

ENGAGING EGG NUTRITION: PROMOTIONAL TALKING POINTS & MESSAGING TIPS FOR RETAILERS

Designed for Retail Teams and Marketing Leads, these scripts highlight the health benefits, versatility, and value of eggs to shoppers, helping you connect with customers right where they make their food choices. Each script is tailored for brief, impactful messaging that can inspire shoppers.

Whether you're using these scripts for intercom announcements, radio spots, promotional talking points, or circulars, you'll find them helpful for engaging shoppers and boosting interest in eggs.

We've also included quick tips to enhance delivery and connect with customers, making your message clear, compelling, and memorable as shoppers move through the store.

Spark Curiosity with Unexpected Facts

Share surprising facts about eggs to catch attention and spark interest. Did you know eggs are officially recognized as a healthy food by the FDA and can support heart health when part of a balanced diet, according to the American Heart Association? From brain health benefits to sustainability and beyond-breakfast versatility, fun insights like these can stop shoppers in their tracks and get them thinking differently about eggs.

Focus on Value Through the Shopper's Eyes

Show how eggs solve everyday problems, from getting a healthy meal on the table fast, to boosting nutrition, and feeding the whole family with ease. Eggs are a convenient solution that fit into any meal and pair perfectly with other healthy staples like fruits, vegetables, and whole grains. Their versatility means shoppers can whip up anything from a hearty breakfast to a quick, balanced dinner—all while making smart, nutritious choices.

Invite Shoppers to Take Action

Motivate shoppers to take the next step, whether it's trying a new recipe, building a balanced plate, or making small shifts toward healthier habits. Reinforce how your tips and suggestions can directly benefit their health, and make it easy for them to put ideas into practice. From swapping in eggs for extra protein to pairing them with fruits and vegetables, actionable advice empowers shoppers and builds trust in your voice.

Retail Communication Starters

Eggs are Healthy & Delicious

Did you know? Eggs now meet the FDA's official definition of "healthy." Eggs are simple to prepare, naturally nutrient-rich, and a smart choice for any meal—any time of day.

While often associated with breakfast, eggs are also a satisfying snack or a wholesome protein boost for balanced lunches and dinners. Add a hard-boiled egg to your snack routine, top your grain bowl or burger with a fried egg, or try a veggie-packed frittata for lunch.

No matter how you enjoy them, eggs deliver lasting energy and essential nutrients like protein and choline—all in one compact, affordable package.

From boiled to poached, scrambled to baked, eggs are a high-impact, low-effort food that supports health at every age.

Build a Balanced Lunch

Looking for a simple way to build a balanced, nutritious lunch? Start with a foundation of whole, nutrient-rich foods.

Begin with a high-quality protein—like a hard-boiled egg, grilled chicken, yogurt, or beans—to help support muscle health and keep you energized. Add a whole grain such as quinoa, whole-wheat bread, or hearty crackers for sustained fullness. Then round out your plate with produce: think carrot sticks, cucumber slices, berries, or dried fruit for fiber and antioxidants.

Tip: Try a quick combo like egg salad with cucumber rounds, whole grain crackers, and a side of frozen grapes for a refreshing, balanced meal.

Eggs are a healthy choice, offering protein, choline, and essential vitamins—all in one affordable and versatile ingredient. Whether you're packing lunch for work or prepping ahead at home, eggs make healthy eating easy.

Reduce Food Waste with Eggs

Looking to eat well and cut down on food waste? Repurposing leftovers into balanced, nutrient-rich meals is a simple strategy for both your health and your budget.

Use leftover vegetables in an omelet or frittata for a quick, protein-packed meal. Mix mashed veggies or potatoes with eggs and herbs for savory pancakes, or turn cooked grains and greens into a satisfying grain bowl topped with a soft-boiled egg.

Pairing plant foods with healthy protein sources—like eggs—not only reduces waste but supports muscle health, energy, and nutrient intake.

Smart food choices can be healthy, budget-friendly, and sustainable—all at once.

Eggs & Veggies – a Perfect Pairing

Looking for a simple way to boost nutrition at every meal? Try pairing healthy eggs and vegetables!

Eggs are a naturally nutrient-rich source of high-quality protein, and when combined with fiber-packed vegetables, they create a well-balanced meal that supports energy, fullness, and overall health.

Toss leftover veggies into a quick scramble, bake them into a savory frittata, or top a salad with a soft-boiled egg for extra protein and flavor.

Eggs help your body absorb key nutrients—like vitamin A and antioxidants—from vegetables, making this combo a smart, satisfying choice for any time of day.

Healthy for the Whole Body

Fuel your heart and brain with one simple, delicious ingredient—eggs!

Eggs are packed with nutrients that support lifelong wellness. They're a natural source of choline, which plays a key role in brain development and memory. Plus they fit into a heart-healthy diet when enjoyed as part of a balanced eating pattern, according to the American Heart Association.

Whether you enjoy them scrambled with veggies, sliced on whole grain toast, or boiled for an easy snack, eggs offer high-quality protein and essential vitamins—all in an affordable, easy-to-prepare package.

Support your health from head to heart—add eggs to your cart today.