

incredible news

Communicating the Value of Your Checkoff Dollars

OCTOBER 2015

White Castle Celebrates World Egg Day

On World Egg Day, White Castle, America's first fast-food hamburger chain, offered a free egg on any Slider. White Castle promotes its use of fresh-cracked eggs and used World Egg Day as an opportunity to give back to its customers, known as Cravers, by offering them the option to add an egg, free of charge, to any menu item.

AEB partnered with White Castle on its recent launch of *Anything, Anytime* – a new initiative that gives legions of loyal Cravers the option to order anything on the menu, anytime their local White Castle is open. This includes the wide selection of breakfast items.

"America's egg farmers joined the world in celebrating the Incredible Edible Egg — one of the highest quality proteins of any food available," said John Howeth, AEB's senior vice president. "We know eggs all day resonates with consumers. And, given that one egg provides more than six grams of protein, a free egg is even more incredible."

White Castle has served breakfast for almost 30 years, beginning with The Original Slider with Egg & Cheese in 1986. This is the first year White Castle participated in World Egg Day. AEB's incredible logo appeared on co-branded marketing materials.

NPD, a worldwide research firm, states that Quick Serve restaurant (QSR) visits were up 5 percent in the past 12 months. Nearly all of the major QSRs now have strong breakfast programs, many of these serve breakfast all day. Look for more breakfast news as AEB continues working with these chains. ●



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Make it incredible!



AEB's incredible logo appeared on co-branded marketing materials, and White Castle executed a full PR campaign behind this effort.

Ivy Receives Additional Honors

Joanne C. Ivy recently received three honors for her work within the egg industry. Firstly, she was honored for her contributions to the International Egg Commission's (IEC) continued success and awarded Honorary Life Membership at the annual IEC Gala Dinner in Berlin. Secondly, the United Egg Producers recognized Ivy's tremendous leadership and value to the industry with its "President's Award." And lastly, her alma mater presented her the Old Dominion University's Outstanding Achievement Award, recognizing alumni who have made a difference in their professional fields. After almost 30 years with the American Egg Board, Ivy retired on September 30, 2015. ●



New Egg Product Videos Debut



A new series of 16 short videos addresses the unique functional properties egg ingredients contribute to baking systems. Each features baking expert Luis Belozерco, technical advisor, AIB International, Manhattan, Kan. Watch at AEB.org/TechTalkBaking

Belozерco explains that eggs operate synergistically with other common ingredients during mixing, baking and shelf life. In the video titled "Can a baker rely on a single substitute for egg replacement" Belozерco states "There is not a single substitute that can replace all of the functions eggs perform in all of the different types of baking products. Some of the fundamental properties of egg ingredients cannot be duplicated by a single, one-to-one alternative. Bakers rely on egg ingredients to positively affect the structure, texture, crumb, appearance, taste and shelf life of many types of baked goods."

Please share this link with your bakery customers. Questions? Contact Elisa Maloberti, emaloberti@aeb.org or 224.563.3711. ●

Digital Foodservice Efforts

AEB's online efforts to reach foodservice professionals position AEB as *The Breakfast Expert*. Online impressions are 13 percent higher than the year-to-date goal, and the campaign has driven more than 4,000 clicks to AEB.org.

The current digital media plan includes *Breakfast Beat*, an e-newsletter, and e-blast ads/sponsorships that drive traffic to AEB.org. Forty-one ads have earned more than 623,600 impressions. AEB's e-blast sponsorships deliver an effective click-through rate that significantly exceeds industry benchmarks.

To date, the "EggPops" ads delivered the highest volume of clicks with 1,214. The "New Consumer" ads provided the campaign's highest volume of impressions, with 230,400, and the "Recipes to Celebrate National Breakfast Week" ad earned the most efficient cost-per-click rate. ●

International Promotional Efforts



Despite decreased imports from January to August, the United States remained the overall leading importing country of egg products by quantity with 34 percent market share into Japan for the first eight months of 2015, followed by Italy, The Netherlands and India.

USAPEEC also recently finished translating AEB's "Egg Product Conversion" videos into Arabic and Japanese. Eight "Tech Talks" are also now available in Spanish. These will be posted to the appropriate USAPEEC international websites. Additional AEB videos will be translated and shared accordingly. ●

The judges and six finalists appear (left), along with the prize-winning recipe by chef Moemoe Tanaka (below).

