



# Creating a Long-Term Demand and Revenue Generating System

**Edward Hoffman**

Vice President, Marketing & Communications  
American Egg Board

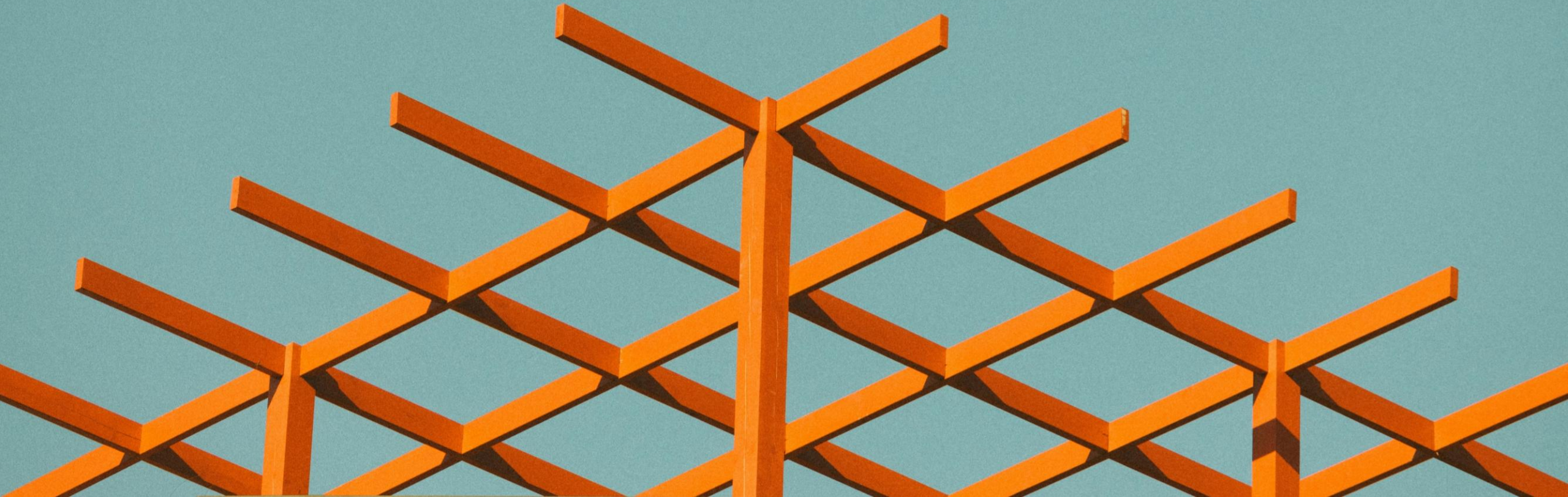
**Goal: Build Long-term Demand  
for the Egg Industry**

