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AMERICAN EGG BOARD AND MCDONALD'S TEAM UP ON 'NATIONAL EGG DAY'

In celebration of National Egg Day on June 3, 2016, the American Egg Board (AEB) and McDonald's are bringing attention to one of America's most popular and iconic egg breakfast sandwiches – the Egg McMuffin. As part of a longstanding partnership, recently culminating in All-Day Breakfast offerings nationwide, AEB will help promote the Egg McMuffin in the media and through Incredible Egg and McDonald's social media platforms.

"We are thrilled to partner with McDonald's, one of the largest purchasers of eggs, on National Egg Day and bringing attention to the many benefits of the incredible edible egg," said Anne L. Alonzo, President and CEO of AEB. "Egg farmers have enjoyed a long and mutually beneficial partnership with McDonald's – one of the world's most influential restaurants."

All-Day Breakfast appears to be going strong. According to The NPD Group, in the year ending March 2016, McDonald's egg servings increased 12 percent compared with the prior year. In the six months ending March 2016, McDonald's egg servings increased by more than 20 percent vs the same period a year ago.

Consumer demand for eggs remains strong in both the foodservice and retail channels. This is positive news for the egg industry, as wholesale egg prices have recently dropped primarily due to lost exports and hesitation by food manufacturers to re-embrace eggs after the Avian Influenza outbreak in 2015.

- Nielsen Scan Track Data (Food, Drug, Mass, Walmart, Dollar General, Family Dollar, Fred's, and Military) shows an 11 percent increase in egg sales and a four percent increase in dozens sales year-to-date (through March 26, 2016).
- Easter saw especially strong demand with a 10 percent increase in egg sales and a 12 percent increase in dozens sales. This was also the same time period as the Wake Up to Eggs with the Bacon Brothers campaign launch.
- According to NPD, total foodservice egg servings are at an 11-year high at 7.7 million, an increase of 6.27 percent over the same period previous year.

AEB will continue to keep eggs top of mind among consumers, and egg consumption strong, by leveraging partnerships like these and others during key time periods in the back-half of 2016.

For the official McDonald's press release and more information about the promotion visit the McDonald's Media Center [\[INSERT LINK TO MCDONALD'S MEDIA CENTER\]](#). For more information about the American Egg Board and egg recipe ideas, visit IncredibleEgg.org and check out [Facebook](#), [Twitter](#), [Pinterest](#), [YouTube](#) and [Instagram](#).

About the American Egg Board (AEB)

Through AEB, U.S. egg producers come together, in accordance with statutory authority, to establish, finance and execute coordinated programs, on research, education and promotion—all geared to drive demand for eggs and egg products. AEB and all program activities are funded by U.S. egg producers, subject to USDA approval. Visit www.IncredibleEgg.org for more information.

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