



Using Yo Egg in Your Restaurant

April 2023



MENU GUIDELINES

We get it: your restaurant, your rules. But we do have a couple quick suggestions that we think will lead to the **greatest success** and **most sales** for us both.

Suggested Do

Describe our products on menu as:
Yo Plant-Based Poached Eggs
Yo Plant-Based Sunny-Side Up Eggs

Use our logo for menu items containing Yo

Use the phrase ‘plant-based’ to describe
 Yo Egg instead of ‘vegan’ or ‘vegetarian’



*Many of our customers
 are flexitarian, and prefer
 the term ‘plant-based’.*

MENU

Plant-Based Eggs Benny

Freshly toasted English muffin topped with [plant-based] smoked ham, local chives, **yo egg**'s sensational plant-based poached eggs, and creamy hollandaise sauce.

Smashed Avo Toast

Smashed avocado on freshly-baked sourdough topped with the incredible **yo egg** plant-based poached egg, chili crisp, local chives, and zesty lime juice.

Miso Ramen

Spicy miso broth with scallions, crispy fried tofu, crunchy bean sprouts, nori, and a savory **yo egg** plant-based poached egg.

Full Plant-Based English Breakfast

Two of **yo**'s sensationally runny sunny-side up eggs, paired with our smokey [plant-based] bacon and sausages cooked to perfection, juicy grilled tomatoes, meaty Portobello mushrooms, baked beans, and a slice of freshly-baked sourdough bread.

Huevos Rancheros

Two crispy corn tortillas topped with refried beans, [plant-based] queso fresco, two runny **yo** plant-based sunny-side up eggs, and roasted tomato salsa. Garnished with fresh parsley.

Including Yo Egg logo and tagging #yoeggfoods on social media:

1. Enhances your brand with high-quality innovative ingredient recognition.
2. Expands audience reach and visibility through co-marketing.

Suggested Do

Use descriptive language that highlights exciting tastes and textures in dishes featuring Yo.

e.g. Smashed avocado on freshly-baked sourdough topped with the incredible plant-based Yo Poached Egg, chili crisp, local greens, heirloom tomatoes, and fresh lime juice.



Consumers often bemoan the fact that plant-based dishes are described in less appealing ways than other options on the menu.



Suggested Do



For relevant dishes, allow customers to “Swap for Yo” and replace conventional eggs with Yo Egg.

Suggested Do

Instead of using words like ‘fake, faux, or egg substitute,’ use ‘plant-based’.



Looking for **menu inspiration**
from a fellow chef (and the inventor of Yo)
on dishes to feature our eggs in?
Email info@yo-egg.com and we'll get in touch.