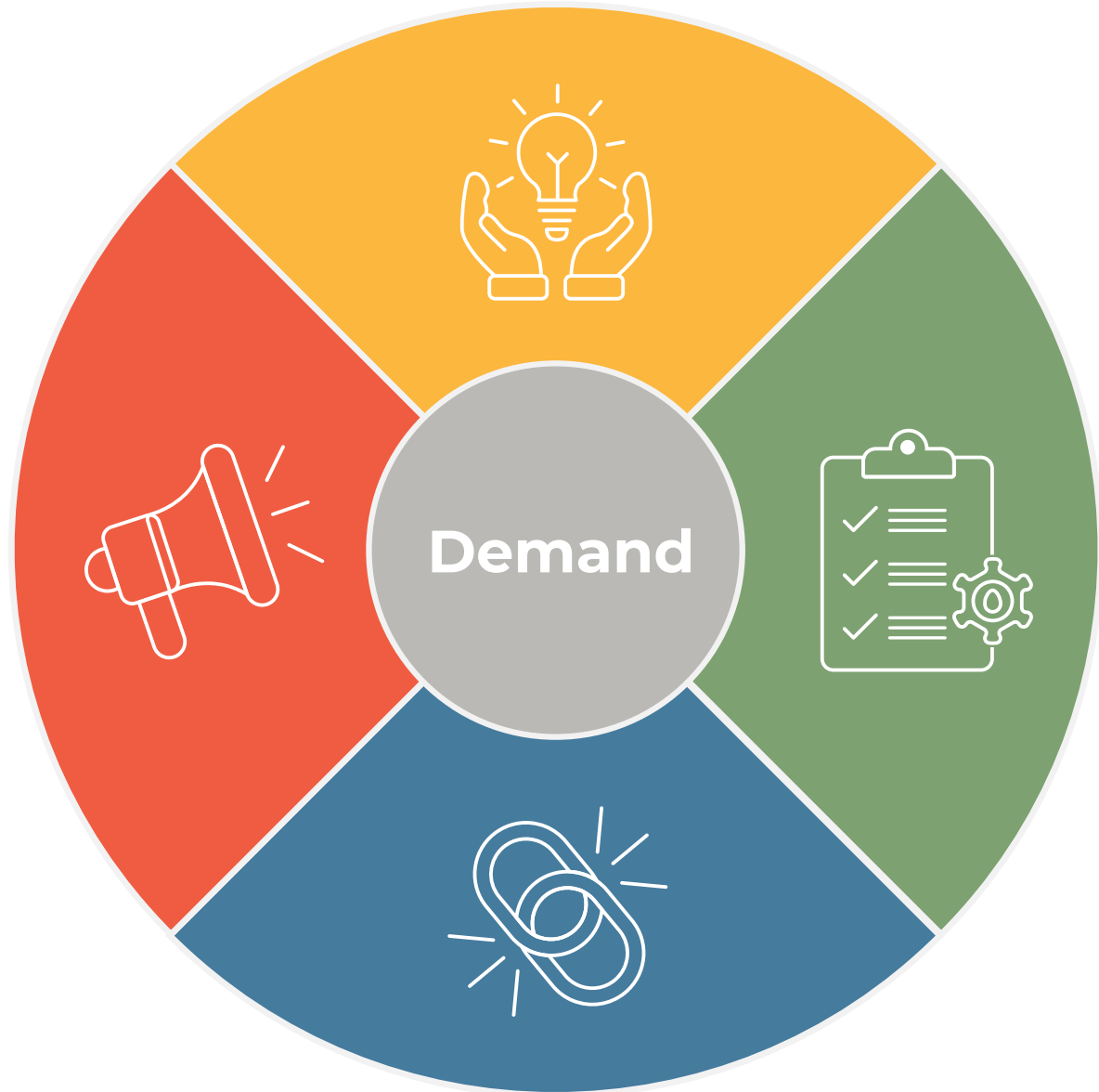


**Driving Incremental  
Demand Requires  
More Than Just Ideas**

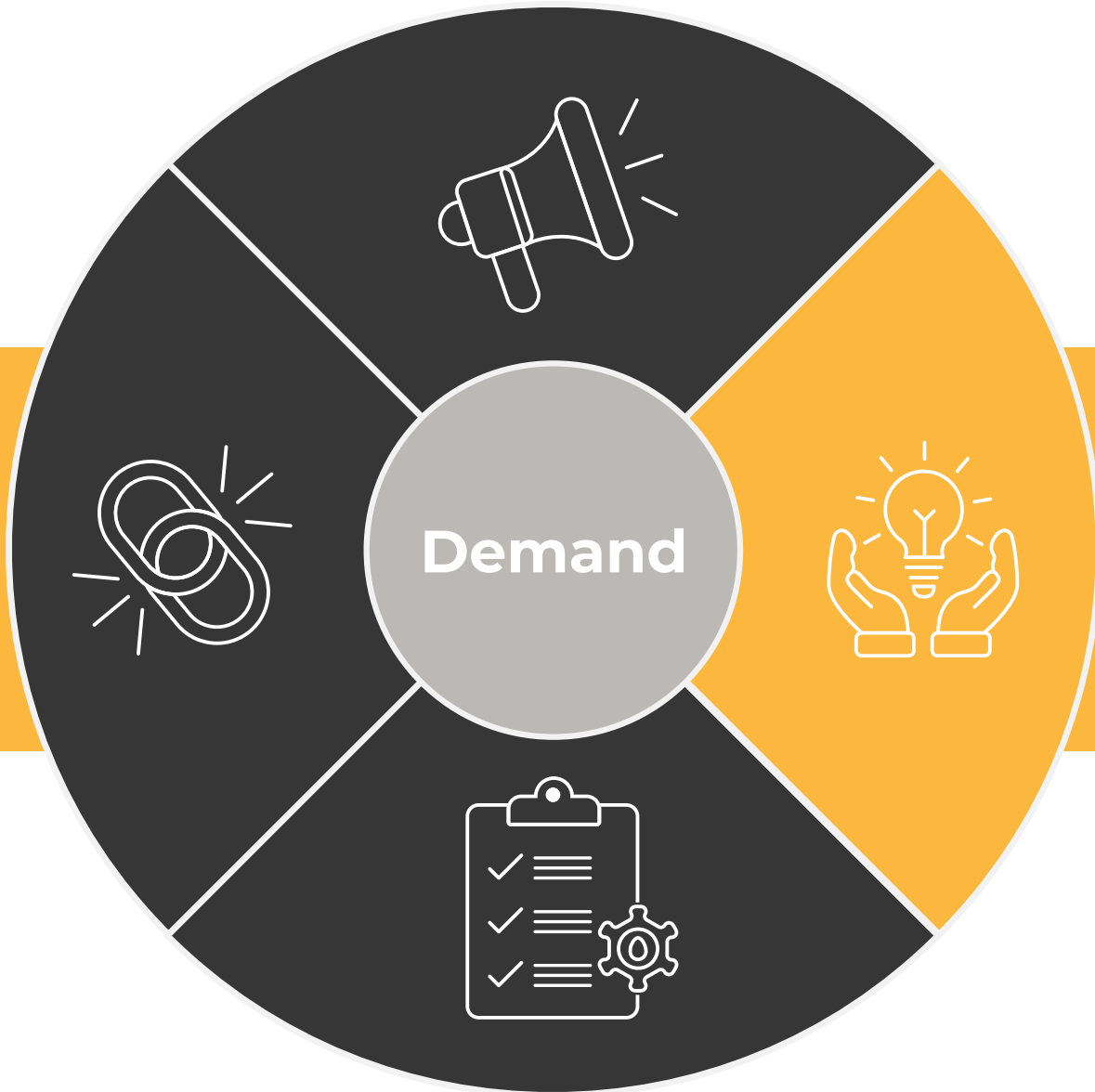


**It Requires an Integrated Approach to  
Bring the Ideas to Market**





- **Insights**
- **Innovation**
- **Food Chain Outreach**
- **Marketing**



# Insights



**Insights Light the Way**

# Turning Data into Actionable Intelligence



**CUSTOM PRIMARY  
RESEARCH**



**SYNDICATED &  
SECONDARY  
DATA**



**NEWSROOM**



**CONSUMER  
INTELLIGENCE**



**CUSTOMER  
INTELLIGENCE**



**MARKET  
INTELLIGENCE**

