making skills and showing kids and adults how easy it is to make a nutritious and delicious breakfast. As always, the Omelet King was a big hit with both young and old attendees as he wandered from table to table tossing his omelet into the air and catching it with his pan!

The event was an incredible success, with one woman expressing her thanks by saying, “God Bless America, and God Bless you for my breakfast.” Kevin Seggelke, president and CEO of the Food Bank of the Rockies, as shown below, also said, “This is about as fun a day as we’ve had here in a long, long time!”

Stay tuned for more Good Egg Project breakfasts and outreach efforts in 2010!

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Beginning in January 2010, the Incredible Search is on for the next Luke and Luci in an effort to further expand upon the Incredible People ad campaign launched in February 2009.

The search will include online advertising, strong PR and social media like Facebook and Twitter. The advertising support will be focused on Facebook, which has more than 105 million registered users in the United States alone, making it a good place to discover new and incredible stories.

In addition, an expanded section of IncredibleEgg.org is in development to allow users to submit their videos explaining why they are incredible enough to be featured in our advertising. For those not wishing to submit their own story, the site allows users to browse contest submissions, be introduced to currently featured Incredible People, and even refer the contest to a friend or family member.

The hope is that through these efforts AEB will discover two new Incredible People to feature in our advertising later in the year.

Let us know if you know someone incredible. AEB will share the link once it’s live.

Eggs in the national media spotlight

The December 18 issue of All You featured several egg recipes, including Broccoli and Feta Frittata and Baked Eggs in Bread Bowls, as favorites for holiday entertaining. The issue also highlighted food safety tips from the Egg Safety Center, noting proper handling such as storing eggs inside the refrigerator, cooking thoroughly and looking for cracked shells.

The December issue of Shape highlighted a new study in The American Journal of Clinical Nutrition that found people with a choline-rich diet are 33 percent less likely to feel anxious than those with low levels of the nutrient. The article suggests getting at least 425 mg. of choline each day to “keep your cool.”

The December issue of Restaurants & Institutions declares eggs the new bacon in an article featuring the top-20 menu trends of 2009. The article notes eggs are all over operator menus, including unusual places like on top of burgers and pizzas.

Seminars in the Dominican Republic

Jose Manuel Samperio, USAPEEC’s Latin America Technical Consultant, recently traveled to the Dominican Republic to participate in a joint seminar with the Mills and Bakery Association of DR to teach bakeries and supermarkets how to incorporate egg products into their applications.

At the Clarion Hotel, the seminar attracted a larger-than-expected audience of 60 participants. Luis Navarro, former American Institute of Baking International Director, made a presentation on the different bakery processes in order to improve quality of products and increase the profitability of the business.

Nearly 80 percent of the participants requested samples of specific egg products to run trials at their establishments. One major bakery chain placed an order for frozen pasteurized eggs.
ENC attends Pri-Med conference

ENC interacted with practitioners from a wide range of practices and specialty areas at the Pri-Med East conference in Boston, MA, from November 18-21. Pri-Med is a trusted communication and education platform for those in the science and medicine fields and offers continuing education credits through educational sessions, distance learning opportunities and updates on new professional resources and media tools. Conference attendees who visited the ENC booth had the opportunity to collect scientific literature including egg nutrition patient information as well as discuss egg nutrition information with ENC booth staff. The majority of practitioners who visited ENC’s booth were physicians and nurse practitioners.

These health practitioners expressed an active interest in learning more about ENC educational materials and outreach programs. During the conference approximately 50 attendees joined ENC’s Nutrition CloseUp newsletter mailing list. At the booth, surveys were distributed to conference attendees by ENC staff to better understand the style of communication that health practitioners value most. One key finding was that, among the doctors and nurse practitioners who responded, all spend at least a portion of patient interaction time discussing nutrition.

Ad rated number 1

According to Readex Research, AEB’s Simplicity Ad scored number one in readership scores in the August issue of Food Technology magazine. Readers rated this ad very visually appealing, easy to read and informative while noting its clear communication benefits of the advertised product.

Eggspression

“What made the bacon laugh... the egg cracked a yoke.”
-Unknown

Shop to Cook Success

During AEB’s first week of its retail Shop to Cook (STC) partnership, 125,615 AEB recipes were viewed by shoppers in grocery stores at STC’s kiosks. More than 8,268 were selected for detailed viewing, and 3,079 recipes were printed.

Research shows that the majority of consumers do not know what they’re eating for dinner as late as 6 p.m. This program allows AEB to reach consumer at retail, continue building relationships with retailers and ultimately, build demand and drive sales.

AEB’s commercials play while the recipes print, and all users view AEB’s messages. Currently, the STC network has 62 AEB recipes with corresponding photos in its database. Eggs are the second most printed ingredient behind salt in the overall database.

In 2010, AEB plans to rotate its recipes seasonally and coordinate with promotional themes. Recipes will be refreshed often.
New foodservice ad debuts in January

To take advantage of the growing opportunity for eggs at quick-service restaurants (QSRs), the third in a series of new foodservice print advertisements will debut next month. Featuring the headline “Don’t Just Make Breakfast…Make It Incredible,” the ad communicates AEB’s knowledge and expertise about breakfast. Appearing in two leading national restaurant publications, Nation’s Restaurant News & QSR, the ad features an egg-rich “Breakfast Bowl” ideal for QSRs.

Highlighted in the ad are statistics demonstrating the dramatic growth of QSR breakfast over the last several years, an excellent opportunity for eggs. AEB’s website is referenced to locate recipes and additional breakfast knowledge and facts. The total print schedule for 2010 includes seven ad insertions.

The online campaign consists of 47 online events including banner ads, e-newsletters, recipe ideas and breakfast newsletters. Providing over 385,000 impressions to the target audience, the campaign continues through the rest of 2010.

On-carton promo launches

AEB has partnered with Tabasco brand pepper sauce and The Kroger Co. for an on-pack carton promotion. The callout on the lid communicates the promotion and directs shopper to the recipe featuring scrambled eggs with cheese underneath the lid. Consumers are also directed to visit Startwitheggs.com for more recipes and to download a 75 cent coupon toward their next purchase of Tabasco and eggs!

Another recipe for Huevos Rancheros prints with the coupon. The promotion is appearing on over 8 million Kroger cartons distributed around the country.