

EASTER EGGS

EGGS ARE THE *Perfect* PARTNER FOR **HEALTHY EATING** ON EASTER

The average American eats 279 eggs a year, many of which are consumed on the ultimate egg holiday- Easter! However, eggs' role goes beyond the Easter basket. With 6 grams of protein per large egg, they keep you feeling full, which can help minimize overindulging.

At a time when consumers are looking to buy more eggs, many are confused by the options in the egg case. From a nutrition perspective, the content of eggs is similar regardless of color (white or brown), grade (AA, A or B), or how they are raised (organic, free-range and conventional). While eggs are a natural nutrition powerhouse, feeding laying hens a diet enriched in specific nutrients like vitamin D

or omega 3 can enhance that nutrient in eggs. Due to higher production costs, such specialty eggs are usually more expensive than generic shell eggs.

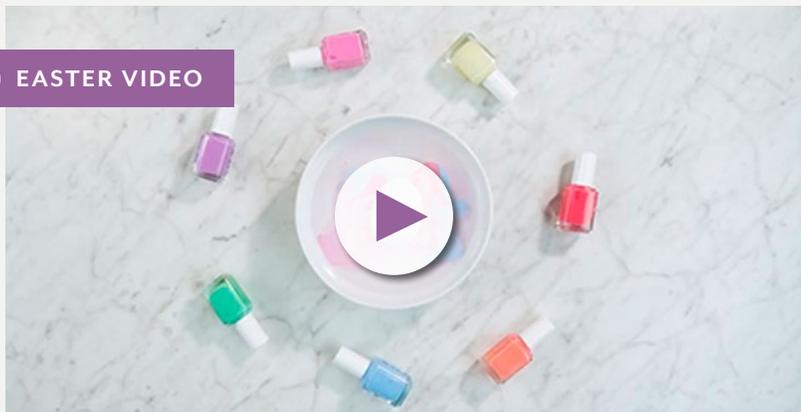
KEY MESSAGES

- Start decorating and eating hard-boiled eggs quicker with the Incredible Egg's new Easy-Peel recipe.
- Hard-boiled eggs can last up to one week in the refrigerator, unpeeled, and make for an easy weekday snack or salad topper.
- Make time for healthy eating around the Easter holiday. Choose nutrient-dense foods, like eggs, to keep you feeling energized and full.



EASTER EGGS

EASTER VIDEO



Watch the video @ IncredibleEgg.org/Decorating

RECIPE IDEA



Eggs in a Basket

Download recipe @ IncredibleEgg.org/EasterRecipes

SHAREABLE GRAPHIC

EASTER EGGS:
DID YOU KNOW?
[EggNutritionCenter.org/
EasterEggsDidYouKnow](https://EggNutritionCenter.org/EasterEggsDidYouKnow)



Spread the Word

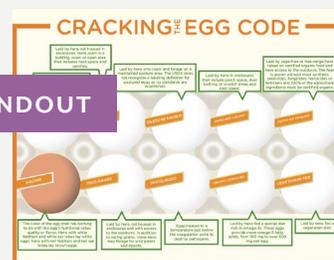
f **LOOKING FOR A UNIQUE WAY TO USE YOUR LEFTOVER EASTER EGGS?** Put a stick in it! EggPops are a party favorite that will impress your guests or a fun snack for children at school. Choose carrot or celery sticks for added color and nutrients. EggNutritionCenter.org/EggPops

t **EASTER DIET TIP:** Eat a protein snack, like hard-boiled eggs, to help prevent overeating Easter basket goodies! EggNutritionCenter.org/EasterDietTip

t **OUT WITH THE DAYS OF PASTEL HUES AND PLASTIC WRAPPERS.** Now it is all about the etched, sparkled and polka-dotted eggs! EggNutritionCenter.org/GlitterEggs

DOWNLOAD OR ORDER THESE EGG NUTRITION CENTER RESOURCES FOR MORE *Delicious* TIPS AND NEWS ABOUT EASTER.

HANDOUT



CRACKING THE CODE
EggNutritionCenter.org/CrackingTheCode

Access the references list at EggNutritionCenter.org/ToolkitCitations



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