



We go to extraordinary lengths



**We're ready for the
foodservice challenge**



In 2012 the egg industry across the EU faced a difficult challenge in implementing the Welfare of Laying Hens Directive

This banned the use of battery cages and there was major disruption in the EU market

Good news – the short-term issue of availability has now dissipated, so operators can rest assured that they will be able to specify Lion eggs





New research commissioned by British Lion eggs shows that the eating out market, with its huge variety of outlets, is looking for greater reassurance

Catering operators know their diners and guests want the reassurance too.

But they expect their suppliers to take on the responsibility of quality and safety assurance.





**What we
discovered...**



FRESHNESS is very important

IT MEANS QUALITY TO CATERING OPERATORS

OUR RESPONSE

'Best before' date and Lion Quality mark on shell

Lion Quality eggs must carry a 'best before' date and the Lion mark on the shell and on the pack. All Lion eggs have a best-before date of no more than 27 days from lay, making them fresher than required by law. Most Lion Quality eggs are packed within 48 hours of lay.



They are aware of the Lion mark

Over 92% of operators have heard of the Lion mark.

This is twice as high as other marks like Red Tractor.



A simple explanation of the Lion mark standards and processes allows the benefits to be very quickly reinforced and understood.



Summary of Lion Code key points 1

The British Lion Code covers the entire egg supply chain from the breeders to the end product and imposes strict rules to ensure that eggs are produced to the highest food safety standards.

Traceability

All hens have a passport to ensure complete traceability. All feed and eggs are fully traceable.

All British Lion eggs are marked on farm with the method of egg production and unique farm code.

A website – www.lioneggfarms.co.uk – allows operators to trace eggs back to the farm from the code on their eggs.

Salmonella vaccinations

Birds destined for Lion Quality egg-producing flocks are vaccinated against *Salmonella*.

Summary of Lion Code key points 2

Time and temperature controls

Lion Quality eggs must be stored below 20°C in hygienic conditions on the farm and must be transported to the packing centre at least twice a week always being kept under that temperature.

Strict control of feed

To ensure there is no risk of contaminants or taint.

Independent auditing

All Lion Quality registered premises are audited and certified by an independent monitoring agency.

Any critical non-conformance results in immediate suspension pending appropriate action to address any problems.

The Lion code is accredited to the EN45011 standard.



A strong link with meat and dairy categories

Our research was carried out just prior to the Horse meat scandal.

For Catering Operators FRESHNESS is still important for eggs but they are now more likely to require further reassurance of QUALITY or SAFETY as with categories like meat and dairy.

We can support your sales teams with information that explains your commitment to British Lion eggs and aligns with your other communications on product reassurance.

The demand is there

Despite other food scares, the demand for eggs out of home is undiminished.

Our research showed that breakfast remains the focus of over half of the eggs served out of home and it's great news that catering operators – both chain and independent – are unlocking the breakfast opportunity more and more...



Communications for the Out of Home Market



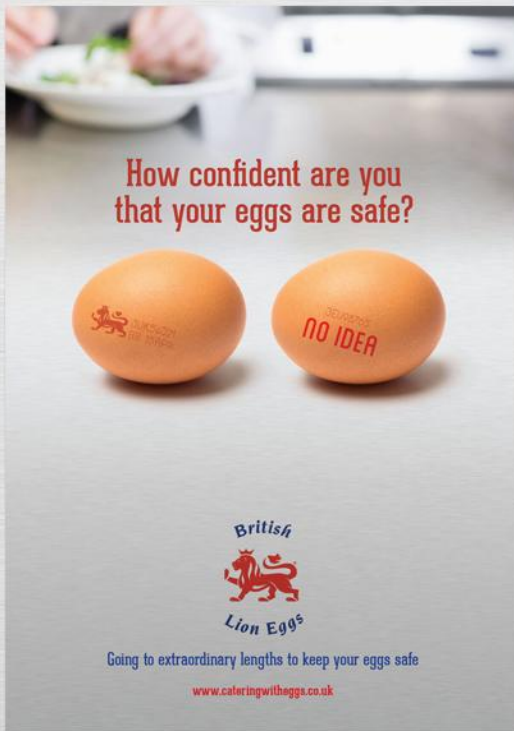
MAKING A BIGGER IMPACT!

With the learnings taken from the fresh insight we have developed a campaign that will reach catering operators across the Pub, Hotel, Restaurant and Contract Catering markets.

**Simple and engaging to generate cut through.
Making the complicated area of quality reassurance simple to understand.**



MAKING A BIGGER IMPACT!