**INSIGHTS**

# Consumer Macro Trends Driving Product and Menu Development

## Convenience

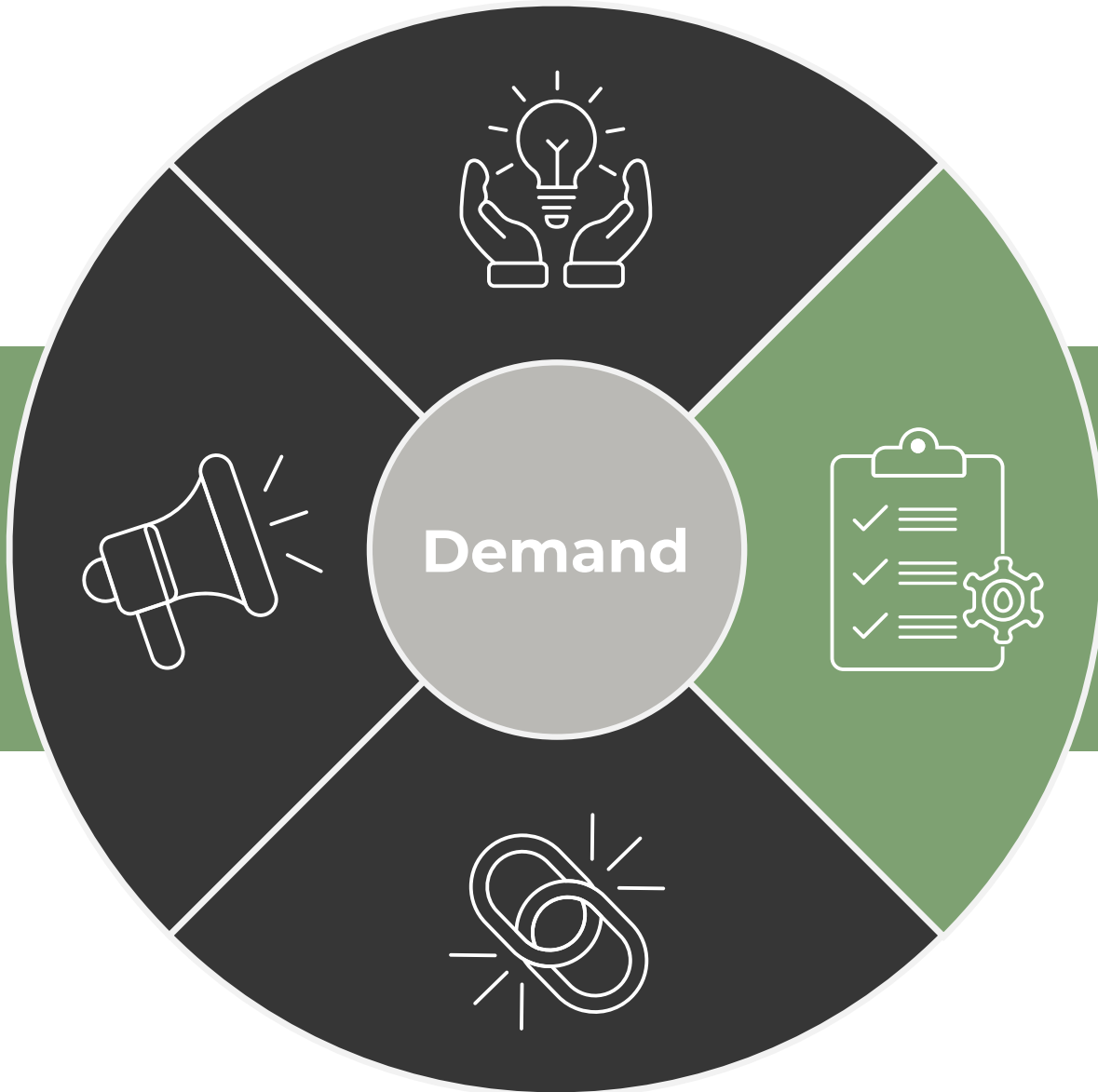


## Snacking



## Protein





# Innovation



the  
eggcelerator

LAB

An Insights and  
Innovation Network

# Eggcelerator Lab's Innovation Pipeline

**Technology**



**Packaging**

**Processing**

**Cooking Devices**

**Upcycling**

**Category Expansion**



**Plant Forward**

**Beverage**

**Bakery**

**Wellness**

**Ingredient Innovation**



**Patty**

**Yolk**

**Functionality**

**Enzyme**



**Boba**



**Protein Bev**



**Custard Foam**



**Extrusion—Snacks**



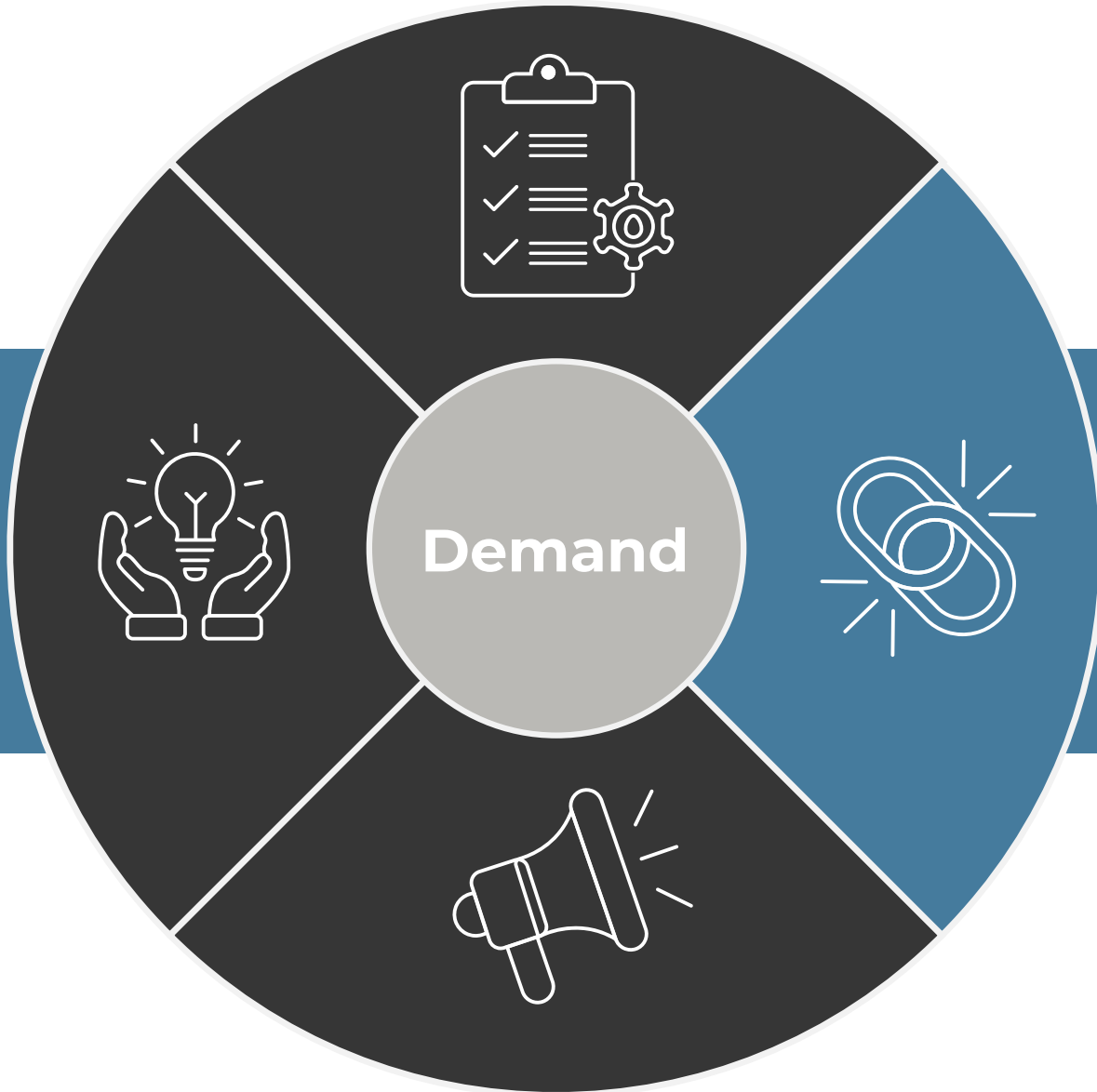
**Eggshells**



**Gizmo**

# Concept Library to Spark Innovation





# Food Chain Outreach

- Develop and Grow Customer Relationships
- Build a Network of Partners



**Manufacturing**



**Food Service**



**Retailers**



**CPG**

# Recent Successes Across the Supply Chain



ANOTHER  
Broken Egg Cafe.



# Support Customer Priorities, Solve Problems and Leverage Opportunities



**Marketing Support**



**Egg Nutrition Center**



**Scientific Research**



**Consumer Insights**



**Sustainability**



**Innovation**

# Keep Customers Informed & Educated



## Inside This Edition:

As Highly Pathogenic Avian Influenza (HPAI) reshapes egg production, this edition of *The Egg Insider* provides a snapshot of current impacts, pricing, and industry responses. While wholesale prices have dropped and the velocity of detections on commercial egg farms has slowed relative to the first quarter, bird flu remains a threat. Egg markets have, for the time being, appeared to stabilize.

Inside, find updates on outbreaks, biosecurity, vaccination strategies, USDA research, and the role of imports. Through it all, eggs remain an essential and irreplaceable ingredient across foodservice, manufacturing, and retail.

