



American Egg Board

FOR IMMEDIATE RELEASE

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The American Egg Board and LATINO Magazine Celebrate Hispanic Culture and Cuisine at GUSTO Des Moines

DES MOINES, June 1, 2018 – The American Egg Board (AEB), the marketing arm of the U.S. egg industry, partnered with host LATINO Magazine and co-sponsor Barilla to welcome key members of the Latino community, local media and America’s egg farmers at GUSTO Des Moines — a celebration of Latino culture and cuisine featuring eggs.

The exclusive networking event, held Friday evening at the downtown Marriott, drew 150 guests to sample Latino-inspired egg dishes created by executive chefs as part of AEB’s outreach to the Latino community and families in Des Moines.

GUSTO Des Moines is the latest in a highly popular series of GUSTO events AEB has participated in, including events held in Austin, Chicago and New York. A contingent of Iowa’s egg industry attended, including American Egg Board members and representatives from the Iowa Egg Council and Iowa State University’s Egg Industry Center. Iowa leads the nation in egg production, with 1 out of 6 eggs in the U.S. produced in Iowa.

“The influence of Latino culture in America today is increasing dramatically, and nowhere is this more evident than in cuisine. We want to showcase these contributions. We see GUSTO as an important opportunity to celebrate and engage with our Latino community,” said Anne L. Alonzo, President and CEO of the American Egg Board.

Alonzo noted that the role of food in Latino culture is well known and eggs are a dietary staple in Latino households. In fact, Latinos represent 58% of the year-over-year growth in egg purchases.

“For Latinos, the cooking and sharing of meals are a part of our culture. Eggs are a delicious and nutritious way for Latinos to please and nourish their loved ones. Latinos want the very best for their families, and eggs provide an affordable source of high-quality protein and other important nutrients,” she said.

For more about GUSTO, please visit IncredibleEgg.org/Gusto.

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About the American Egg Board (AEB)

Home of the Incredible Egg, the AEB is the U.S. egg industry's national commodity marketing board. AEB's mission is to increase demand for eggs and egg products through research, education and promotion. The AEB's Egg Nutrition Center is the country's largest repository of egg nutrition research. AEB is located in Chicago, IL. All activities are subject to USDA approval. For more, visit www.aeb.org.



American Egg Board President & CEO Anne L. Alonzo speaks at GUSTO Des Moines (David Purdy/AP Images for American Egg Board)



Latino Magazine Editor Alfredo Estrada, left, and American Egg Board Vice Chairman Steve George of Fremont Farms at GUSTO Des Moines (David Purdy/AP Images for American Egg Board)



Iowa Egg Council representatives Katie Nola, left, and Kevin Stiles, center, with Lee Vasquez, Executive Director of the Quad Cities Hispanic Chamber of Commerce at GUSTO Des Moines (David Purdy/AP Images for American Egg Board)



Representatives from the Iowa egg industry pose with American Egg Board CEO Anne Alonzo, center right, and Latino Magazine Editor Alfredo Estrada, center left, at GUSTO Des Moines (David Purdy/AP Images for American Egg Board)

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American Egg Board Marketing Manager Marc Dresner, left, and CEO Anne Alonzo with Latino Heritage Festival Executive Director Joe Gonzalez, and Clemen Wilcox, Latino Center of Iowa, at GUSTO Des Moines (David Purdy/AP Images for American Egg Board)

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