

incredible!

# NEWS FROM AEB

December 2010 Editor: Ashley G. Richardson

## Driving demand at retail

Online coupons are reaching a growing audience—especially the coveted 18 - 44 year-old shoppers. AEB launched this new program on November 18 distributing 225,000 coupons via SmartSource.com.

Monthly, more than 4 million shoppers are driven to this website via dozens of retailers' websites and lifestyle partners such as Coupon Mom, CoolSavings.com, and NYPost.com. In the first 24 hours after its launch, more than 30,000 coupons were printed.

The "Save \$0.55 when you buy 2 dozen eggs" coupon offer encourages increased egg consumption by providing the consumer with a recipe idea in addition to cost savings.

AEB's Chocolate Custard Pie prints with the coupon. Consumers can also easily access IncredibleEgg.org from SmartSource.com for more recipe ideas with one click. AEB's shopper insights show consumers want recipes, and the *Recipes & More* section on IncredibleEgg.org remains one of the most visited sections.

**MANUFACTURER'S COUPON** Expires: 00/00/0000

**Save 55¢**  
when you buy any 2 one-dozen cartons of eggs

**Easy Chocolate Custard Pie**

PREP TIME: 5 MINUTES • COOK TIME: 45-50 MINUTES • MAKES: 8 SERVINGS

**WHAT YOU NEED:**

- 1 cup chocolate syrup
- 3/4 cup milk
- 1/4 cup sugar
- **4 EGGS**
- 1 tsp. vanilla
- 1 prepared crumb crust (9-inch)

**HERE'S HOW:**

1. **HEAT** oven to 350°F. **COMBINE** syrup, milk and sugar in small saucepan. **COOK** over low heat, stirring constantly, until bubbles form at edges. **SET ASIDE**.
2. **BEAT** eggs and vanilla in medium bowl until blended. Stirring constantly, slowly **ADD** heated milk mixture until well blended. **POUR** into crumb crust.
3. **BAKE** in center of 350°F oven until knife inserted near center of pie comes out clean, 40 to 45 minutes. **COOL** on wire rack. **SERVE** warm or refrigerate until cold.

For additional recipes and information: [www.incredibleegg.org](http://www.incredibleegg.org)

This program is one part of a brand new portfolio of shopper marketing programs launched this year including on-pack carton promotions, Shop-to-Cook in-store kiosks, Grocery Shopping Network and a sponsorship program with the Supermarket Guru himself, Phil Lempert. These programs are all geared at driving sales closer to the point of purchase.

Why online coupons? The distribution cost is very low. And for consumers, online coupons offer an easy, convenient way to save on goods. From its previous BOGO coupon offer, AEB knows these offers help drive egg sales.

According to published research, Internet coupon users spend an average of 30 percent more on groceries each week than offline coupon users. Retailers actually favor Internet coupons because of this and the fact that fraud incidences tend to be low.

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# Versatility, nutrition & affordability dominate magazines

This fall, magazines highlighted the benefits of eating eggs, including their affordability, nutritional value and versatility. The November issue of *Men's Health* featured a full-page spread with a recipe for huevos rancheros, noting the protein in eggs "will keep you satisfied for hours." In a similar article, *Health* magazine featured egg sandwiches as a great breakfast option to increase satiety.

In an issue focused on holiday menu planning, *Better Homes & Gardens* featured its winner of an easy appetizer challenge. The winner updated the classic deviled egg recipe, taking them to a new level by stuffing them with the tasty egg filling.

*All You* magazine honed in on the affordability of eggs on their "Live well for less" page. A reader submitted a recipe for a

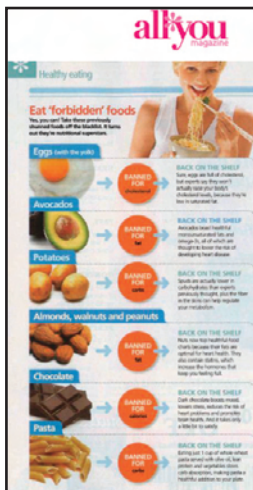
chili-egg bake, which is featured as a dinner idea made for under \$10. The dish is highlighted as hearty and versatile, noting meat can be added as an extra ingredient.

This December, magazines touted the incredible benefits of eggs, especially during the holidays. In a special *Cooking Light* column, Mark Bittman highlights eggs as a "lighter, fresher, flavor-packed" option for holiday breakfasts and includes a recipe for poached eggs in curried tomato sauce. Similarly, the December issue of *Better Homes & Gardens* featured eggs in a make-ahead ham and asparagus strata, noting "all the prep work is done ahead of time," making the morning easier.

