

# How to menu JUST Egg



The brand name is written as  
JUST Egg or JUST Egg  
(made from plants)

~~It is not just egg~~

~~It is not Just Egg~~

~~It is not JUST egg~~

~~It is not JUST EGG~~

## Your menu

### Option A (our favorite)

#### **JUST Egg Western Omelet**

JUST Egg (made from plants), peppers  
and onions, cheese

### Option B

#### **Plant-Based Western Omelet**

JUST Egg, peppers and onions, cheese

*Consumers choose JUST Egg 47%  
more often when branded on menu.*