CASE STUDY:
Increasing Efficiency at MSU
Rolled Omelets
Mission

The American Egg Board (AEB) is the U.S. egg producer’s link to consumers in communicating the value of the incredible egg. Our mission is to increase demand for eggs and egg products on behalf of U.S. egg producers.
American Egg Board

100% Funded by Egg Farmers:
- 192 Egg Farms with flocks of 75K+ Hens
- 60 Egg Farms with flocks of 1M Hens
- 17 Egg Farms with flocks of 5M Hens
Three Divisions of American Egg Board

- Consumer
- Egg Nutrition Center
- Market Development

Nutrition Materials for Health Professionals

DNC serves as a resource for health professionals in need of current nutrition information to share with their patients. Below are various tools available for professional education and/or to be shared with consumers.
Industry Support

Identification

Immersion

Innovation

Interaction
Information

• Comprehensive toolkit programs industry and segment specific:
  – Videos: Nutritional; Chef Series; How To Series; Trends; Farm to Table
  – Handouts/PDFs: Egg Nutrition; Recipes; Promotional Ideas
  – Shareable Graphics
  – Branding Opportunities
  – Co-op Support Materials
Michigan State University

Total Meals Served: 40,000

Total Volume of Eggs Served: 235,000# of liquid egg

Southpoint at Case Hall: 180 OMELETS A DAY

FAST FACTS

- 20 RETAIL GRAB AND GO
- 10 AYCTE
- 7 RETAIL QSR
- 1 FOOD TRUCK
- 1 URBAN GROCERY MARKET
- 1 SCRATCH BAKERY with RETAIL CONCESSIONS

Total Meals Served: 40,000
Why Select the Omelet?

- Bottleneck witnessed on every campus
- Suffers when main omelet person absent
- Made to order omelets require specialized talent
- Ability to increase quality and consistency
- MSU Staff Excited “I can make that”
Identify Opportunities to Improve

- Flavor Quality
- Nutritional Value
- Hospitality
- Increase ROI on $ Input
- Reduce back-of-house labor during
  - Prep
  - Service
  - Clean up time
- Overall Efficiency
Research - OLD SCHOOL
Research - NEW SCHOOL
October 2018 - 4 Days with 4 events

- Rolled Omelet Pop-up @ Breakfast
- Culinary Throwdown-Eggcellent Competition
- Chef’s Council Workshop and New Retail Menu Ideation
- Pop-up Global Eggs at Dinner
  - Vietnamese Hard Boiled Eggs and Pork Belly in Coconut-Soy Broth
  - Thai Aromatic Omelet
Development - Formula into Recipe

Slurry to Stabilize

Liquid Eggs for Ease

Keep it Level

Don’t Soak Too Long
Eggin’ J! On!

Serve & Get Feedback

NEW FEATURED ITEM
Rolled Omelet Station
Today Only
“In Partnership with the American Egg Board”

-Rolled while you wait-
Select your toppings:

Meat
Ham
Sausage
Bacon
Turkey

Veggies
Mushroom
Onion
Pepper
Tomato

Cheese
Cheddar
Mozzarella
Pepper Jack

Sauce
Marinara
Alfredo

EGGIN’ J! American Egg Board
### Gather Feedback from Community

**What did you think of the rolled omelet concept?**

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**Comments:**

- A lot faster than traditional
- It's a good idea to not have to wait
- I love how fast and easy we got to pick our ingredients, super good!
- Very good,fast
- Eggs aren't fresh
- It was cold and I prefer my things mixed in and warm.
- Positive was it was fast
- A lot faster than normal
- Very good, love it!!
- Nice speed of service - eggs are less rubbery with corn starch added
- Would recommend having salsa as something to pour on at Quick but I prefer my omelet fresh
- between rolled and traditional regarding taste, and they're both equally filling
- It came unrolled and spewed food everywhere
- I like this idea for the caf because it makes getting an omelet faster
Refine and Re-test

Primary Challenges

• Parchment Paper
  • Cost
  • Environmental Impact

• Thickness of Sheet
  • Too Large of Portion
  • Ease of Eating

• Service Temperature
  • How to Keep it Hot
  • Re-heat & RetIN Good Texture
Refine and Re-test
Online Resources
Online Egg Learning Management System

In Partnership with

ROUXBE
THE WORLD'S LEADING ONLINE CULINARY SCHOOL

Egg Cookery Foundations

Egg’s Incredible Functionality

Coming in 2020
Thank you,
looking forward to discussing more eggciting ideas!

incredible!
American Egg Board