



Sell JUST Egg

Canada

Eat Just in 100 words

At Eat Just, we're creating an entirely new category by challenging the assumption that an egg must come from an animal. Made entirely from plants, JUST Egg is cholesterol-free and uses less water and carbon emissions than conventional eggs. It scrambles, folds, bakes, and can even sous vide. Launched in 2019, JUST Egg has become the fastest growing egg brand and the fastest-growing plant-based protein in the U.S. Our consumers tend to be younger, well educated, and diverse. Most are choosing JUST Egg because they believe an egg from a plant is healthier. Cheers to challenging assumptions.

How do I describe JUST Egg?

Made from plants, JUST Egg requires less land, water, and carbon emissions than conventional eggs with zero cholesterol and a similar amount of protein. JUST Egg cooks and tastes like eggs, perfect for omelets, scrambles, and French toast.

How do I describe JUST Egg Folded?

Made from plants, JUST Egg Folded requires less land, water, and carbon emissions than conventional eggs with zero cholesterol and 7g of protein. We created the perfect fold in a convenient grab n' go format, simply pop in a toaster, oven, microwave, or skillet.

What is JUST Egg made of?

The primary ingredient is the mung bean, a legume that's been in the food system for over 4,000 years and is consumed all over the world.

How is JUST Egg healthy?

JUST Egg is free of cholesterol, low in saturated fat, and packed with as much protein as many animal and plant proteins.

How is JUST Egg sustainable?

JUST Egg uses 80%+ less land, water, and carbon emissions than conventional eggs.

Based on 100M egg equivalents sold:
3,600,000,000 gallons of water saved
14,460,000 kgs of CO2e emissions avoided
5,904 acres of land use avoided

Is JUST Egg overly processed?

The process of making JUST Egg is similar to the process of turning beans into your morning coffee. First, Eat Just works with farmers to grow mung beans. Then, Eat Just mills them into flour and separates the most essential part to JUST Egg, the rich protein. Water, oil, and other minor ingredients are added for the final touches.

Is JUST Egg only for vegan customers?

94% of JUST Egg consumers have purchased animal protein in the last year.

Who is the JUST Egg consumer?

JUST Egg consumers represent a broad growing mix of flexitarians choosing JUST Egg because of health and sustainability.

What allergens are present in JUST Egg?

Please refer to our [allergen information chart](#) for a full breakdown of what allergens are present in our facilities and shared lines.

Is JUST Egg Kosher?

JUST Egg is Kosher certified by the Orthodox Union. JUST Egg Folded is not.

How long can JUST Egg be held for?

To ensure the highest quality product, JUST Egg should be held in a heating pan for a maximum of 30 minutes.

How long can JUST Egg Folded be held for?

To ensure the highest quality product, JUST Egg Folded should be held for a maximum of 2 hours.

How long does JUST Egg last once open?

The product should be used within 5 days of opening.

Does JUST Egg work in baking?

In muffins, cookies, and denser cakes, JUST Egg works great. In light, airy cakes, the egg is the better bet.

What's the meaning behind "just" in JUST Egg?

"Just" (defined) is free of anything unnecessary. It's the simplest approach. It is about justice and fairness in all things, especially in how our global food system should be built for the future.