



MISSISSIPPI
EGG MARKETING BOARD

PRESS RELEASE

FOR IMMEDIATE RELEASE: July 28, 2021

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Mississippi Egg Marketing Board and the Mississippi Hospitality & Restaurant Association Sponsor Mississippi's Best Egg Dish Tour

JACKSON, Miss. – The Mississippi Egg Marketing Board and the Mississippi Hospitality & Restaurant Association recognizes that there have been some tough times for restaurants in our state since the on-set of COVID-19. Sadly, many restaurants have been forced to temporarily or permanently close while others have been forced to lay off staff due to the decline in business. To help support this vital industry, these two organizations have created an exciting opportunity for restaurants to promote a favorite recipe featuring eggs as an ingredient.

Beginning today, and running through September 30, 2021, the Mississippi Egg Marketing Board and the Mississippi Hospitality & Restaurant Association encourage you to nominate your favorite Mississippi restaurant's Best Egg Dish. Visit <http://www.mseggmarketing.com/msbesteggdish.html> and enter your favorite restaurant, hometown, local chef and name of the egg dish on the menu. The winning restaurant will receive a 2021 Mississippi Best Egg Dish plaque, a \$1,000 advertising campaign and bragging rights as Mississippi's Best Egg Dish.

At the end of the contest, the restaurant receiving the most votes through this social media campaign will be announced as the winner. 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 in area restaurants. The egg remains one of nature's most perfect foods and is used as a functional ingredient in recipes to provide vitamins and protein. When used in cooking, eggs provide structure, leavening, moisture, emulsification, flavor, color and nutrition.

Visit www.MSEggMarketing.com for great tasting egg dishes brought to you by the Incredible Egg. For more information on Mississippi's Best Egg Dish tour, contact Jennifer Thompson at msegg@mdac.ms.gov.

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