



April 2009

Kids with Eggs Factor to meet X Factor stars

British Lion eggs are embarking on a star-studded nationwide search for children with the 'Eggs Factor'.

The young chefs who make it to the final of the cooking competition will meet X Factor finalists Same Difference, who are hosting the event alongside children's food expert Annabel Karmel.



Budding Nigellas and Jamies between the ages of seven and 11 can enter the competition by uploading an eggy recipe inspired by their favourite character or celebrity at crackingeggs.co.uk/eggfactor.

Six finalists will be chosen to compete in 12 regional cook-offs during June, judged by top chefs from all over Britain. The young chefs with the most imaginative and tasty recipes will meet Same Difference at the national final in London on 6 July and take home a Nintendo DS console along with a *Cooking Guide: Can't Decide What to Eat?* game.

The national Eggs Factor champion will be treated to a special culinary weekend in London, including an afternoon at the research kitchen where Annabel Karmel develops her recipes. The winning recipe will also be published in one of Karmel's forthcoming cookbooks.

Andrew Parker, Chairman of the British Egg Industry Council, said: "We want to encourage children and their parents to cook healthy, easy meals at home. Eggs can be cooked in many different ways so we are really excited to see what the young chefs come up with!"

The competition is open for entries until 5 May at crackingeggs.co.uk/eggfactor.

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Notes to editors:

- Twelve cook-offs will take place in Glasgow, Newcastle, Leeds, Nottingham, Cambridge, London, Maidstone, Plymouth, Cardiff, Birmingham, Liverpool and Belfast.

For further information please contact the British Egg Information Service on 020 7052 8899