

World Egg Day

October 9, 2009

For newspaper, radio, or TV

(10 seconds) Need a supper that's fast and affordable? Families around the world count on eggs for their top-quality protein. As nature's fast food, eggs are adaptable to any cuisine. Whether scrambled, fried, or hard-cooked, eggs are the answer to your daily dinner dilemma. On World Egg Day, October 9, think natural. Think eggs.

(10 seconds) World Egg Day is October 9. The perfect time to *eggspan* your menus. From frittata to flan to egg foo yung, eggs have global appeal. That's because eggs define convenience and affordability. Tonight, whip up something deliciously natural. Choose the top-quality protein of nature's fast food - eggs.

(10 seconds) Why do eggs have global appeal? It's because they deliver mouthwatering meals at a more than reasonable price. And eggs are versatile enough to translate deliciously into any language. From frittata to flan, eggs make the difference. World Egg Day is October 9. Time to think naturally fast. Think eggs.

(10 seconds) Nothing beats an egg for convenience, taste, and affordability. Whether you're looking for a quick breakfast, lunch, dinner, or snack, eggs are a stand-out. That's why they have such global appeal. On World Egg Day, October 9, make the perfectly natural dinner choice. Choose nature's fast food – choose eggs.

(10 seconds) On World Egg Day, October 9, *eggspan* the global appeal of eggs. Scramble up a world of wonderful single-skillet suppers. Eggs are versatile enough to fit comfortably into any cuisine. So serve your family a top-quality protein meal in 20 minutes or less at an ultimately affordable price. Tonight, think natural. Think eggs.

(10 seconds) On World Egg Day, October 9, *re-eggamine* your dinner options. The extra benefits of eggs have always given them global appeal. With eggs, you can serve up fresh, high-quality protein with no carbs or trans-fatty acids in less than 20 minutes – and for a very affordable price. Give your family what they deserve. Serve them nature's fast food - eggs.

(10 seconds) Is your ideal dinner affordable, easy-to-fix, and mouthwatering? Then eggs should have a premier spot on your shopping list. Whether you choose a single-skillet scramble, frittata, or omelet, you're sure to please even the most finicky eaters. October 9 is World Egg Day. Serve up some top-quality protein. Serve eggs.

(15 seconds) Fed up with boring diets? Then stock up on eggs. Their versatility makes them a natural for any diet. And the satisfaction produced by top-quality protein foods like eggs staves off hunger longer. That means you're less tempted to snack – or overeat at your next meal. Cooks around the world will be celebrating World Egg Day on October 9. Think naturally satisfying. Think nature's fast food. Think eggs.

(15 seconds) Don't settle for another boring dinner. October 9 is World Egg Day – a reminder to crack open a world of delicious meals. Inexpensive, versatile, and quick-to-fix, eggs have always had global appeal. From frittata to flan to egg foo yung, eggs make so many dishes taste so much better. As for *eggstra* benefits, eggs bring choline, essential in memory and brain development, as well as top-quality protein, to the table. Tonight choose nature's fast food - choose eggs.

(15 seconds) October 9 is World Egg Day - a reminder of the extra benefits eggs provide. For starters, eggs are an excellent source of choline, essential in memory and brain development. And you can count on eggs for top-quality protein with no carbs or trans-fatty acids. Eggs are quick-to-fix. No need to thaw, trim, or chop. They go straight from the shell into the skillet and onto the table. Tonight, choose something fresh and natural. Choose nature's fast food - eggs. Think eggs.

(15 seconds) What single ingredient has more global appeal than an egg? Families around the world depend on eggs for top-quality protein at an affordable price. And their versatility makes them a natural at any meal – and in any language. In less than 20 minutes, you can put a satisfying supper on your table – one that even the most finicky eater will love. October 9 has been designated World Egg Day. Don't forget to pick up a dozen tonight.

