Eggs: The Natural and Innovative
Protein the Market Demands

Opportunity Compared to Milk in Protein Products



Milk protein *is a strong competitor due to cost, but there are ways to win the battle with egg protein.*

Market Trend

Growing demand for high-protein foods

Health

Fitness

Satiety

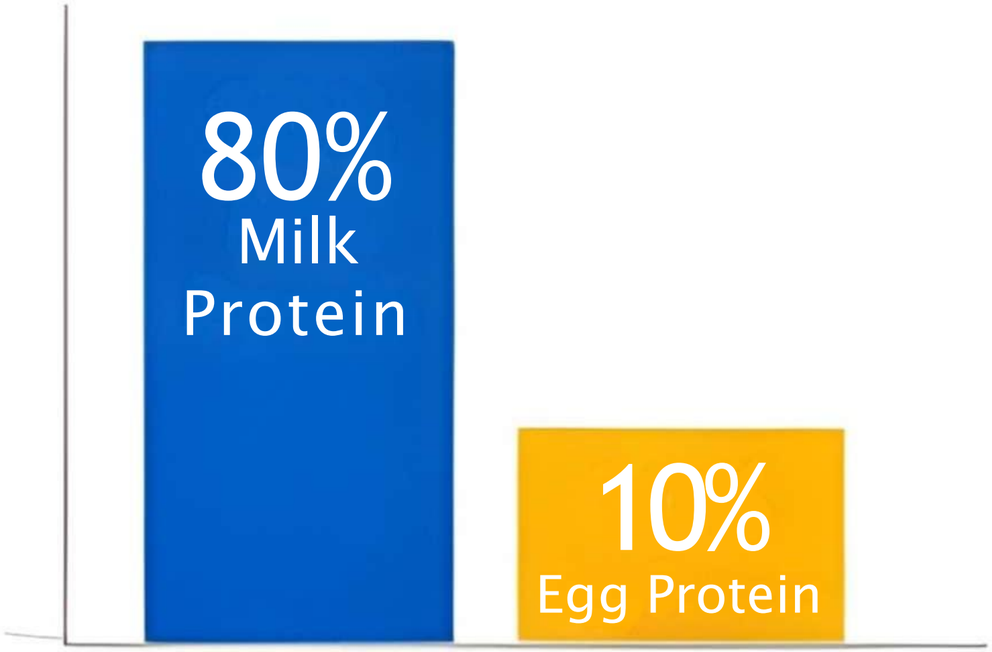
Convenience



Formulas to succeed!

Market Trend

Growing demand for high-protein foods



Large space for innovation using egg protein

Processing: Egg vs Milk (Public perception)

Industrial Processing



Pasteurization ***Homogenizzien***

UHT & Packaging

Natural Processing



Collection ***Washing***

Grading & Packaging

Less Processing = More Natural Perception

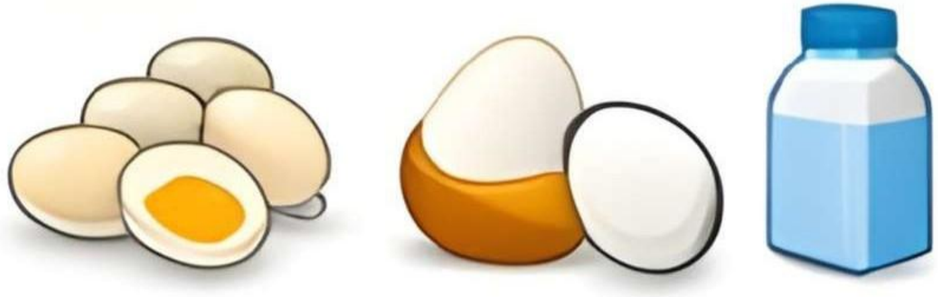
Nutritional Value

Egg

- Complete Protein
- High Biological Value
- More Satiating

Milk

- Complete Protein
- Widely Used in Functional Products



Comparison Table

Aspect	Egg	Milk
Processing Perception	Very Low	High
Naturalness	★★★★	★★★
Protein Value	★★★★	★★★
Culinary Versatility	★★★★	★★★
Innovation / Market Niche	★★★★	★★★

Functional Products



Boiled Eggs



Ready-to-Eat Omelettes



Liquid Egg Whites

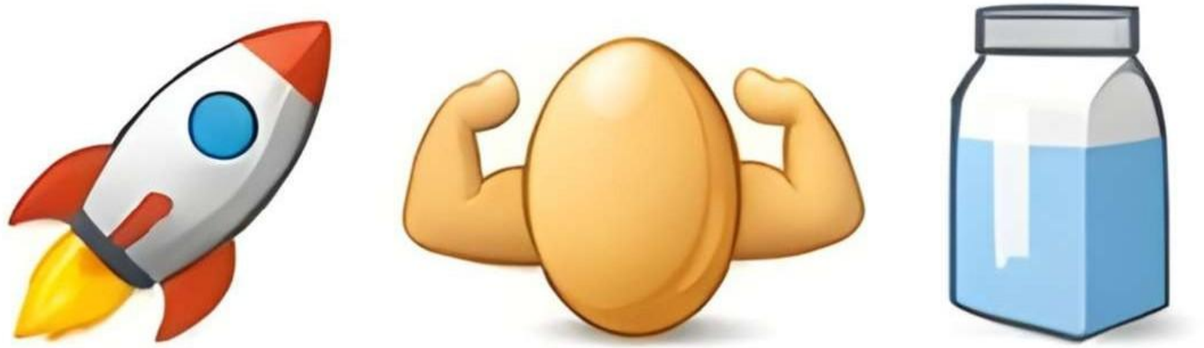


High-Protein Snacks

Conclusion

Egg: Complete Protein + Minimal Processing perception + Versatility + Innovation

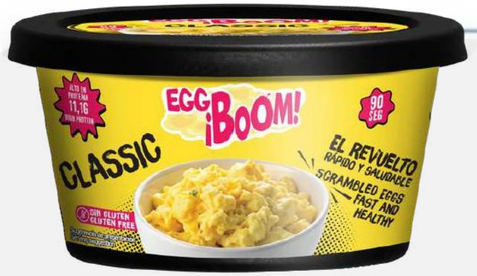
Market still underexplored - Opportunity to Lead!



Eggs don't just compete with milk: they can be at the forefront of the new era of natural protein!

EggBoom!

Scrambled eggs, ready in 90 seconds.





Variety of Flavours

All suitable for vegetarians

Classic Flavours

Classic Egg

Spinach

Chorizo

Ham







Asian-Inspired

Garam Massala

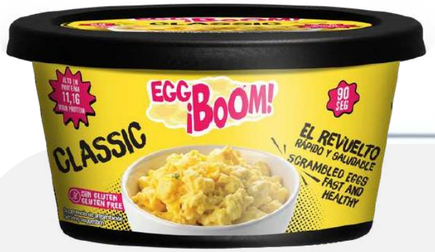
Tandoori

Dessert Option

Brownie

EggBoom!

Scrambled eggs, ready in 90 seconds.







1. Pour
Open and pour the contents into the cup

2. Add Water
Fill with warm water up to the line

3. Shake
Close the lid and shake for 30 seconds

4. Heat
Microwave without the lid, centered, 90 seconds

5. Stir
Stir to achieve a scrambled texture

...READY TO ENJOY!