

## FOR IMMEDIATE RELEASE

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### MAKE EASTER EASY AND EGG-ONOMICAL

#### *Incredible Edible Egg and TV Chef Jeffrey Saad Offer Hard-cooking Tips and More*

**Park Ridge, Ill. (March 23, 2011)** – Easter is just around the corner, and where there's Easter, there are eggs. This year, egg lovers have more reason to celebrate because new USDA data shows that one Large egg is now 14 percent lower in cholesterol (down from 215 mg to 185 mg), and 64 percent higher in vitamin D than previously recorded.<sup>i</sup> So enjoy the star of the season with effortless hints from Cooking Channel host, Chef Jeffrey Saad, to help you celebrate this Easter.

#### **EASY Hard-cooked Eggs**

Last year alone, more than 164 million eggs were purchased for Easter celebrations in the U.S., and while moms agree that hard-cooked eggs are a staple of Easter, most can't agree on how to prepare them properly. According to an American Egg Board survey, nearly eight out of 10 moms rated their knowledge of hard-cooking eggs as excellent or good, but when quizzed on the proper preparation method, less than three in 10 moms were actually cooking their eggs correctly.<sup>ii</sup>

So what is the right way? "The key is to take the word 'boiling' out of your vocabulary," Saad says. "You have to let your eggs *cook* gently, since boiling them will leave a green ring around the yolk and make the whites tough."

Saad follows three EASY steps to guarantee bright yellow yolks and tender whites every time:

1. Place eggs in saucepan large enough to hold them in a single layer. Add cold water to cover eggs by 1 inch. Heat over high heat *just* to boiling.
2. Remove from burner. Cover pan. Let eggs stand in hot water about 15 minutes for Large eggs (12 minutes for Medium eggs; 18 for Extra Large).
3. Cool completely under cold running water or in a bowl of ice water. Peel and eat, or store unpeeled in the refrigerator for up to 1 week.

#### **EGG-ONOMICAL Eggs**

At an average retail cost of 15 cents apiece<sup>iii</sup>, eggs are one of the most affordable sources of high-quality protein per serving. In addition to being lower in cholesterol and higher in vitamin D, eggs are all natural, and one egg has lots of vitamins and minerals for 70 calories. So, capitalize on leftover Easter eggs with these healthy and affordable dishes:

- The week following Easter is National Egg Salad week so whip up [Classic Egg Salad](#) for the whole family to enjoy (\$0.43 per serving).
- Enlist the kids to help make [Pickled Eggs on a Stick](#). They'll love dressing their eggs up with fresh veggie toppings (\$0.97 per serving).

#### **EASTER Entertaining**

If you are hosting a gathering this year, easy and *egg*-onomical eggs are perfect for entertaining family and friends. "You don't have to be a professional chef to make elegant egg dishes, whether it's an appetizer, main course or even dessert," notes Saad. "Eggs can dress up any dish, as an accent or the main event, and the best part is that they're always easy to cook with."

Take Saad's advice and dress up your Easter table with these delicious and festive recipes:

- Whip up a [Breakfast Egg Spread](#) to serve as an appetizer – your guests will love the hearty flavor. (\$0.98 per serving).
- [Quiche Lorraine](#): Nothing says elegant like a quiche and nothing else is as easy to make (\$1.50 per serving).
- [Apple Custard Pie](#): Desserts are a must on any entertaining menu, especially something unique like this silky, sweet pie (\$1.02 per serving).

### **Giving Back**

Not everyone is able to purchase their own eggs for festive Easter celebrations. This year, America's egg farmers are donating nearly 12 million eggs to Feeding America in an effort to help those less fortunate across the nation, as part of an annual tradition since 2008. In that time, America's egg farmers have donated more than 48 million eggs to help feed the hungry. Do your part to help fight hunger by pledging to "Eat good. Do good every day." on [www.GoodEggProject.org](http://www.GoodEggProject.org), and for every pledge received, America's egg farmers will donate another egg to Feeding America.

Visit [IncredibleEgg.org](http://IncredibleEgg.org) and the [Incredible Edible Egg Facebook page](#), or find us [on Twitter](#), for more Easter recipes, egg nutrition, decorating tips and more.

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### **About the American Egg Board (AEB)**

AEB is the U.S. egg producer's link to the consumer in communicating the value of the incredible edible egg™ and is funded from a national legislative checkoff on all egg production from companies with greater than 75,000 layers, in the continental United States. The board consists of 18 members and 18 alternates from all regions of the country who are appointed by the Secretary of Agriculture. The AEB staff carries out the programs under the board direction. AEB is located in Park Ridge, Ill. Visit [www.IncredibleEgg.org](http://www.IncredibleEgg.org) for more information.

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<sup>i</sup> US Department of Agriculture, Agricultural Research Service, 2011. USDA National Nutrient Database for Standard Reference, Release 23. Online. Available at: Nutrient Data Laboratory Home Page, [http://www.ars.usda.gov/main/site\\_main.htm?modecode=12-35-45-00](http://www.ars.usda.gov/main/site_main.htm?modecode=12-35-45-00). Accessed March 14, 2011.

<sup>ii</sup> Impulse Research for American Egg Board. Survey conducted online with random sample of 1,074 mothers aged 18 and older. Research was conducted in February 2010. Overall sampling error for survey is +/- 3% at the 95% level of confidence.

<sup>iii</sup> United States Department of Agriculture. Economic Research Service. Retail data for beef, pork, poultry cuts, eggs, and dairy products (February 17, 2011). Retrieved on February 17, 2011 from <http://www.ers.usda.gov/Data/MeatPriceSpreads/>.