*All You* also honed in on the holiday trend of make-ahead dishes with a recipe for vegetable-cheddar strata, mentioning the dish is flexible and can be served hot or cold, with any combination of vegetables. Separately, *All You* also debunked

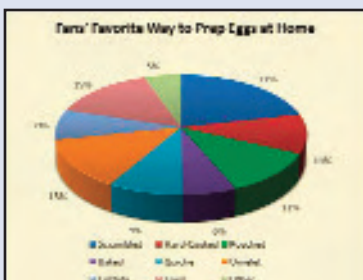
the cholesterol myth, noting eggs don't raise blood cholesterol since they are low in saturated fats.

The December issue of *Runner's World* touted eggs as a perfect brunch option post-exercise. Eggs are highlighted for their choline content.



## Popular Facebook posts

One of the Incredible Edible Egg's most popular posts on Facebook is a weekly question posed to fans each Wednesday. Fans are eager to chime in and provide their insights and opinions, and the information helps AEB identify trends, develop recipes and more. For example, we asked fans the following multiple choice question: "What is your favorite way to prepare eggs at home? A) Scrambled B) Hard-Cooked C) Poached D) Baked E) Quiche F) Omelet G) Frittata H) Other." In just over four hours, we had more than 140 responses, which are broken out in the in the graph to the left. Weekly fans receive fun recipes, tips and information!



# AEB's incredible! 2010

During the biggest recall in the industry's history, AEB played a key role in minimizing the damage on consumer demand and reallocated **\$1 million** to educate consumers, restore confidence and infuse positive messaging into the marketplace. IRA data reports **egg sales recovered in just seven weeks**.



AEB has worked with Subway on its breakfast program over a number of years resulting in the introduction of a **national breakfast program** in April.

ENC continues to fund more nutrition research than ever before! ENC funded approximately **\$2 million** in 2010. Thanks to a new research protocol, the funding is more strategic as well.

Reaching more than **250 key influencers**, egg product educational opportunities included presentations by chef Walter Zuromski at Prepared Foods' R&D Applications Seminar and Egg Product School as well as co-sponsorship with ENC at the IFT Expo Symposium.



ENC established a strategic plan based on the **scientific pillars of cholesterol, protein and nutrient density** that helps to guide all research and education efforts.



The Good Egg Project reaches both children and adults through AEB's two-year partnership with "Sesame Street." Since the launch of the sponsorship in October 2009, the AEB-sponsored commercial has aired more than **121,000 times on 393 stations in 187 markets, resulting in 340 million impressions**.

AEB hosted five Good Egg Project Community Breakfasts feeding more than 2,400 people! AEB fed soldiers on the USS Porter battleship, cooked



up omelets for teachers on their first day of school in Philadelphia, fed those in need at two food banks and reached members of the community at the Charlotte Farmer's Market. Donations to the local food bank made at each breakfast resulted collectively in a donation of nearly **half a million eggs!**

Since AEB started targeting Quick-Service Restaurants (QSRs) with focused support and messages in 2002, foodservice has gained an **eggstraordinary 1.3 billion egg-related servings—47 million** of which increased in the last year!

Based on its own research, USDA reported that eggs are **12 percent lower in cholesterol** than thought and may also be a good source of vitamin D. USDA is in the process of updating nutrient tables.

An on-pack carton promotion appeared on more than **8 million Kroger cartons** and featured a recipe under the carton lid with direction to an online coupon for 75 cents off the purchase of Tabasco and eggs.

The "Breakfast Club" e-newsletters reach almost **50,000 consumers** monthly promoting AEB's partnership with Feeding America, providing back-to-school recipes for families, celebrating World Egg Day and helping consumers plan their Thanksgiving with easy-and-affordable recipes.

AEB implemented and coordinated two successful **Good Egg Project promotions with Subway**. One was held in Washington D.C. for World Egg Day and another in Pennsylvania for Veteran's Day. In both, sales of egg sandwiches were matched by egg donations to local food banks, resulting in donations of **70,000 eggs** to local food banks!



Through partnership with Shop-to-Cook, **6.5 million AEB recipes** were browsed by shoppers on 850 in-store kiosks in 370 stores in 35 states and on 45 retailer websites.

Coordinated by egg producers and processors, a donation of more than **3 million eggs** helped provide relief to families affected by the Haitian earthquake.



Preliminary results showed that AEB's partnership with the Grocery Shopping Network got eggs on the list and in the shoppers' shopping carts through targeted ad placements, list reminders and recipe integration generating **7 million impressions**.

AEB entered its third year of a strategic partnership with the "Rachael Ray Show" to promote healthy eating. The show reaches **1.5 million viewers daily**.