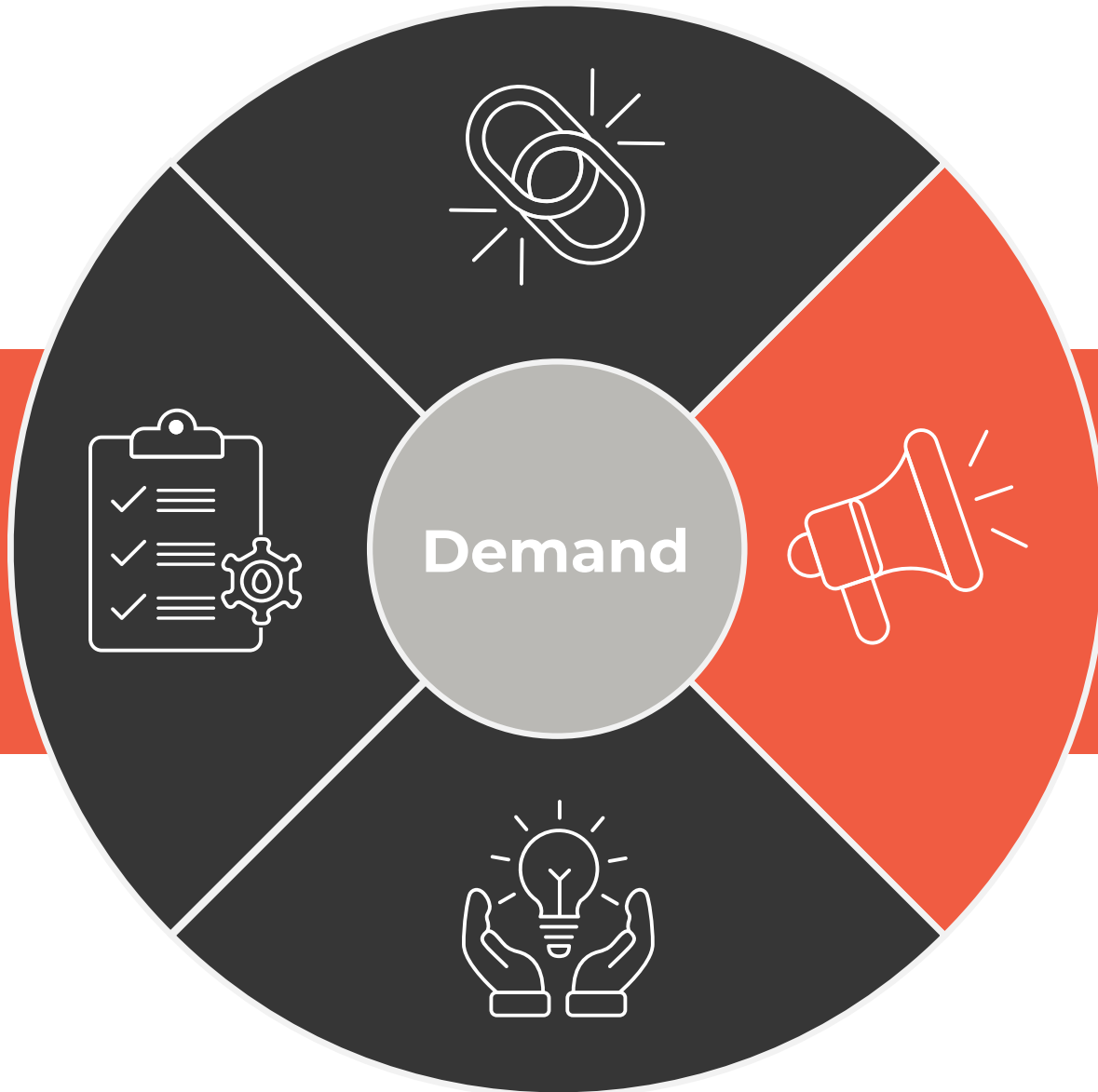


AMERICAN  
EGG BOARD

## The Incredible Egg Opportunity 2025

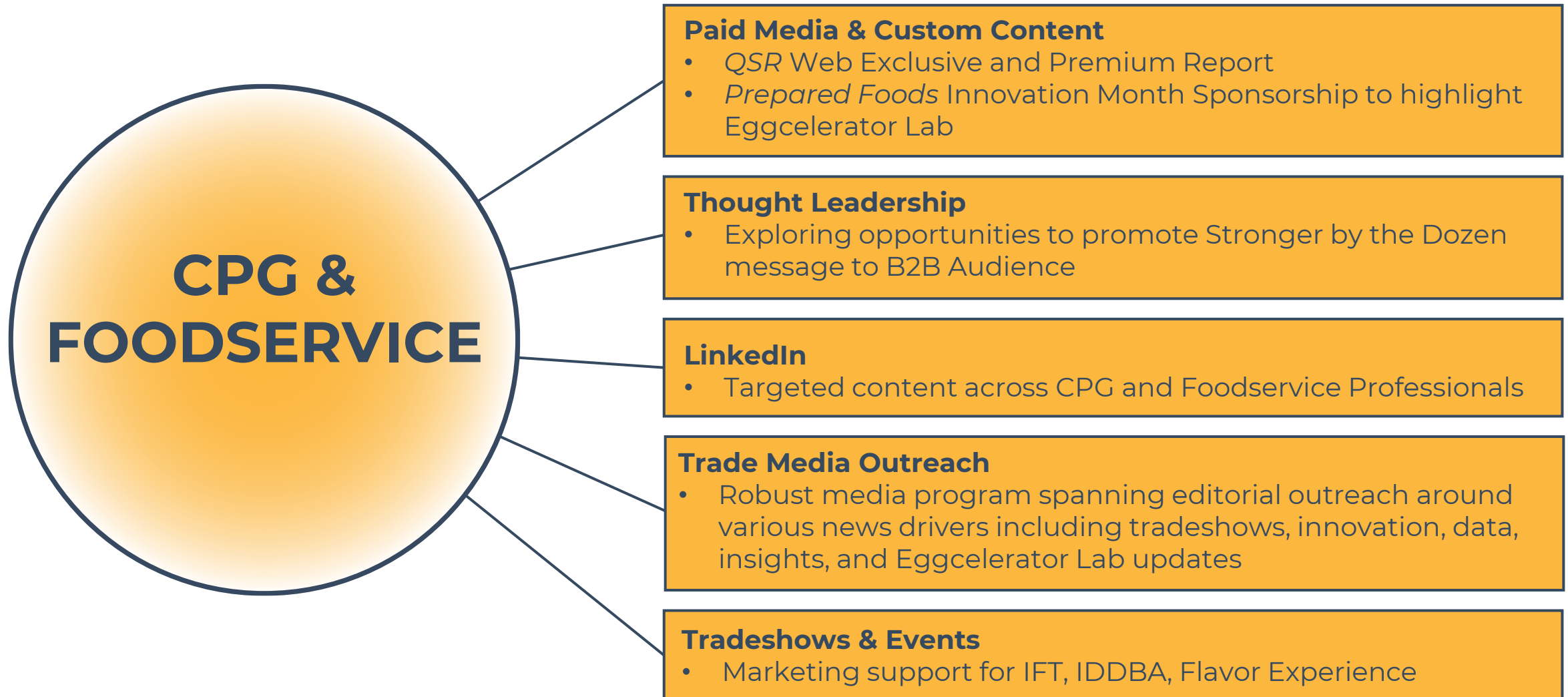
A Consumer Perspective on Shopping, Preparation  
and Consumption Drivers Combined with Key Retail Metrics





