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**the happy egg co. Wins Prestigious Golden Egg Award at 50th International Egg Commission Conference**

**SAN FRANCISCO (September 17, 2014)** – the happy egg co. has been named the winner of the International Egg Committee’s (IEC) 2014 Golden Egg Award for marketing excellence. The Golden Egg Award is given each year for the best marketing and promotional campaign submitted by a country egg association, egg producer, egg packer or egg processing company. The award was announced and presented to the brand at IEC’s annual Gala Banquet, part of the 50th International Egg Commission Conference held in Edinburgh, Scotland from September 8-11, 2014.

“Noble Foods’ the happy egg co. was able to showcase their bold and courageous marketing efforts by entering a new market and generating significant growth for their happy eggs brand,” said the IEC in a statement. “We are proud to recognize their efforts with the Golden Egg Award for marketing eggsellence in 2014.”

The happy egg co. took home the award in the face of stiff competition with entries submitted from across the world, including Turkey, the UK, China, Canada, Scotland, Australia and Brazil.

With the mission of making free range eggs available to everyone at an affordable price, the company set out to raise awareness and shake up the Free Range egg category upon launching in the U.S. market in October 2012. Backed by research and focus groups to shape the brand’s strategy, simple messaging combined with unique packaging to allow happy eggs to stand out in the egg aisle. The company has achieved a brand value milestone of \$10 million in 2014, with a target of \$50 million by 2017. In the U.K., the happy egg co. is the number one egg brand with sales exceeding \$100 million.

“We really did our research before launching the happy egg brand in the U.S. nearly two years ago,” said David Wagstaff, Chief Operating Officer at the happy egg co. “At the time, 95% of production in the U.S. was caged, there was very low free range penetration, the market lacked brands and terminology, and in-store offerings were generally regarded as confusing and bland. We left no details to chance, researching everything all the way down to what areas of the country offered the best climate for our free to roam hens.”

Packaged in a sunshine-yellow carton made of 100 percent recycled and compostable material, and now available in six-, 10- and 12-packs, happy eggs stand out for their color and clarity in the egg aisle. Free Range eggs from the happy egg co. will be available at over

4,000 grocery stores across the country next month following recent increases in distribution.

For more information about the happy egg co. Free Range eggs, including where to find a store near you, visit [thehappyeggco.com](http://thehappyeggco.com).

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