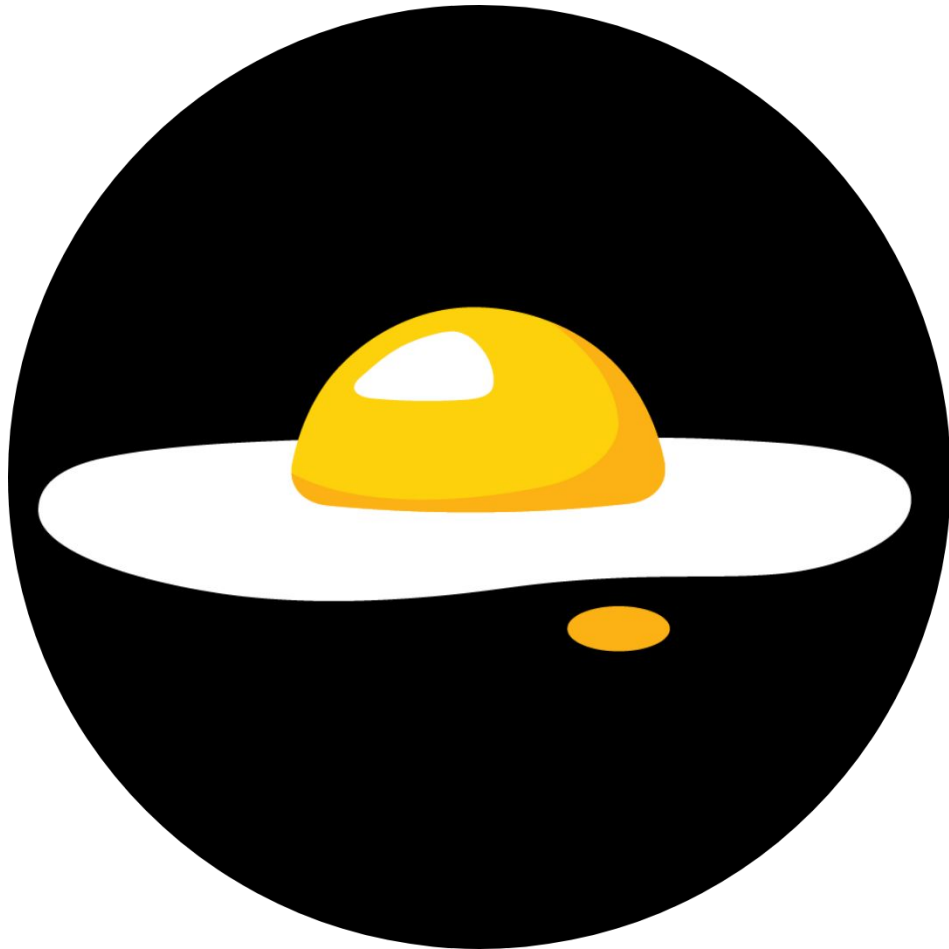
FOH TRAINING TIPS

We want to arm your team with the information they need to drive egg-citing sales.



What are Yo Eggs?

Yo Eggs are delicious poached and sunny-side up eggs made from plants. They're for **yolk lovers** who want to indulge in a food experience that will delight their palates while easily **adding more plants to their diet.**



What's in Yo Eggs?

They are made primarily of **chickpea and soy**.

Full list of ingredients: water, sunflower oil, soy protein, chickpea protein, 2% or less of potato starch, yeast, seaweed extract, beta carotene, paprika extract, calcium lactate, salt, potassium salt, lecithin, guar gum, xanthan gum, maltodextrin, methylcellulose, carob gum.



Why should I try them?

- ✓ They're mind-bogglingly delicious and truly one-of-a-kind
- ✓ You can get that the warm, rich, indulgent runny yolk you know and love, while easily incorporating more plants into your diet
- ✓ They have zero cholesterol

Quick Yo Facts

Yo Eggs are:



100%
vegan



non-
GMO



gluten-
free

Nutritional benefits

- no cholesterol
- no saturated fat
- lower calories, sodium & fat vs. conventional eggs

Allergens?



contain
soy

Free from

- | | |
|-------------|-------------|
| • eggs | • tree nuts |
| • milk | • peanuts |
| • fish | • wheat |
| • shellfish | • sesame |

HOW TO USE YO



1. HEAT



2. SEASON*



3. SERVE

**with provided Indian black salt*

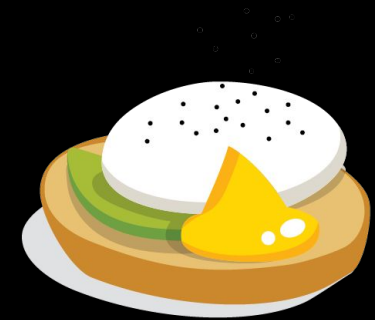
Poached In Water (*Preferred Method*)



1. In a large pot, bring water to a boil.



2. Lower the heat and place the Yo Poached Egg in simmering water for 10 minutes (if frozen) or 5 minutes (if chilled).

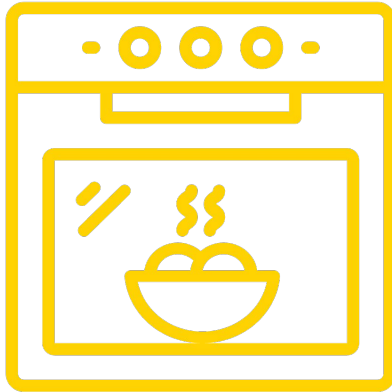


3. Plate immediately or transfer to a bain-marie with hot water (at 190 °F) to keep warm until service.

Right before service, season with 2 pinches of Indian black salt (included in box).

