

Restaurants



Why are pasteurized shell eggs so important in restaurants?

All restaurants strive for two things: customer satisfaction and profitability. Among the things that contribute to happy customers are quality, efficient service, cleanliness and safe food. Restaurants achieve profitability by combining these characteristics in an efficient manner. Any cost consideration must be done with overall profitability and customer satisfaction in mind.

Davidson's Safest Choice® Pasteurized Shell Eggs offer a rare opportunity to enhance the dining experience of your guests while improving the overall profitability of the operation.



Profitability comes from...

- ... Reduced training time and complexity. Shell eggs are the number one source of food borne illness in foodservice and the handling of eggs makes up a considerable percentage of all restaurant training.
- ... Streamlined HACCP programs by removal of a Potentially Hazardous Food (PHF) from the kitchen.
- ... Removal of steps and techniques that are operationally inefficient. Many states require gloves, hand washing after each egg is cracked, employees dedicated solely to egg handling and cooking and additional sanitation after eggs are used, etc. Davidson's Safest Choice® eliminates the need for these additional steps.
- ... Pooling and staging eggs. Davidson's Safest Choice® can be kept at ambient room temperature for up to 8 hours.
- ... Avoidance of disruption due to food code violations.
- ... Protection from the costs associated with illnesses and outbreaks ranging from legal costs and settlements to the repair of brand and public image.

Profitability comes from eliminating one of the major sources of inefficiency and risk from your operation.

Customer satisfaction means...

- ... Award winning taste. Davidson's Safest Choice® has won the Chefs in America
- ... Foundation Gold Medal of Excellence award for the best tasting egg in foodservice.
- ... The unique, proprietary diet fed to our hens not only makes our eggs taste great but also creates optimal plate presentation.
- ... Customer quality. Our patented process kills bacteria that are the primary source of product degradation, so as eggs move through the supply chain our eggs look and taste better longer.
- ... Premium values: vegetarian fed, no antibiotics, no hormones, no animal by-products and kosher.
- ... Freedom from worry over Salmonella bacteria or Avian influenza virus.
- ... Being able to use a shell egg for any dish, recipe or culinary technique.

Customer satisfaction means using the best eggs, Davidson's Safest Choice®.



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