

The American Egg Board

Situation:

The American Egg Board has been the promotional board for America's egg industry and their primary mission is to increase the demand for the egg and egg products on behalf of U.S. egg producers.



Their Need:

The overall goal was to work with an Egg Solution Chef that could provide culinary services to help represent the functional attributes of the Incredible Edible Egg to both food service professionals and manufacturers.



Primary Services Provided:

- Culinary Presentations
- Culinary Training
- Publish Article and Blog writings
- Recipe Development
- Recipe Conversion
- Trend Research
- Product Functionality
- Support Services
- National Ad Campaigns

Results:

The American Egg Board has created a long lasting relationship with Chef Services Group, as their Egg Solution Chefs that includes educational presentations, recipe campaigns, published writings and more to help with the marketing as well as the selection of eggs and egg products.

incredible!



American Egg Board

CHEF SERVICES GROUP
food innovation