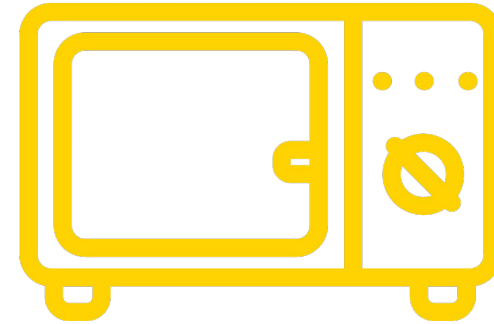
Poached – Additional Ways to Cook

In a Combi Chef / Steam Oven



1. Preheat the oven to 284°F (ideally with 100% moisture / steam).
2. Place the Yo Poached Egg on an oven tray lined with parchment paper, and heat it for 10 minutes (if frozen) or 5 minutes (if chilled).

In a Microwave

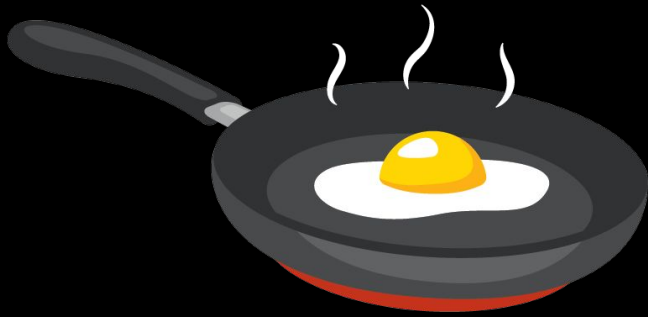


1. Place one chilled poached egg on a plate and heat for 40 to 50 seconds. (Times may vary by microwave.)

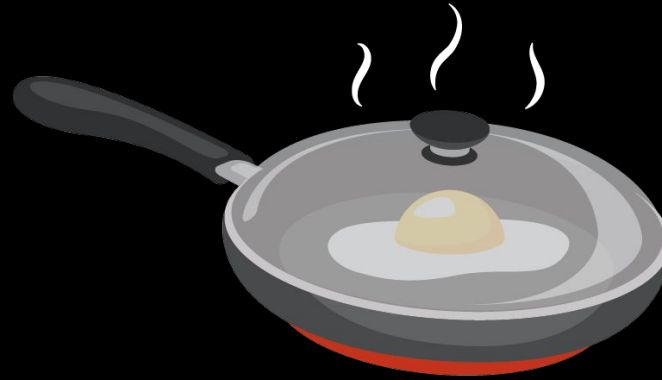
! Do NOT microwave from frozen. !

Right before service, season with 2 pinches of Indian black salt (included in box).

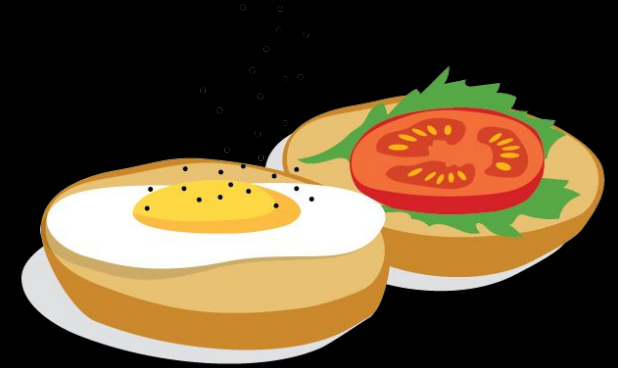
Sunny-Side Up in a Nonstick Pan/Griddle



1. Heat one teaspoon of vegetable oil in a nonstick pan/griddle and place the frozen or chilled Yo Sunny-Side Up Egg, yolk up, inside.



2. Cover with a lid and fry on medium heat for 5 minutes.



3. Serve hot.

Right before service, season with 2 pinches of Indian black salt (included in box).