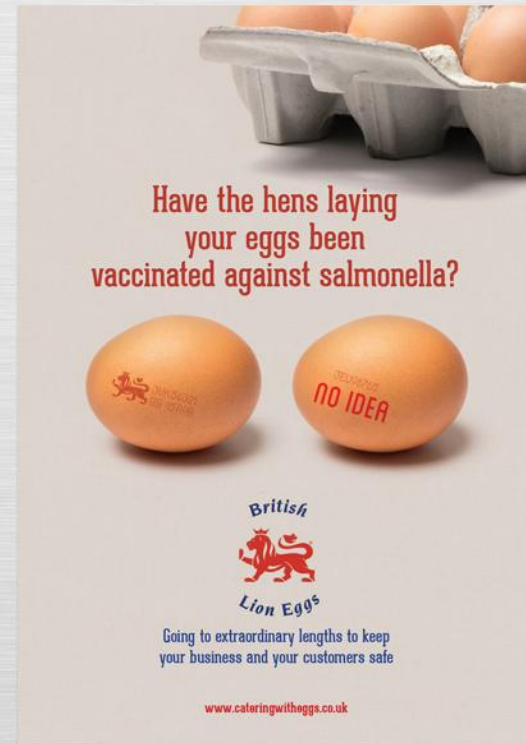


How confident are you
that your eggs are safe?

British
Lion Eggs

Going to extraordinary lengths to keep your eggs safe

www.cateringwiththeeggs.co.uk



Have the hens laying
your eggs been
vaccinated against salmonella?

British
Lion Eggs

Going to extraordinary lengths to keep
your business and your customers safe

www.cateringwiththeeggs.co.uk

Adverts



How long would it take your business to source alternative eggs in which you could have the same confidence?

The British Lion mark on egg shells, egg boxes, and egg product packs shows that the eggs come from British hens that have been vaccinated against salmonella and have been produced to a stringent Code of Practice that's independently audited. All British Lion hens, eggs and feed are fully traceable. In addition, British Lion shell eggs are date stamped for freshness.

The British Lion Code of Practice works hard, so that you don't have to. If you specify British Lion eggs and egg products, you can be reassured that they are produced to the highest standards of food safety, without you having to check.

All you have to do is look for the Lion.



For shell egg and egg products




For Lion Code enquiries:
British Egg Industry Council, 89 Cheshamhouse Street, London EGM 9RH
Tel: 0207 408 3700
www.caringwitheggs.co.uk

How confident are you that your eggs are safe?




Going to extraordinary lengths to keep your eggs safe

How fresh are your eggs?



Best-Before Date



Every egg produced under the British Lion scheme must be date stamped for freshness, so that you know at a glance by when it should be used.

Date stamping eggs is not a legal requirement, but it is part of the British Lion food safety and freshness standards – we think it helps you to know when the eggs you buy should be used as part of your normal HACCP and due diligence procedures.

Method of production


- 0 • Organic
- 1 • Free Range
- 2 • Barn
- 3 • Caged

Have the hens laying your eggs been vaccinated against salmonella?


The British Lion scheme requires all hens laying British Lion eggs to have been vaccinated against salmonella enteritidis. This is a mandatory part of the Code and independent auditors check that it happens. We take food safety very seriously and vaccination is just one element of a far-reaching Code of Practice designed to ensure that British Lion eggs are produced to the highest standards of food safety.

How confident are you that your eggs are safe?




British Lion Quality Mark

the clue is in the name



The British Lion Quality Code of Practice is an assurance that you are receiving eggs produced to the highest standards of food safety. The British Lion Code ensures that everything in the egg supply chain is checked and independently audited, including the hens, eggs and feed that go into making Lion eggs among the safest in the world. Look for the Lion as your reassurance.





How confident are you that your eggs are safe?



**British
Lion Eggs**

Going to extraordinary lengths to keep your eggs safe

www.cateringwitheggs.co.uk

How much would it cost your business to source alternative eggs with the same guarantee of freshness?

British Lion eggs are produced to a strict Code of Practice, so you can rest assured that they are all produced to the highest standards of food safety, without you having to check each and every one.

How confident are you that your eggs are safe?

If the eggs carry the British Lion mark they are guaranteed to meet the stringent food safety standards of the independently audited British Lion Code of Practice.



How far would your business need to go to ensure ALL the eggs you source are British?

Look for the British Lion mark. Every egg is guaranteed to come from British hens and is produced to the highest food safety standards. After all, the clue's in the name.

Have the hens laying your eggs been vaccinated against salmonella?

All the eggs produced under the British Lion scheme are guaranteed to come from hens vaccinated against salmonella. If they don't have the Lion mark, who knows?

The British Lion mark on egg shells, egg boxes, and egg product packs shows that the eggs come from British hens that have been vaccinated against salmonella and have been produced to a stringent Code of Practice that's independently audited. All British Lion hens, eggs and feed are fully traceable. In addition, British Lion shell eggs are date stamped for freshness. Look for the Lion.

British
Lion Eggs
the clue is in the name

2pp Sales Presenter