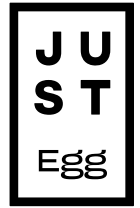


Menuing Just Egg



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