Perfectly Poached: Readily Runny Yolk

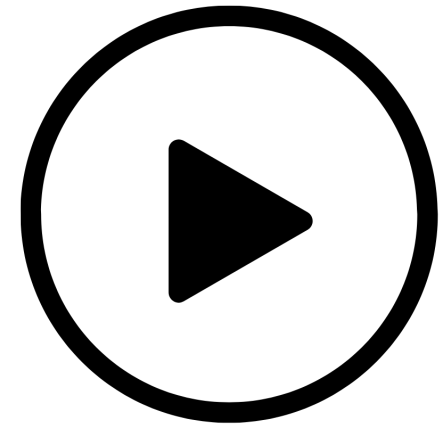


A perfectly cooked Yo Poached Egg's yolk will be very runny, like this:



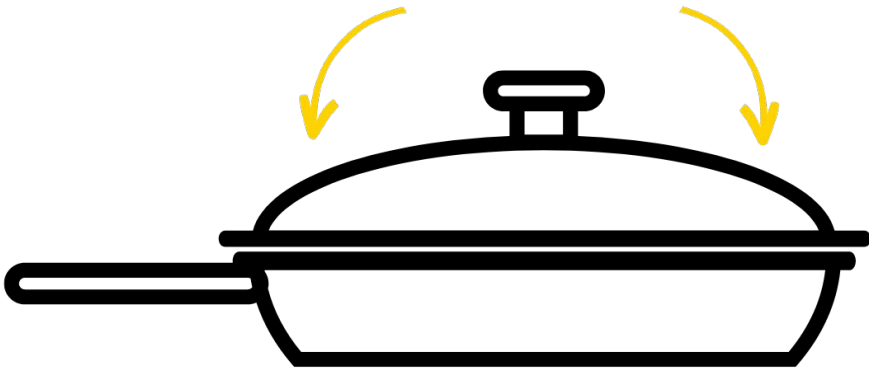
The yolk should run **smoothly**, as it would with a traditional poached egg.

An undercooked Yo Poached Egg's yolk will be thick and reluctant to run, like this:



