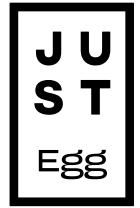


# Menuing JUST Egg



Branding JUST Egg on menu resonates with our loyal brand aware consumers:

### Purchase Intent

**70%** of diners said they were likely to purchase a dish if JUST Egg was menu mentioned.

### Willingness to pay

**66%** of diners said they were willing to pay more if JUST Egg was menu mentioned in a breakfast option.

### Incremental traffic

**64%** of diners said they would more likely to visit a restaurant for breakfast if JUST Egg was menu mentioned.

JUST Egg Foodservice Survey, October 26th – 29th 2021.  
JUST Egg Aware Consumers, N=409

The brand name is written as JUST Egg™ or JUST Egg™ (made from plants)

~~It is not just egg~~  
~~It is not Just Egg~~  
~~It is not JUST egg~~  
~~It is not JUST EGG~~

## Your menu

### Option A (our favorite)

**JUST Egg™ Western Omelet**  
JUST Egg™ (made from plants),  
peppers, onions, cheese

### Option B

**Plant-Based Western Omelet**  
JUST Egg™, peppers, onions,  
and cheese