



PRESS RELEASE

FOR IMMEDIATE RELEASE: March 5, 2020

Contact: The Mississippi Egg Marketing Board
121 North Jefferson Street, Jackson, MS 39201
Phone: 601.359.1144
Fax: 601.359.1175

Mississippi Egg Marketing Board Applauds New *Made with REAL Eggs*® Certification Initiative

The Mississippi Egg Marketing Board applauds the American Egg Board's new Made with REAL Eggs® certification seal which easily communicates to consumers that their food products are made of genuine eggs. This initiative is intended to help restaurants and food manufacturers give consumers confidence in their products.

New research shows that when consumers know a product is made with real eggs, the value of the product increases. More than 80 percent of those who buy egg products said seeing the Made with REAL Eggs® seal would positively influence their purchase decision. The seal also gave consumers confidence that a manufacturer's brand was of high quality (82 percent) and that a product would taste better (80 percent).

Quick-service restaurants and retailers are already recognizing the value of the Made with REAL Eggs® certification seal. To date, providers including White Castle and 7-Eleven have successfully piloted the program and proven the seal encourages consumers to make repeat purchases.

The Made with REAL Eggs® seal is now available nationwide for use on manufacturing and foodservice packaging, in marketing and merchandising materials, on menu boards and for promotional efforts in retail outlets. Use of the seal is complimentary and each individual product or SKU must be registered annually. Learn more about increasing the value of food products with the Made with REAL Eggs® seal by visiting aeb.org/made-with-real-eggs.

For more information about the Mississippi Egg Marketing Board, contact Jennifer Thompson at (601) 359-1144 or email jennifer@mdac.ms.gov.

###