Funded by AEB, USAPEEC conducted a bakery and confectionary culinary contest that attracted 60 recipes over a two-month period in Japan. The finalists were narrowed down to six entrants in July, and their submissions were judged on taste, presentation, creativity, uniqueness and usage of U.S. dried eggs. Media and trade were invited to the final day of judging that saw chef Moemoe Tanaka take home the grand cash prize, with Takashi Suzuki and Itaru Higashimura receiving the award of excellence, and Toshitsugu Koganei, Ryosuke Kominami, and Tatsunori Masaki accepting the special award. The U.S. Embassy also promoted the contest on MyFood.jp



Back-to-School Outreach

On social media, the Incredible Egg teamed up with influential bloggers Lunchbox Dad, Wendolonia and Biting the Hand who specialize in creative school lunches. For three weeks, these influencers pinned their recipes, along with other favorites that featured eggs. Fellow blogger Family Fresh Meals also contributed to the Pinterest

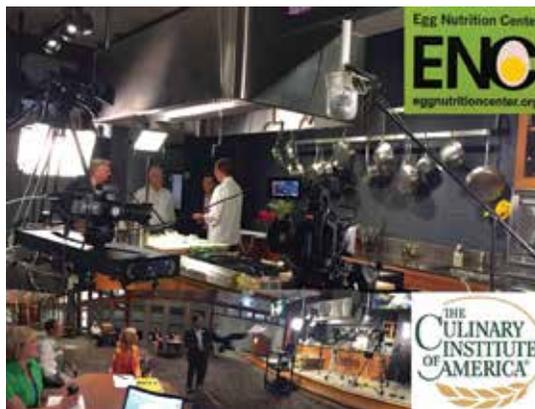
campaign and performed an Instagram Takeover sharing her favorite easy egg recipes. Incredible Eggs on Twitter shared quick tips about hard-boiling eggs for grab-and-go breakfast, and nutritional information.

In total, the back-to-school campaign garnered 21 million impressions, with high engagement on social media platforms. ●

CIA & New Videos

During its annual Health Professional Advisors (HPAs) meeting, ENC leveraged the opportunity to film five nutrition-based segments in partnership with the Culinary Institute of America (CIA). Each video features a chef preparing a nutritionally beneficial meal that includes eggs. The HPAs added a short narrative about the health benefits of each meal.

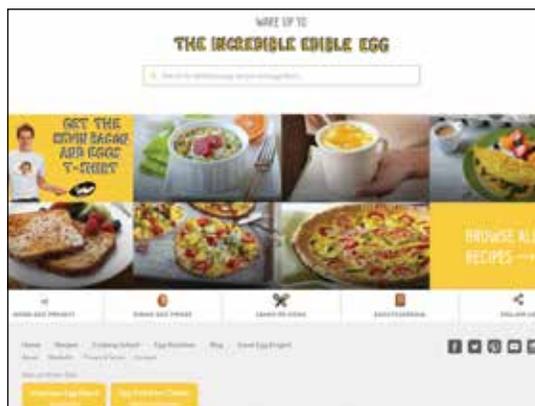
Five additional foodservice-focused videos were also filmed for a total of 10 as part of this partnership. The videos will be posted on a new eggs section within the CIA main website and available to AEB/ENC to leverage online as well. Additional nutrient content will also accompany the video posts. ●



IncredibleEgg.org is now an Award-Winning Website!

Recently, AEB and its digital agency, Rise Interactive, won an Online Marketing Media and Advertising (OMMA) Award for IncredibleEgg.org. The redesigned website took home top honors in the category of "Website Excellence," beating out sites such as Chrysler and Trip Advisor for its data-driven approach, responsive design and seamless user experience.

The OMMA Awards recognize web developers' outstanding content, visual design and user experience. Additional winners included well-known companies like IBM, Warner Bros. Pictures, and Paramount Pictures. ●



Reminder: All state directors are encouraged to apply for a 2016 State Grant for the period January through June, 2016. Deadline for grant applications is Dec. 1, 2015. Questions? Contact Jacinta Le Donne, jledonne@aeb.org or 224.563.3709.