Tips for a Superb Sunny-Side Up

DO



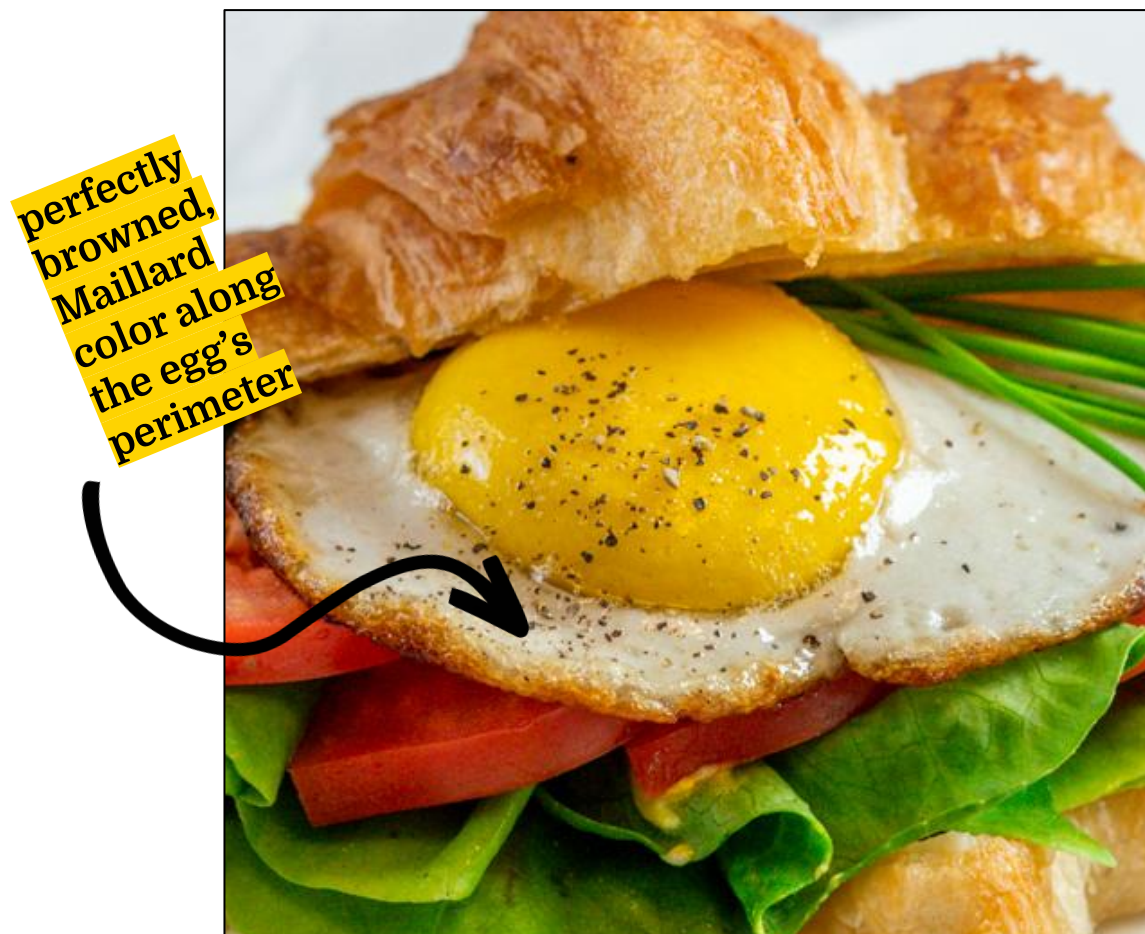
Do keep lid on pan
when cooking the SSU

DON'T



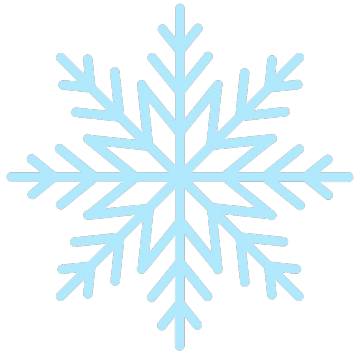
Don't flip over SSU

How the Perfect Sunny-Side Up Should Look

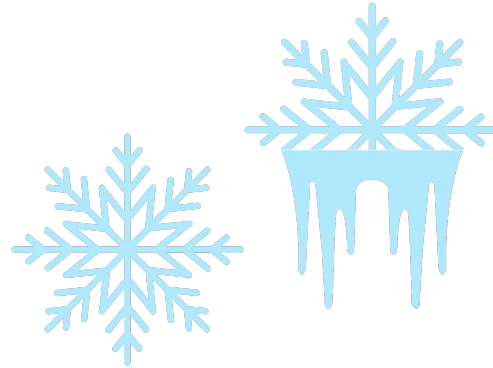


*NOTE: The Indian black salt included in your Yo box adds both saltiness *and* egg flavor to Yo Eggs, so it's essential for cooking. It cannot be substituted for regular salt, black lava salt, or black pepper.

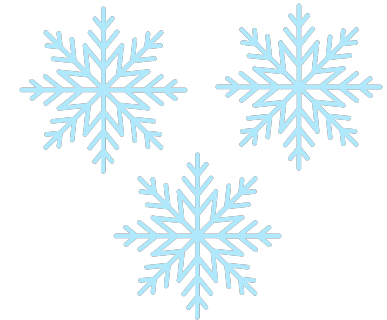
General Instructions & Storage



Immediately upon receiving your Yo shipment, put it in the freezer.



For optimal results, cook from frozen. To save time, you *can* cook from a thawed state.



Store frozen until day of service; if cooking from thawed, use within 24 hours of thawing.

MARKETING SUPPORT

We're excited to extend our marketing support
to our partners who brand us on menu.

Let's Collaborate

Here are just a few of the ways we can collaborate to drive sales at your restaurant– and we're always open to ideas from you.



SOCIAL MEDIA



**IN-STORE
PoP MATERIALS**



GET ON OUR MAP

Email sales@yo-egg.com for all marketing matters!



Thank you