

The Eggcelerator Lab® is **the** innovation center for the egg industry bringing new egg-based ideas to market.

OUR APPROACH BEGINS WITH INSIGHTS

The American Egg Board's proprietary consumer insights + industry research informs the Lab's innovation process guiding each client's unique food development journey.



AEB's research about consumers – preferences, habits, and behaviors – food trends, and market landscape provides insights that inform the innovation process.

THE O.V.V.O.® INNOVATION PROCESS IS OUR GOLDEN EGG

The Lab's proprietary innovation process transforms clients' challenges into success stories.



OPPORTUNITY
CONDUCT
DISCOVERY /WHITE
SPACE ANALYSIS



VISUALIZE
DEVELOP
MARKETABLE
CONCEPT



VALIDATE
HAND OFF OR
ASSIST IN
DEVELOPMENT



OPERATIONALIZE
HAND OFF
OR ASSIST IN
COMMERCIALIZATION

OUR PARTNER NETWORK DRIVES INNOVATION

Our network of industry partners – manufacturers, suppliers, university researchers, and subject matter experts – are key to driving innovation projects from ideation to market.



We had a single objective, develop a breakfast sandwich for a major national retail chain. The Eggcelerator Lab team pushed us to look holistically at the entire breakfast category. This approach was hugely beneficial and validated our focus.

Andy Johnson
Vice President Foodservice Sales & Marketing, West Liberty Foods



WHY EGGS?

Eggs offer unparalleled versatility, nutritional benefits, and functionality. They are a powerhouse ingredient providing essential proteins, vitamins, and minerals — a key component in developing nutritious food products.

Offering unique emulsifying and binding properties, eggs enable the creation of interesting textures and flavors in everything from baked desserts to sports performance beverages. Food innovators are harnessing the potential of eggs to push the boundaries of culinary creativity to deliver products that meet the ever-evolving demands of consumers.

To contact us and learn more about the Eggcelerator Lab®



SCAN HERE

Innovative Food Concepts from the Lab



STUFFED TATER TOTS



STUFFED ANIMAL TAIYAKI



VIETNAMESE EGG COFFEE



DENVER OMELET BAO BITES



BREAKFAST CUSTARD CUPS



SMOKED EGG CHARCUTERIE



CuliNEX – a clean-label food innovation company – is the Lab’s contracted strategic innovation partner. CuliNEX brings expertise in food science and culinary arts to develop on-trend culinary egg-based concepts to life for our clients.

TO DISCUSS INNOVATION, CONTACT

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