# Marketing

# Channel Marketing: Build Awareness and Drive Engagement



# NEW “Meant to be Broken” Campaign Launches in Two Weeks

CPG/Ingredient Manufacturers



Foodservice Operators (Transformative Innovation)



RTB (Infinite possibilities)



# Earned Media Drives Awareness *and* Credibility Among Customers

Food Business News

Egglife expanding beyond tortillas



Understanding and Applying the Power of the Egg

Bakery & Snacks

**Snack lab confidential: The breakthrough innovations every brand should be watching**



State of the Industry 2025: Sweet goods producers remain optimistic

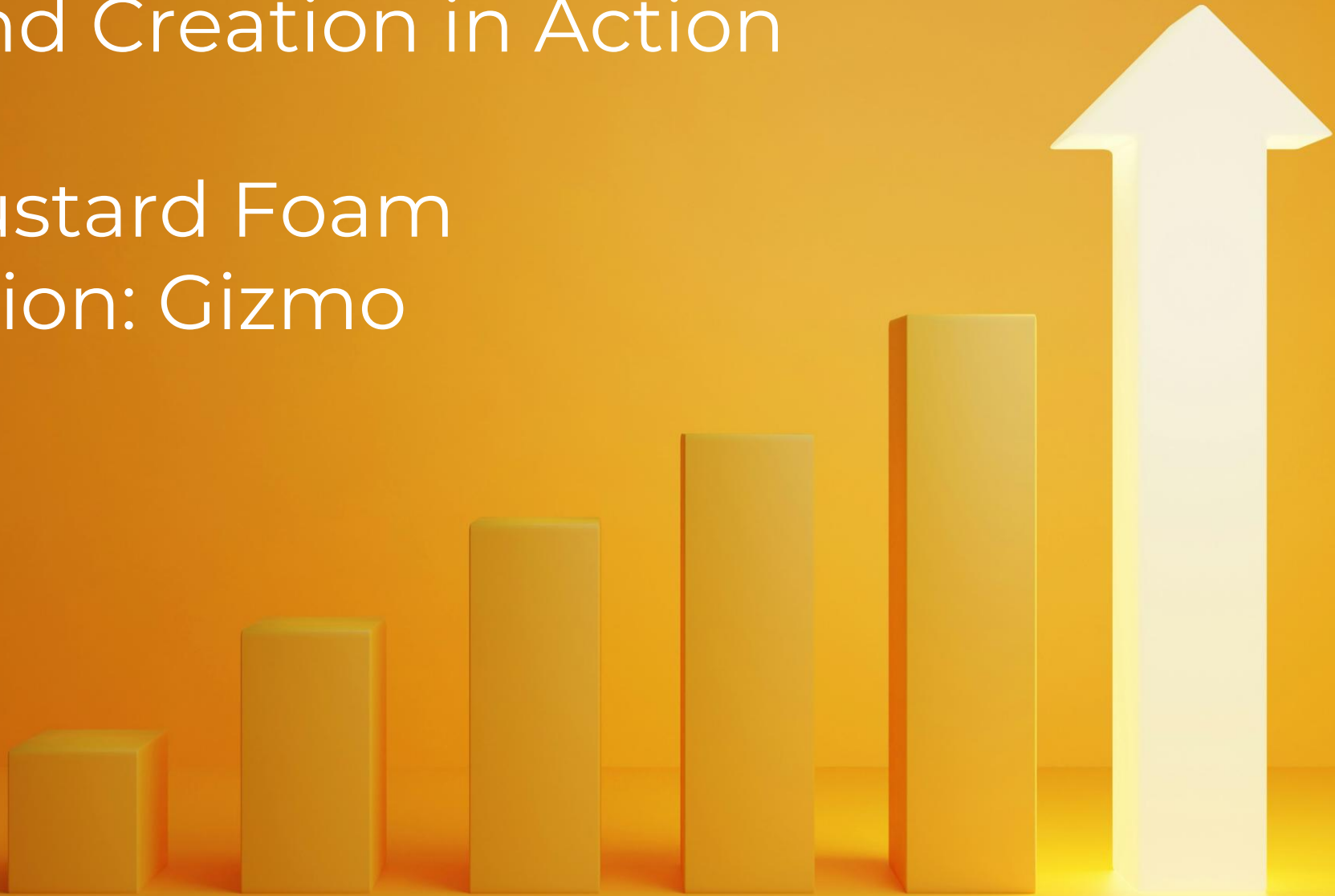


