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The American Egg Board and LATINO Magazine Celebrate Hispanic Culture and Cuisine at GUSTO New York

NEW YORK, October 27, 2017 — The American Egg Board (AEB), the marketing arm of the U.S. egg industry, and LATINO Magazine last night hosted key members of the Latino community, New York media and America’s egg farmers at GUSTO New York — a celebration of Latino culture and cuisine featuring eggs.

The exclusive networking event at the Hilton Midtown drew several hundred guests to sample Latino-inspired egg dishes created by executive chefs and to mingle with AEB senior staff and America’s egg farmers as part of AEB’s outreach to New York’s Latino community and families.

“The role of food in Latino culture is well known and eggs are a dietary staple in Latino households, so it was important to engage with our Latino community,” said Anne L. Alonzo, President and CEO of the American Egg Board.

“For Hispanics, the cooking and sharing of meals are a part of our culture. Latinos want the best for their families. Eggs provide an affordable source of high-quality protein and other important nutrients. Eggs are a delicious, nutritious and affordable way for Latinos to please and nourish their loved ones,” said Alonzo.

Latinos are among the largest consumers of eggs. In fact, Latinos represent 58% of the year-over-year growth in egg purchases. “The influence of Hispanic culture in America today is increasing dramatically, and nowhere is this more evident than in cuisine. We want to showcase these contributions,” Alonzo said.

For more about GUSTO, please visit IncredibleEgg.org/Gusto.

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About the American Egg Board (AEB)
Home of the Incredible Egg, the AEB is the U.S. egg industry’s national commodity marketing board. 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. AEB is located in Chicago, IL. All activities are subject to USDA approval. For more, visit www.aeb.org.