In partnership with Scholastic, AEB reached an audience of **15 million** with information that encouraged students to learn more about and enjoy the benefits of The incredible edible egg™, including good health and achievement. Twelve teachers also received a **\$5,000 grant**.



The Incredible Edible Egg Facebook fans have increased their engagement, participating in weekly polls about eggs, posting their own recipes and photos,

commenting on twice-weekly recipe posts and interesting egg facts! Since December 31, 2009, fans have **grown from 1,579 to nearly 86,000**.

Through the Good Egg Project, AEB distributed 84,000 Buy-One, Get-One (BOGO) Dozen Free Coupons that have 66 percent redemption rate.

AEB invited **18 mom bloggers** to tour Hickman's Family Farms in Arizona and Willamette Egg Farms in Oregon for a first-hand look at modern egg farming.



The bloggers shared their experiences and insights on their blogs, educating their readers about the egg production process and providing egg cooking tips and recipes. As a result, the bloggers reached **nearly 4 million consumers**.



AEB commissioned **its first-ever study of egg shoppers** to increase the overall understanding of attitudes and motivations of egg consumers, once they are in the retail environment. The study was conducted online, generating 1,400 completed surveys.

The **redesigned, improved** EggNutritionCenter.org now includes new information and resources including the *Nutrition Research Update* newsletter, videos, social media, the pregnancy food guide and more. A protein website is also under construction, and CholineInfo.org was revised.



A one-year sponsorship program with the Supermarket Guru Phil Lempert includes 15- and 60-second ads, live interviews, prize giveaways and AEB banner ads on SuperMarketGuru.com. Via an on-air promotion, AEB also offered **24,000 BOGO Good Egg Project** coupons that were all printed in days.

Sponsorship of the The Breakfast Panel at the National Restaurant Show, The Panel at the Dine America Conference and the Breakfast Innovation Webinar all enhanced **AEB's position as the breakfast expert** to QSRs.

**The Best Practices DVD** is a hands-on how-to guide to proper egg handling. The feedback from producers and the industry confirms this DVD meets a huge need in the industry. It runs under 10 minutes.

As a result of shifts in strategy and a change of media planning and buying agencies, AEB was able to **increase audience reach by 10 percent** with its advertising messages in 2010—despite a reduced budget.

# AEB's incredible! 2010

## Good egg consumer



North Carolina consumer Liz took the time to write AEB letting us know how she passed on her knowledge as a “real couponer” to another shopper. “I noticed that most of her food

was filler staples (high in filling up and low in nutrition),” wrote Liz. “She also had three or four dozen eggs. While we spoke, I handed her two BOGO egg coupons from the Good Egg Project, and she was both shocked and happy. It felt good to get another person excited about saving money ... Isn't that what a ‘good egg’ does?”

In her letter, Liz noted her family eats only free range/organic-fed eggs, but she was ecstatic that “my coupons could help someone else to eat well.” AEB happily sent her a Good Egg Project tee—what’s not to love about an egg fan who signs her letters “Cluck, Cluck.”

If you have any *eggscellent* Good Egg examples, please let AEB know.

## Eggscellent breakfast data

During the November Foodservice/Egg Products Committee meeting, Laurel Brown from The NPD Group provided an overview of the current state of the economy as well as the restaurant

industry. During this rough economic period, the morning meal in the Quick-Service Restaurant (QSR) segment has fared better than the other meal occasions/segments. In fact, 47 million more egg servings have been purchased in the QSR segment over the past year. AEB’s focus on QSR breakfast is right on target. Other highlights presented include:



- QSR dominates the morning meal visit and has accounted for all of the restaurant growth over the last five years

- QSR morning meal food items continue to increase in menu importance, particularly breakfast sandwiches and wraps

- Morning meal has accounted for 58 percent of the restaurant industry growth during the past five years

- Consumers 25 to 49 are the heaviest users of QSRs for the morning meal

- In the next 10 years, morning meal is forecasted to grow 1 percent per year and breakfast sandwiches are expected to grow 1.4 percent per year. These are both above the forecasted growth of the restaurant industry at 0.8 percent per year. *Note: Data source for above is The NPD Group/CREST® Year end, August 2010.*

## Chef Jeffery promotes eggs

’Tis the season for holiday baking and cooking, so AEB and spokesperson chef Jeffrey Saad are shining the spotlight on eggs to help celebrate the holiday season. Chef Jeffrey conducted a satellite media tour (SMT) with television and radio stations across the country on December 8 to show consumers how easy it is to create traditional holiday recipes using the affordable and versatile egg in make-ahead quiches, casseroles and special holiday desserts. New AEB holiday recipes and tips were also featured in a press kit to the media along with the December *Breakfast Club* eNewsletter, which was emailed to nearly 50,000 consumers nationwide.

