West Coast Culinary Conference Features Presentation from the American Egg Board

Conference attendees to hear from Host of Taste of Vietnam at event June 20-22

CHICAGO (May 22, 2019) — The American Egg Board (AEB) is a proud gold sponsor of the West Coast Culinary Conference June 20-22 at the University of Southern California (USC). Host of Taste of Vietnam and James Beard Finalist Robert Danhi will represent AEB at the event with a culinary demonstration centered on international flavors and eggs on campus.

The generation following Millennials is on track to be one of the most globally diverse generations, according to a new Pew Center analysis of Census Bureau data.¹ This report reveals that only 52 percent of 6- to 21-year old individuals in the United States are non-Hispanic white. Because of this shift in demographics, younger consumers expect international flavors to be more mainstream as they enter campus dining halls.

“Gen Z students crave bold ingredients and ethnic food, setting the pace for campus dining,” said Phaedra Ruffalo, senior director of market development at the American Egg Board. “Eggs are an essential source of flavor and functionality in cuisine globally, and we’re excited to have Chef Danhi share some of the techniques he’s gathered with chefs attending the West Coast Culinary Conference.”

The “Eggcellent Asian Adventure” presentation will take place Friday, June 21 at 8:45 a.m. in the Victory AB room of the USC Hotel & Conference Center. Chef Danhi will share his expertise on flavors from the Asian continent and illustrate how eggs are prepared and served to nourish food cultures. Chefs will learn how to transform traditional ingredients into global menu items Gen Z students are looking for on campus.

Attendees will also get to experience some of Chef Danhi’s creations firsthand at the Opening Dinner on Thursday, June 20. Featured egg dishes include Thai Omelet, Key Lime Cocktail and Vietnamese Cinnamon Coffee.

For a full conference schedule, visit westcoastculinary.org. For more information on how to partner with the American Egg Board to enhance student dining experiences, visit aeb.org.
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.

About Eggin’UOn!
Eggin’UOn! is a program developed by the American Egg Board specifically for the college and university
dining segment. The program is designed to assist C&U foodservice directors with on-trend menu
inspiration featuring eggs that will encourage students to dine in campus dining facilities — from on-
campus marketing support to menu ideation. For more info and online resources, visit aeb.org/colleges-
universities.

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