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Media Contacts:

Marc Dresner
American Egg Board
224.563.3724
mdresner@aeb.org

Bethany Bell
Quiet Light Communications
815.316.0150
bbell@quietlightcom.com

The American Egg Board Showcases Student-Approved Recipes at School Nutrition Conference
Attendees Invited to Visit Booth 1458 for Egg-focused Menu Ideas and to Meet New Eggy Character

CHICAGO (June 5, 2019) — The American Egg Board (AEB) will be exhibiting at the 2019 School Nutrition Association Annual National Conference (ANC) in St. Louis, Missouri, July 14-16. Booth 1458 will feature five egg-focused, student-approved recipes and debut a new Eggy character: STEM Shelly.

At ANC, the AEB will be debuting the latest 5 Days / 5 Ways™ menu – Asian Bowls, featuring the high-quality protein of eggs. These five school-tested, kid-approved Asian Bowl recipes were gathered from real nutrition programs around the country to serve as inspiration for increasing meal participation.

“Menu fatigue is a reality many school nutrition directors face, and we believe the antidote is sharing ideas that really work and students love,” said Maribel Alchin, M.B.A., R.D.N., L.D.N., manager of school and college marketing in market development at the AEB. “We’ve gathered eggcellent recipes from real school nutrition programs that we cannot wait to share with ANC attendees, as well as hear directly from them what is working in their school district.”

Beyond featuring student-approved recipes at the show, the AEB plans to debut a new Eggy character, STEM Shelly, to inspire students to take science, technology, engineering and math studies seriously.

“Meet us and Shelly in St. Louis,” said Alchin. “We’re proud to add our first female Eggy character to show little girls (and boys) there are no boundaries for your career path if you study hard.”

For a full conference schedule, visit schoolnutrition.org. For resources from the American Egg Board to enhance student nutrition programs, visit aeb.org/schools.

About the American Egg Board (AEB)

Home of the Incredible Egg, the AEB is the U.S. egg industry’s national commodity marketing board. The AEB’s mission is to increase demand for eggs and egg products through research, education and promotion. The AEB’s Egg Nutrition Center is the country’s largest repository of egg nutrition research. The AEB is located in Chicago, Ill. For more, visit www.aeb.org.

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