

## **the happy egg co. Awarded Prestigious CIM Excellence in Marketing Award For Cracking the US**

the happy egg co., the UK's no. 1 free range egg brand and fastest growing free range egg brand in the US, has been awarded the 'Excellence in Marketing Award' by the Food, Drink & Agriculture Group of the Chartered Institute of Marketing, for its successful entry into the US. Since launching into the US market in October 2012, the brand value has surpassed \$30 million and in the last year alone, distribution has grown by 62.5% .

Jenni Danby, Chief Marketing Officer for the happy egg co. in the US, received the award along with David Wagstaff, President and COO for the happy egg co. at the FDA Group's 11th President's Dinner, hosted at the House of Lords on Thursday 25th February. The award was presented by the evening's special guest, Giles Turrell, CEO of Weetabix and celebrates brands that have stood the test of time and achieved success in multi-channels, both in the face of strong competition and without automatically having access to huge resources.

The accolade, which is awarded at the discretion of the Chartered Institute of Marketing, is the latest in a raft of awards to be scooped by the happy egg co. The brand, which since launching into the UK market in 2009, has elevated welfare standards within the egg industry and is now achieving the same in the US where it is the first commercial free range producer to be granted certification from the American Humane Association in the category 'Layer Hens: Free Range and Pasture-Raised' producer.

On receiving the award, Jenni Danby of the happy egg co. said: "We are thrilled to receive this prestigious award from the CIM for all the work we have been doing in the US as we look to carve out new and groundbreaking animal welfare standards within the egg industry. "It has been a truly rewarding challenge and this recognition will help us push on and keep driving our true free range proposition forward and continue our mission to make humanely raised eggs available to all US consumers at an affordable price."

John Giles, the Chairman of the FDA Group of the CIM, added: "We give this award on an annual basis to a company or organization who we believe has excelled in marketing. Past winners have included the likes of Samworth Brothers, Green & Blacks, the Pink Lady apple organization, the Fair Trade Foundation, Long Clawson Dairy and Dorset Cereals.

"the happy egg co. won our award for exceeding in all the criteria we set – this includes success in both retail and foodservice markets, the development of a strong supply chain, a high degree of innovation, a strong sense of corporate social responsibility, a proven track record of achievement over time and the development of a well-recognized brand. They are a deserved winner."

the happy egg co. is owned by parent company, Noble Foods, the largest producer of free range eggs in the UK, in a market worth £800m.