In addition to traditional media outreach, AEB and Chef Jeffrey are hosting a month-long recipe exchange on the Incredible Edible Egg Facebook wall where egg fans are invited to share their favorite holiday recipes, stories, photos and videos. To help encourage consumers to fight hunger during the holiday season, AEB will donate one dozen eggs to Feeding America for every recipe and story shared on the page. Twitter users also took part in the holiday action, as @Incredibleeggs offered a special Twitter holiday giveaway to coincide with the SMT—a free dozen eggs—to the first 25 people who share their holiday recipe on Twitter.

## MONTHLY *Egg*sspression

*“I’m a fan. I can’t plan what I do. I get embarrassed sometimes when I hear what I said, like, ‘Oh, no, what’s going on?’ But it’s an emotion. This is being a Cub fan.”*

**-Ron Santo**

## INDUSTRY Calendar of Events

### JANUARY 2011

26-28 **INTERNATIONAL POULTRY EXPO**  
ATLANTA, GA  
CONTACT: PENNIE STATHES  
770.493.9401  
pstathes@poultryegg.org

### FEBRUARY

23-24 **NEBRASKA POULTRY INDUSTRIES CONVENTION**  
COLUMBUS, NE  
CONTACT: SUSAN JOY  
402.472.2051  
sjoy@unlnotes.unl.edu

28-32 **PEPA ANNUAL MEETING**  
ANAHEIM, CA  
CONTACT: LENSİ HOPKINS  
916.441.0801  
lensi@cgfa.org

### MARCH

8-10 **AEB BOARD MEETING**  
CHICAGO, IL  
CONTACT: PHYLLIS SUMMERS  
847.296.7043  
psummers@aeb.org

15-17 **MIDWEST POULTRY FEDERATION (MPF) CONVENTION**  
ST. PAUL, MN  
CONTACT: LARA DURBEN  
763.682.2171  
lara@midwestpoultry.com

### APRIL

6-7 **EGG INDUSTRY CENTER'S EGG INDUSTRY ISSUES FORUM**  
COLUMBUS, OH  
CONTACT: PEG UTHE  
515.294.4524  
pluthe@iastate.edu

### MAY

1-3 **URNER BARRY EXECUTIVE CONFERENCE & MARKETING SEMINAR**  
LAS VEGAS, NV  
CONTACT: LYNN DEKOVITCH  
732.240.5330  
lynd@urnerbarry.com

## Promoting ENC-funded research

In 2010, the Egg Nutrition Center (ENC) ramped up promotion of its funded research recently published in peer-reviewed journals. Some of the articles were reviews of previously conducted research on a particular topic, and others discussed details of research made possible by an ENC-funded research grant. Both the review articles and the original articles provide scientific information that puts the egg in a positive light.



ENC distributed these articles to healthcare professionals at ENC exhibit booths at different conferences, at ENC presentations to healthcare professionals and at informal meetings the ENC team held with thought leaders in the nutrition arena. The review articles included:

- Maria Luz Fernandez & Mariana Calle; *2010 Current Atherosclerosis Reports*; Revisiting Dietary Cholesterol Recommendations: Does the Evidence Support a Limit of 300 mg/d?
- Lisa A. Sutherland, PhD & Lori A. Kaley, MS, RD, MSB; *2010 Nutrition Today*; Issues for the 2010 Dietary Guidelines: The Only Thing That Should Be Set in Stone Is the Ten Commandments: Dealing With Unplanned Obsolescence in the U.S. Dietary Guidelines.
- Amy M Brownawell & Michael C Falk; *2010 Nutrition Reviews*; Nutrition Science Policy. Cholesterol: Where science and public health policy intersect.
- Marie A. Caudill, PhD, RD; *2010 Journal of the American Dietetic Association*; Pre- and Postnatal Health: Evidence of Increased Choline Needs
- Steven H. Zeisel, MD, PhD, *2000 Journal of the American College of Nutrition*; Choline: Needed for Normal Development of Memory. The original articles included:
  - Heather J. Leidy & others; *2010 British Journal of Nutrition*; Increased dietary protein consumed at breakfast leads to an initial and sustained feeling of fullness during energy restriction compared to other meal times.
  - Valentine Njike & others; *2010 Nutrition Journal*; Daily egg consumption in hyperlipidemic adults—Effects on endothelial function and cardiovascular risk. This full journal article can be accessed free online at [Nutritionj.com/content/pdf/1475-2891-9-28.pdf](http://Nutritionj.com/content/pdf/1475-2891-9-28.pdf).

If you are interested in receiving copies of additional articles noted, please contact ENC at 847.296.7055.

### Enclosures

- *Fall Nutrition Close-Up*