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Marc Dresner
American Egg Board
224.563.3724
mdresner@aeb.org

The Incredible Egg Cooks Up Hero-Worthy Recipes for the Supers from Disney•Pixar's "Incredibles 2"

The American Egg Board in Partnership with Disney•Pixar Premieres "How Do You Like Your Eggs?" Campaign Recipes Inspired by "Incredibles 2"

Chicago, June 1, 2018 – The American Egg Board (AEB), the marketing arm for America's egg farmers, is eggcited to announce its promotional sponsorship of the highly-anticipated release of Disney•Pixar's "Incredibles 2." Coming to a plate near you, The Incredible Egg has cooked up "How Do You Like Your Eggs?" recipes celebrating each of the film's leading characters, with each dish reflecting the character's unique personality or super power.

"We are excited for The Incredible Egg to have a role celebrating all-things incredible as part of the family-friendly Disney•Pixar's 'Incredibles 2' movie," said Anne L. Alonzo, president and CEO of the American Egg Board. "A nutritional powerhouse, The Incredible Egg is the perfect sidekick to all the Supers out there, as one large egg is packed with 6 grams of high-quality protein."

So, how do the stars of Disney•Pixar's "Incredibles 2" like their eggs?

- Mr. Incredible's eggs get *clobbered* in [Clobbered Egg Avocado Toast](#).
- Elastigirl's eggs are *stretchy* in [Stretchy Zucchini Noodles](#).
- Violet might disappear alongside her eggs in [Invisible Egg Yolk Ravioli](#).
- Speedy 10-year-old Dash's eggs are *runny* in a [Runny Egg Yolk Sauce](#).
- [Multiplied Deviled Eggs](#) are the perfect fit for the unpredictable Jack-Jack.
- A cool character, Frozone's eggs are *frozen* in a [Frozen Blueberry Smoothie](#).
- For a tastemaker like Edna, eggs can only be *avant garde* in [Avant Garde Cloud Eggs](#).

The American Egg Board's sponsorship also involves:

- A custom animated commercial starring the film's characters based on The Incredible Egg's "How Do You Like Your Eggs?" campaign that will appear both on TV and digital platforms starting May 29. Both a 30-second and 15-second spot were created.
- The Incredible Egg will appear at the World Premier of Disney•Pixar's "Incredibles 2" in Los Angeles, Calif., in June.
- In addition to support on The Incredible Egg social media channels, the AEB is celebrating the movie by bringing a Hollywood party to the Windy City. A family-friendly, invite-only opening day party will take place at the Loews Chicago Hotel rooftop and serve as an opportunity for

guests to get a first look at (and taste of) the customized character recipes, followed by a private opening day screening of the film.

Disney•Pixar's "Incredibles 2" will hit theaters nationwide on June 15, 2018. For more information about The Incredible Egg, its newest campaign and delicious recipes, visit IncredibleEgg.org and check us out on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and [YouTube](#).

About the American Egg Board (AEB)

Home of The Incredible Egg, the AEB is America's egg farmers' national marketing board. AEB's mission is to increase demand for eggs and egg products through research, education and promotion. AEB is located in Chicago. For more, visit IncredibleEgg.org.

About the Movie

In "Incredibles 2," Helen (voice of Holly Hunter) is called on to lead a campaign to bring Supers back, while Bob (voice of Craig T. Nelson) navigates the day-to-day heroics of "normal" life at home with Violet (voice of Sarah Vowell), Dash (voice of Huck Milner) and baby Jack-Jack—whose super powers are about to be discovered. Their mission is derailed, however, when a new villain emerges with a brilliant and dangerous plot that threatens everything. But the Parrs don't shy away from a challenge, especially with Frozone (voice of Samuel L. Jackson) by their side. That's what makes this family so *Incredible*.

Written and directed by Brad Bird ("Iron Giant," "The Incredibles," "Ratatouille") and produced by John Walker ("The Incredibles," "Tomorrowland") and Nicole Grindle ("Sanjay's Super Team" short, "Toy Story 3" associate producer), Disney•Pixar's "Incredibles 2" busts into theaters on June 15, 2018.

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