Wishing you an incredible holiday season filled with all your favorite delights!

— Your Friends at the American Egg Board & Egg Nutrition Center

See back page for the recipe for these Cranberry White Chocolate Cookies
Incredible Egg Offers Holiday Help & Names This Season’s Top Cookie Trends

With the season in full swing, the Incredible Edible Egg is offering up tricks, tips and recipes to help ease holiday stress in kitchens across the nation. These helpful tips come in the form of “Holiday Hacks” posted on the Incredible Egg’s Facebook, Twitter, Pinterest and Instagram networks and offer up at-a-glance information for achieving the fluffiest meringue, the silkiest pie crust and the perfect cookie cut outs.

In addition to holiday help in the kitchen, the Incredible Egg has also named a half-dozen cookie trends for the holidays. Topping the list are the light and airy meringues, which are making a comeback on America’s holiday dessert tables because of their versatility and festive appeal. Additional trends include:

• **The Classics Get Spicy**: People are looking to capture the love that went into Grandma’s favorite cookie dough recipe while still making it their own. According to a recent survey, more than half (52 percent) of consumers have considered adding exotic spices like curry and ginger to their traditional holiday baked goods.

• **“Kitchen Sink” Cookies**: Home chefs are embracing creativity and customization in the kitchen. We expect to see this come to life with cookies that start with familiar dough like chocolate chip but include salty ingredients to the mix.

• **The Hostess Gift Gets Reinvented**: Gone is the last-minute scramble for a bottle of wine. Save time by putting together a memorable hostess gift while you’re already baking. Layer dry cookie ingredients in a mason jar, attach the recipe card, add a label, and get ready to be the most creative and thoughtful guest at the party.

• **Cookies Get “Santa-Sized”**: Forget the plate of cookies! Santa only needs one – as long as it’s a big one. Classic cookies are showing up extra-large and individually wrapped.

• **Cookies Get Savory … With the Help of Bacon**: The love affair with bacon isn’t over and the popular breakfast meat is making an appearance in savory holiday desserts.

More holiday tips, tricks, recipes and trends can be found on IncredibleEgg.org or on Facebook, Twitter, Pinterest and Instagram. ●
Building Relationships with Health Professionals

This fall, ENC attended several health professional (HP) conferences to promote the nutrition and health benefits of eggs. In October, ENC exhibited at OMED, the annual conference for osteopathic physicians. ENC’s Dr. Tia Rains presented on the changing cholesterol guidelines.

In November, ENC exhibited at the American Heart Association’s Scientific Sessions conference for the first time to share an update on egg-relevant science and news with its cardiology-focused attendees. ENC engaged in good conversations and received a great response from attendees at both conferences.

To close out the year, ENC will attend the American Society for Nutrition’s Advances and Controversies in Clinical Nutrition conference. In partnership with the Hass Avocado Board, ENC will host a breakfast and education symposium, regarding the importance of breakfast consumption among children.

In addition, another ENC-funded study was recently published in the international journal Eating Behaviors. This marked the fifteenth study published in 2015 — nearly double the previous record of total number of studies published in a year. Researchers found that a protein-based breakfast reduces calorie intake at lunch in both normal weight and obese children. The findings also support that an egg-based breakfast can affect satiety in children. This study will be promoted in conjunction with a similar study published in August.

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Cranberry White Chocolate Mix & Cookies
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Prep Time: 15 minutes
Bake Time: 10 to 12 minutes
Makes: 40 cookies

WHAT YOU NEED

Dry Cranberry White Chocolate Cookie Mix
- 2¼ cups all-purpose flour
- 1 cup granulated sugar
- 1 cup white chocolate chips
- 1 package (6 ounces) dried sweetened cranberries
- ½ teaspoon baking powder
- ½ teaspoon salt

Cookies
- 1 container Cranberry White Chocolate Mix
- ½ cup butter, softened
- 2 large eggs
- 1 teaspoon vanilla extract

HERE’S HOW

1. For Dry Cranberry White Chocolate Cookie Mix, **COMBINE** all ingredients in a clear 2-quart container with tight fitting lid. **COVER** with lid. **STORE** in a cool dry place until ready to give as a gift.
2. To make cookies, **PREHEAT** oven to 350°F.
3. **COMBINE** 1 container dry cookie mix with butter in a large mixing bowl.
4. **ADD** eggs, one at a time, mixing until well combined after each addition. **STIR** in vanilla until blended.
5. **DROP** dough using a tablespoonful for each cookie onto ungreased cookie sheet.
6. **BAKE** 10 to 12 minutes or until light golden brown. Let **COOL** on cookie sheet on wire rack 1 minute. **REMOVE** and cool completely.

TIPS

- Attach a festive recipe card with dry mix ingredients and additional ingredients needed to make the squares to the container before giving.
- Dry mix can be prepared and held in container up to 2 weeks before giving as a gift.
- Store baked cookies, in a tightly covered container, in a cool dry place up to 2 days.

NUTRITIONAL INFORMATION

Nutrition information per serving (1 cookie): 88 calories; 2g total fat; 2g saturated fat; 0g polyunsaturated fat; 0g monounsaturated fat; 9mg cholesterol; 55mg sodium; 17g carbohydrate; 0g dietary fiber; 1g protein; 15.0IU Vitamin A; 2.1IU Vitamin D; 21.6mcg folate; 3mg calcium; 0mg iron; 8.2mg choline.