

EASTER EGGS

EGGS ARE THE *Perfect* PARTNER FOR **HEALTHY EATING** ON EASTER

The average American eats 290 eggs a year,¹ many of which are consumed on the ultimate egg holiday - Easter! However, eggs' role goes beyond the Easter basket. With 6 grams of protein per large egg, they can help keep you feeling full, which can help minimize overindulging.

Many consumers are confused by the options in the egg case. From a nutrition perspective, the content of eggs is similar regardless of color (white or brown), grade (AA, A or B) or how they are raised (organic, free-range and conventional). While eggs are a natural nutrition powerhouse, feeding laying hens a diet enriched in specific nutrients like vitamin D or omega 3 can enhance that nutrient in eggs. Due to higher production costs, such specialty eggs are usually more expensive than generic shell eggs.

KEY MESSAGES

- Start decorating and eating hard-boiled eggs quicker with the Incredible Egg's new Easy-Peel recipe.
- Hard-boiled eggs can last up to one week in the refrigerator, unpeeled, and make for an easy weekday snack or salad topper.
- Make time for healthy eating around the Easter holiday. Choose nutrient-dense foods, like eggs, to help keep you feeling full.

REFERENCES:

1. United States Department of Agriculture. World Agricultural Supply and Demand Estimates. Accessed 9/18/19.



EASTER EGGS

▶ EASTER VIDEO



Watch the video @ [IncredibleEgg.org/Decorating](https://www.IncredibleEgg.org/Decorating)

🍴 RECIPE IDEA



Eggs in a Basket

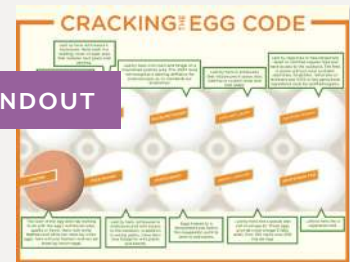
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📄 HANDOUT



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Spread the Word

f **LOOKING FOR A UNIQUE WAY TO USE YOUR LEFTOVER EASTER EGGS?** EggPops are a party favorite that will impress your guests or a fun snack for children at school. [EggNutritionCenter.org/EggPops](https://www.EggNutritionCenter.org/EggPops)

t **EASTER RECIPE IDEAS:** Gathering with family and friends to celebrate Easter? Try these crowd-pleasing egg-centric dishes: [EggNutritionCenter.org/EasterRecipeIdeas](https://www.EggNutritionCenter.org/EasterRecipeIdeas)

t **FEED A CROWD:** While traditional deviled eggs are a simple go-to, this lighter approach features soft-boiled eggs with a jammy yolk that's guaranteed to be the talk of the party: [EggNutritionCenter.org/JammyEggs](https://www.EggNutritionCenter.org/JammyEggs)

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Egg Nutrition Center

| 8755 West Higgins Road, Suite 300

| Chicago, IL 60631

| [EggNutritionCenter.org](https://www.EggNutritionCenter.org)