

## Color Your Easter with Eggs

*HGTV Interior Designer Sabrina Soto Offers Easter Decorating Tips to “Dye” for*

**Park Ridge, Ill. (March 6, 2013)** – Nearly 200 million eggs are purchased for Easter celebrations in the U.S. every year. Whether young or young at heart, hard-boiling eggs and then decorating them is a favorite family pastime that brings out the creative side in everyone. According to a recent American Egg Board survey, nearly two-thirds (61 percent) of respondents say their families decorate one to two dozen eggs each year.<sup>1</sup>

“Eggs are like a blank canvas – the decorating possibilities are endless and you don’t have to stick to a standard store-bought kit,” says Sabrina Soto, HGTV interior designer. “In addition to dyeing eggs in beautiful colors, dress them up with items already sitting in your kitchen or closet like scraps of ribbon, buttons, glitter or even confetti.”

Here are a [few more tips](#) from Soto to get your egg decorating creativity hopping:

- **Perfect Polka:** Use the eraser end of a pencil to paint perfect polka dots on the egg. Just dip the eraser into acrylic craft paint and dab onto the egg. Make different patterns and use different colors to create perfect designs.
- **Tattoo Decor:** Kids always have those temporary tattoos lying around their rooms! Why not make egg decorating simple? Apply those same tattoos to eggs for a professional and easy look that kids will love.
- **Ribbon Wrap:** Tie a beautiful ribbon around a dyed egg. Mix colors and patterns for fun visual interest. Adorn with craft or fabric flowers, even buttons. For a more rustic look, use natural fibers such as hemp or twine with dried flowers in place of the ribbons.

### **Before Decorating, You Have to Hard-Boil**

“After interior design, cooking is my second passion,” says Soto. “It always surprises me that while many people love to decorate eggs, they don’t know how to hard-boil eggs properly.”

In fact, less than one-quarter (23 percent) of survey respondents know the correct way to hard-boil eggs.<sup>2</sup> What many don’t know is the key to hard-boiling eggs is *not* to boil them. Eggs that are cooked too long or at too high of a temperature become tough and rubbery, causing them to have unattractive green rings around the yolks. Follow these steps for bright yellow yolks and tender whites every time:

- Step 1: Put eggs in pan, add water, cover, bring to boil
- Step 2: Turn off heat, let stand for 12 minutes
- Step 3: Run cold water over eggs to cool and get ready to decorate

Soto recommends buying eggs a week to 10 days before decorating so they will be easier to peel.

Visit the Incredible Egg on [Pinterest](#) for more inspiring ideas and showcase your unique egg design when the “Easter Eggs-travaganza Sweepstakes” kicks off on March 18. The grand prize winner will receive a gift card valued at \$1,000 to put toward a room makeover and four runners-up will receive a gift card valued at \$200.

### **Incredible Easy Egg Recipes**

In addition to being great for festivities, eggs are affordable, contain high-quality protein and are a naturally good source of vitamin D, making them an ideal dish to serve a group at Easter brunch. Try these delicious and festive recipes:

- [Breakfast Biscuit Quiches](#) are a perfect start to any meal, and only take 30 minutes to prepare. Serve them to your guests on a platter as finger food.
- [Benedict Strata](#) is a delicious make-ahead entrée choice for the big day.
- [Mini Orange-Maple French Toast Breakfast Casseroles](#) are perfect for brunch celebrations or easy entertaining and are sure to satisfy everyone’s sweet tooth.

Don’t forget, the week after Easter is National Egg Salad Week. Hard-boil more delicious eggs and put them to good use in a [classic egg salad](#) or [breakfast egg spread](#).

## America's Egg Farmers Celebrate Easter with New Jingle

While you're decorating your eggs, rock out to the [new incredible edible egg™ jingle](#), which has changed its shell just in time for Easter. America's egg farmers are rolling out a new Easter version of the Jingle to celebrate the traditions of the holiday, like egg decorating for Easter egg hunts.

For more Easter tips and tricks, check out the [Incredible Edible Egg Facebook page](#) and follow @IncredibleEggs on [Twitter](#).

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### About the American Egg Board (AEB)

AEB connects America's egg farmers with consumers, communicates the value of The incredible edible egg™ and receives funding from a national legislative checkoff on all egg production from companies with more than 75,000 hens 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's 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>Impulse Research for American Egg Board. Survey conducted online with random sample of 1,031 men and women, 18+, who will participate in decorating eggs. Research was conducted in February 2013. Overall sampling error for survey is +/- 3% at the 95% level of confidence.

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