



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.

How do I describe JUST Egg Sous Vide to a buyer?

Made entirely from plants, JUST Egg Sous Vide is a perfectly cooked egg bite that is incredibly tender and rich yet light. We make JUST Egg Sous Vide in unique flavors inspired by global cuisines and whole plant ingredients.

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.

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.

How many 'eggs' are in a 12oz bottle?

Roughly 8 medium eggs.

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 and JUST Egg Sous-Vide are not.

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.