



# PRESS RELEASE

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## **The Incredible Egg Reveals How to Celebrate Easter in Your Personal Entertaining Style**

Eggs are never more top of mind than during the Easter season. In fact, last year, demand for eggs at Easter was up 6.2 percent versus 2015<sup>1</sup>. Mississippi egg farmers worked diligently to feed this appetite for ever-popular eggs through the 2018 Easter season and beyond, even donating more than 3 million eggs to charitable causes in 2018, joining with America's egg farmers to donate more than 40 million eggs to charitable causes across the country.

As Easter 2019 approaches, one thing is for certain: Americans will celebrate with eggs. But, this year, the Incredible Egg is putting a personal spin on celebrations by defining four Easter entertaining styles to express individuality with egg recipes and decorating tips.

"Easter is a special time for families, and America's egg farmers are proud to provide eggs from their farms to homes across the country during Easter and throughout the year," says Ryn Laster, Mississippi Egg Marketing Board President. "Our hope is that these new recipes and egg decorating tips enhance current traditions and help create new ones."

### **#1: Fresh & Modern**

Draw inspiration from D.I.Y. blogger Nole Garey of *Oh So Beautiful Paper* by recreating her Color-Blocked Eggs. These eggs take a page from modern design trends with sophisticated color blocking in rich jewel tones that are sure to elevate any Easter celebration. Consider placing them in a glass bowl for a simple-yet-unique Easter brunch table centerpiece.

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<sup>1</sup> The Easter season is defined as three weeks before and week following Easter. Figures are based on 2018 sales data from The Nielsen Co.

## **#2: Globally Inspired**

Hunting Easter eggs can work up an appetite! Make sure guests are well-fueled with the Incredible Egg's new Bunnies' Tres Leches Mini Cakes. This recipe offers a fun twist on the light and simple Mexican classic. The surprise ingredient? Sweet strawberries.

## **#3: Quirky & Nostalgic**

The 60s are back — and what better way to honor your favorite quirky era than on-trend Tie-Dye Eggs from D.I.Y. blogger Erica Domasek of *P.S - I Made This*. These eggs are bold, colorful and foolproof to make at home. And you don't have to stop there — consider extending the bright colors from the eggs to Easter entertaining décor for a fun update to traditional Easter pastels.

## **#4: All Natural**

Spring is in the air and reflected in the gorgeously muted colors of these naturally dyed eggs. Use food and spice ingredients to create these unique eggs, and consider displaying them among your Easter brunch spread for rustic-chic appeal.

For these and more tips and recipe ideas, visit [incredibleegg.org](http://incredibleegg.org)

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