

BREAKTHROUGH BEVERAGES

POWERED BY EGGS

People are more passionate about their beverages than ever before—from their morning caffeine ritual to the trendiest cups to drink it from. Whether it's a boosted coffee brew or an athletic recovery and nutrient-rich, ready-to-drink solution, the functional beverage industry is booming.

As consumers seek healthier sources across categories and with the perceived health benefits of eggs in beverages, now's your time to capitalize on the behavior.



of all beverage launches in the U.S. had functional claims.¹



consumers are extremely interested in functional beverages.¹

BENEFITS OF EGGS IN BEVERAGES AS IDENTIFIED BY CONSUMERS

- ✓ Protein Boost
- ✓ Creaminess/Frothiness
- ✓ Satiety
- ✓ Nutrition Boost



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SATIATE PROTEIN-SEEKING CONSUMERS

Eggs are a **natural source of high-quality protein**, containing all the **essential amino acids** needed for muscle growth and recovery. And since consumers are actively seeking protein more than ever before, there is a huge opportunity for eggs in workout recovery drinks.

 **+2 in 3** consumers say they're influenced by protein claims for sports and energy drinks.²

EGGCELLENT OPPORTUNITY



Break into the fitness segment and **PROMOTE THE BENEFITS OF ESSENTIAL AMINO ACIDS** needed for muscle growth and recovery.



Develop egg-enhanced beverages as an **ALTERNATE PROTEIN SOURCE** for those who have allergies or sensitivity to other protein sources.

DELIVER VITAMINS & MINERALS CONVENIENTLY

Americans believe that **adding functional beverages** to their diets will give them the **benefits of vitamins and minerals** without changing what they eat.

 **68%** of consumers find foods and beverages fortified with vitamins, minerals, or antioxidants appealing.³

EGGCELLENT OPPORTUNITY



Revolutionize your beverage line-up with game-changing concoctions, where the incredible power of eggs meets the refreshing vitality of functional juices and smoothies!



Ignite your customers' senses with a **TANTALIZING TWIST ON VITALITY!** Embrace a new wave of drink benefits, from sustained energy to **LASER-SHARP MENTAL CLARITY** and **UNWAVERING FOCUS.**



Leverage RTD solutions **TO SATISFY CONSUMER DESIRE FOR CONVENIENT NUTRITION.**

POWERHOUSE NUTRIENTS WITH HIGH BIOAVAILABILITY

CHOLINE An essential under-consumed nutrient

Your brain and nervous system need Choline to regulate memory, mood, muscle control, and other functions. 90% of Americans do not get enough in their diets.⁴

One large egg has 150MG OF CHOLINE and provides 25% of the daily recommended value.⁴



LUTEIN Supports optimal eye health

Eggs are a source of lutein, a natural compound in the carotenoid family that's linked to improved eyesight, reduced risk of age-related macular degeneration as well as its impact on neurocognitive development.⁵

EGGS: 8 ESSENTIAL NUTRIENTS

Nutrient	%DV
Protein	12%
Riboflavin	15%
Pantothenic Acid (Vitamin B5)	15%
Vitamin B12	20%
Iodine	20%
Selenium	25%
Biotin	35%



Learn about all the possibilities eggs bring to functional beverages here.

1 Sensient Primary Research 2 FMCG Gurus, Non-Alcoholic Beverages Survey 2021 - USA, 2021 3 Datassential's New Foundations in Health Keynote Report 4 U.S. Department of Agriculture, Agricultural Research Service, FoodDataCentral, 2019. DB #01123 National Institutes of Health, Choline Fact Sheet for Health Professionals. Updated September 2018 Wallace TC et al. J Diet Suppl. 2019 5 Johnson EJ. Nutr Rev. 2014;72(9):605-12 Wallace TC. J Am Coll Nutr. 2018;73(4):269-85 Image taken from: Mares J. Ann Rev Nutr. 2016;36:571-602



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