Eggsential Cereal Won Eggcelerator Lab's 2025 Student Innovation Competition

# From Insights to Marketing

## Demand Creation in Action

Egg Custard Foam  
Operation: Gizmo



# Eggs in Beverages: Custard Cold Foam



Examples of Partner Targets

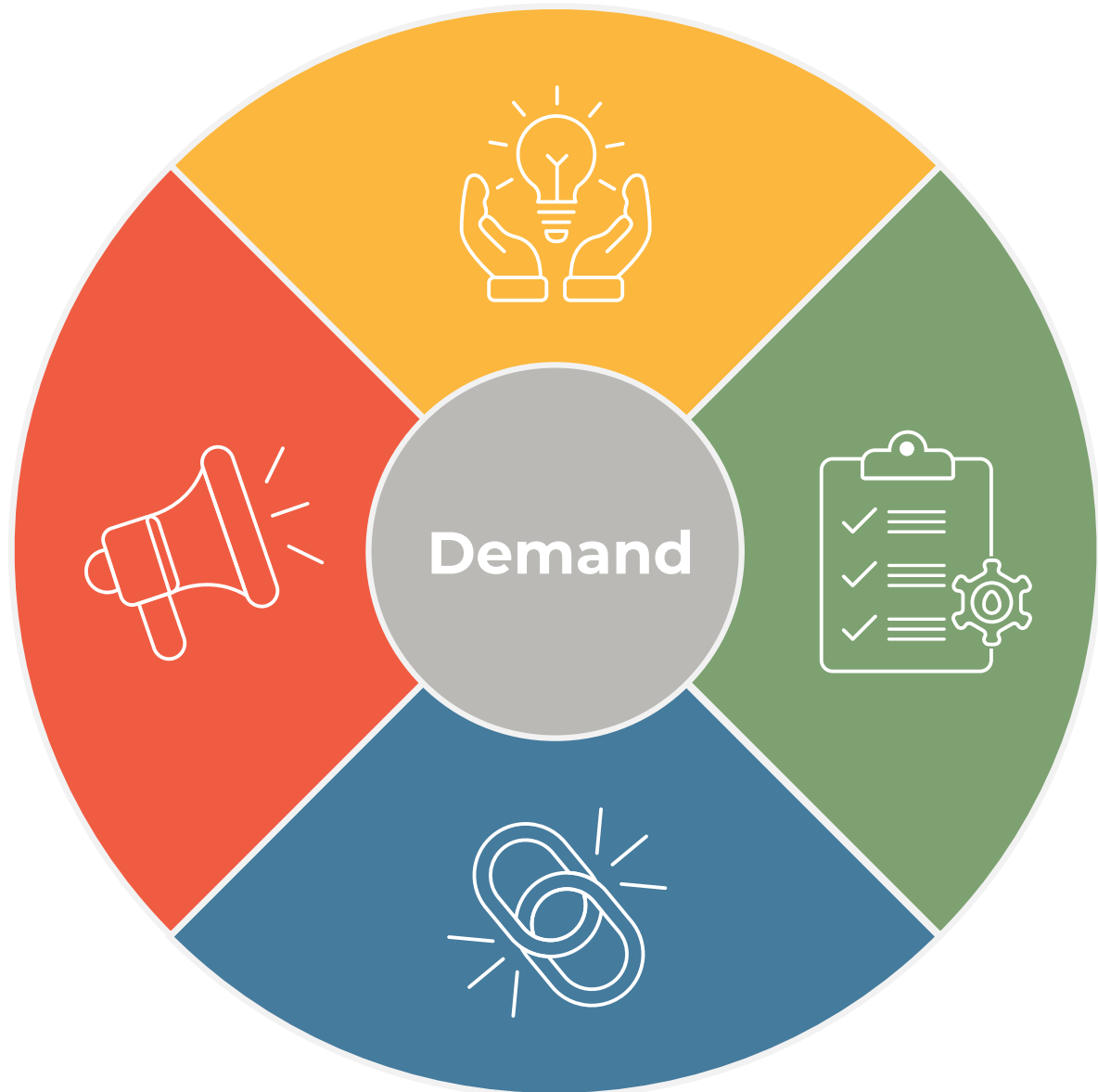




# New Technology: Gizmo Cooking Device



Examples of Partner Targets



## If You Takeaway One Thing from This Presentation...

...Ensuring the Long-  
Term Success of the  
Egg Industry  
Demands an  
Integrated **and**  
**Collaborative**  
Approach

**Questions**

**Preguntas**

**質問**

**Vragen**

**Domande**

**Questões**

**Des questions**

**Fragen**



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