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METHOD OF PACKAGING AND SELLING DRIED EGG POWDER

FIELD OF INVENTION

The invention is in the field of packaging, distribution and selling of a dried food product, in particular of dried egg powder.

BACKGROUND OF THE INVENTION & PRESENT STATE OF THE ART

The process of converting, packaging and selling of egg whites and egg yolks in dried powder form is well established and commercialised. When water is added to these dried egg powder, the eggs are re-constituted and consumed as if they are from fresh eggs. The advantages of dried egg powder are that they can be stored for up to two years from the date of their manufacture and is very convenient to use.

Packages are currently sold in three common forms: - a combination of dried egg yolk and egg white powder (in the same proportion as in a fresh egg), 100% dried egg yolk powder and 100% egg white powder. Dried egg powder containing 100% egg yolks are mainly used for baking of cakes and cooking, while those dried egg powder containing 100% egg whites are mainly used as protein supplements in the health, sports and body-building markets.

However, egg yolks contain a high amount of fat and cholesterol which are not good for health if eaten in large quantities or too regularly. But the egg yolks give a distinctive "egg" taste compared to eating just egg whites alone. It is therefore desirable to package and sell dried egg powder containing a varying proportion of dried egg yolk powder and dried egg while powder to suit the different consumer tastes, health concerns and needs.

OBJECTS OF THE PRESENT INVENTION

It is an object of the present invention to package, distribute and sell dried egg powder in different packages, each package containing approximately the same amount of dried egg white powder but different proportions of dried egg yolk powder.

It is another object of the present invention to create new blends of dried egg powder to suit the taste, nutritional and health requirements of various consumers in different markets.

It is also another object of the present invention to create new blends of dried egg powder which can be pre-mixed with or supplemented with seasoning, spices or health supplements in order to increase the appeal and consumption of eggs.

It is yet another object of the present invention to create a new dried egg powder product which provides a convenient alternative to fresh eggs.

It is also yet another object of the present invention to increase the consumption of eggs and dried egg powder.

SUMMARY OF THE PRESENT INVENTION

Under the present invention, at least two different product types of dried egg powder are packaged and sold in different packages. Each package contains approximately the same amount of dried egg white powder but different amounts of dried egg yolk powder.

As an example, five different product types can be packaged and sold as shown in the table below:-

S/ N	Product Type	No of Eggs	No. Of Dried Egg White Powder Equivalents	No. Of Dried Egg Yolk Powder Equivalents	Percentage of Dried Egg Yolk/Egg White Powder Equivalents
A1	Pure-Protein	4	4	0	0%
A2	High-Protein, Low Carb	4	4	1	25%
A3	High-Protein, Medium Carb	4	4	2	50%
A4	High-Protein, High-Egg Taste	4	4	3	75%
A5	Original-Egg Taste	4	4	4	100%

The five different product types will increase the range, taste and nutritional value of dried egg powder to meet the various market needs. Also, spices, seasoning or nutritional supplements can be pre-mixed or supplied in separate packages in order to further enhance the taste of the pre-mixed dried egg powder. The packages can be containers or sachets made from glass, plastic, paper or metal or a combination of such materials.

BRIEF DESCRIPTION OF THE DRAWINGS

The advantages and objects of the present invention are summarized but not limited to the following drawings, the full scope of which are embodied in the appended claims of the present invention :-

FIG. 1 shows a table summarizing two different possible product ranges, each product range having five different ratios of dried egg yolk powder to dried egg white powder.

DETAILED DESCRIPTION OF THE PRESENT INVENTION

FIG. 1 shows a Table **1** summarizing two different possible product ranges **7**, **8**, each product range **7**, **8** having five different percentage ratios **9**, **10** of dried egg yolk powder to dried egg white powder respectively in different packages. Column **3** of the Table **1** shows the number of egg equivalents contained in each product type of product ranges **7**, **8** in column **2**, with the corresponding equivalent number of dried egg white powder shown in column **4** and the corresponding equivalent number of dried egg yolk powder shown in column **5**. Column **6** shows the respective percentage ratios **9**, **10** after dividing the equivalent number of dried egg yolk powder in column **5** by the equivalent number of dried egg white powder in column **4**.

The product ranges **7**, **8** can be marketed under different product types as described by each row in column **2**, and can be listed as "Pure Protein", "High-Protein, Low Carb", "High Protein, Medium Carb", "High-Protein, High Egg Taste" and "Original-Egg Taste", having the respective percentage ratios **9**, **10** of 0%, 25% , 50%, 75% and 100%.

The packages for each product range **7**, **8** can be containers or sachets made from glass, plastic, paper or metal or a combination of such materials. Smaller sachets can be in a box in quantities of ten or fifty sachets. Also, spices, seasoning or nutritional supplements can be pre-mixed or supplied in separate packages for each product range **7**, **8** in order to further enhance the taste of the pre-mixed dried egg powder.

The ten different product types of product ranges **7**, **8** as listed in column **2** will increase the range, taste and nutritional value of dried egg powder to meet the various market needs. For example, those consumers who are health-conscious or are in the body-building market would tend to consume product ranges **7**, **8** which are packaged and marketed as "Pure Protein", "High-Protein, Low Carb" and "High Protein, Medium Carb", while those consumers who cook meals or bake cakes would tend to consume product ranges **7**, **8** which are packaged and marketed as "High-Protein, High Egg Taste" and "Original-Egg Taste".

CLAIMS:

What is claimed is:-

1. A method of packaging, distributing and selling dried egg powder in at least two different product types in different packages to consumers, such that:-
   - while each said package contains approximately the same amount of the said dried egg white powder equivalent to a "x" number of egg whites from the said "x" number of eggs,
   - each said package contains a different amount of the said dried egg yolk powder equivalent to two different percentages "y" and "z" respectively of the number of egg yolks from the said "x" number of eggs.

2. The said method in **Claim 1** whereby the said percentages "y" and "z" of the said number of said egg yolks from the said "x" number of eggs can be varied between zero to one hundred percent of the said "x" number of eggs.

3. The said method in **Claim 1** whereby the said amount of the said dried egg white powder can be varied to create another different product type.

4. The said method in **Claim 1** whereby the said package can be a container or sachet made from glass, plastic, paper or metal, or a combination of such materials.

5. The said method in **Claim 1** whereby the said eggs can be from poultry, birds or mammals.

6. The said method in **Claim 1** whereby various seasoning, spices or health supplements can be pre-mixed with the said dried egg powder or supplied in separate packages.