(15 seconds) October 9 is World Egg Day because eggs are in a *cat-egg-ory* all their own. Eggs deliver top-quality protein with no carbs or trans-fatty acids. And they're an excellent source of choline, essential in memory and brain development. Families around the world have always depended on eggs for mouthwatering meals and lavish desserts in any language. So when you're thinking fresh and natural, think eggs.

(15 seconds) Stressed at work - and at home? On World Egg Day, October 9, take some easy steps to simplify your life. You can count on eggs to relieve mealtime stress with single-skillet suppers that even finicky eaters will love. From kitchen to table, eggs can be ready in less than 20 minutes. And eggs are an unbeatable high-quality protein bargain. So when you're beat, and the family's clamoring for dinner, think nature's fast food. Think eggs.

(15 seconds) Running late? Crack open some eggs. World Egg Day, October 9, is a reminder that a fresh, satisfying egg dish can be ready in less than 20 minutes. Not only are eggs inexpensive and versatile, but they deliver extra benefits. They're a good source of the highest-quality protein and an excellent source of choline essential in memory and brain development. All this with no carbs or trans-fatty acids. Pick up nature's fast food today.

(20 seconds) World Egg Day is October 9. Don't forget to include eggs in your dinner plans. Eggs deliver the highest-quality protein with no carbs or trans-fatty acids, so they're a natural for any diet. The satisfaction produced by their high-quality protein staves off hunger longer so you're less tempted to snack – or overeat at your next meal. And as nature's fast food, they're just the ticket for a quick meal after a hectic day. Whether you're dining alone or feeding a crowd, eggs should be your perfectly natural dinner choice.

(20 seconds) World Egg Day, October 9, is a reminder of the extra benefits of eggs. Eggs get top marks for high-quality protein that's free of carbs and trans-fatty acids. But that's not all. Eggs are an excellent source of choline, essential in memory and brain development. And if you're trying to shed some pounds, eggs are a natural choice. The satisfaction produced by top-notch protein foods like eggs lasts longer, so you're less likely to snack. Add to that affordability, versatility, and convenience, and you have a naturally unbeatable package! Pick up nature's fast food tonight.

(20 seconds) Caught the buzz about functional foods? October 9 is World Egg Day – a reminder of the extra benefits of eggs. You probably know that eggs are a good source of top-quality protein, but did you know that they're an excellent source of choline, which may enhance memory and brain function throughout life. Choline is especially important for moms-to-be, because it's essential for the normal formation of brain tissue in a developing fetus. Tonight make the perfectly natural dinner choice. Think fresh, fast, and fabulous. Think eggs.

(20 seconds) World Egg Day is October 9. Why not crack open some eggs and take a global culinary tour. A perfect match with so many ingredients, eggs have widespread appeal. It's easy to turn a scrambled, fried, or poached into an ethnic delight. Make it Mexican with spicy salsa and cheese. Factor in a French connection with Swiss cheese and bacon. Or inject a bit of the Black Forest with thick chunks of ham and a rich cheese sauce. Eggs don't just taste great, they also deliver a range of nutrients including high-quality protein – all at an *eggstremely* reasonable price. Tonight cook up nature's fast food.

(20 seconds) Is dieting a constant struggle? Then stock up on eggs. You know that eggs are delicious and ultimately versatile, but did you know that their top-quality protein takes the edge off the urge to nibble? That's because the satisfaction produced by protein foods like eggs staves off hunger longer. So not only are you less tempted to snack, but you're also less likely to overeat at your

next meal. October 9 is World Egg Day – a reminder of the global appeal of eggs. Eggs taste great in any language – and they're so easy on the budget. So tonight, choose nature's fast food. Choose eggs.

(20 seconds) It's important to feed your family meals that are fresh and natural. Serving eggs not only saves you money but also helps you guarantee that your family's getting all the nutrients they need. Eggs are a good source of top-quality protein for maintaining muscle. And they're also an excellent source of choline, essential in memory and brain development. An unbeatable package, eggs deserve their global appeal because they fit comfortably into any cuisine. So on World Egg Day, October 9, make the perfectly natural choice. Choose eggs.

