



## PRESS RELEASE

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### **Mississippi Egg Marketing Board and the Mississippi Hospitality & Restaurant Association Sponsor Mississippi's Best Deviled Egg Tour**

**JACKSON, Miss.** – The Mississippi Egg Marketing Board and the Mississippi Hospitality and Restaurant Association recognize that there have been some challenging times for restaurants in our state due to the pandemic. Many restaurants remain on the road to recovery after they were forced to temporarily close or lay off employees due to the drop in business. To help support this vital industry, these two associations have created an exciting opportunity for restaurants to promote a favorite deviled egg recipe.

Beginning tomorrow, April 1, and running through Saturday, April 30, the Mississippi Egg Marketing Board and Mississippi Hospitality and Restaurant Association encourage the public to nominate their favorite Mississippi restaurant's deviled egg dish. By visiting <https://clarionledger.secondstreetapp.com/Mississippi-Best-Devilled-Eggs-2022/>, contributors can enter their favorite restaurant, the town and name of the deviled egg dish. The winning restaurant will receive a Mississippi Best Deviled Egg plaque along with a \$1,000 advertising campaign and bragging rights to Mississippi's Best Deviled Egg dish.

The online campaign will be promoted through social media and digital advertising by the Mississippi Egg Marketing Board and the Mississippi Hospitality and Restaurant Association. The restaurant receiving the most online votes will be considered the winning restaurant. The winner will be announced by the Mississippi Egg Marketing Board at the end of the contest. So, support your local restaurants by dining out today! Use the hashtag #MSBestEggDish when sharing a photo of your local favorite egg dish on Facebook, Twitter, TikTok and Instagram.

Many recipes rely on basic ingredients to provide the nutrition and great taste that we all love and expect when dining out. Eggs remain one of nature's most perfect foods and are used as a functional ingredient in recipes to provide vitamins and protein. In cooking, eggs provide structure, leavening, moisture, emulsification, flavor, color and nutrition.

Visit [www.MSEggMarketing.com](http://www.MSEggMarketing.com) for great tasting egg dishes brought to you by the Incredible Egg. For more information on Mississippi's Best Deviled Egg Tour, contact Jennifer Thompson at [msegg@mdac.ms.gov](mailto:msegg@mdac.ms.gov).

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**Photo attached.**



**The Mississippi Egg Marketing Board and Mississippi Hospitality and Restaurant Association are sponsoring Mississippi's Best Deviled Egg Tour. Beginning tomorrow, April 1, the public can nominate their favorite Mississippi restaurant's deviled egg dish. The winning restaurant will receive a Mississippi Best Deviled Egg plaque along with a \$1,000 advertising campaign and bragging rights to Mississippi's Best Deviled Egg Dish.**