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## the happy egg co. Free Range on Pasture Eggs Named Winner of 2014 Better Homes and Gardens Best New Product Award

SAN FRANCISCO, CA--(Marketwired - Mar 3, 2014) - the happy egg co. is proud to announce it has been named the winner of Best New Egg in the 2014 *Better Homes and Gardens* Best New Product Awards. The award is based on the 2014 BrandSpark/*Better Homes and Gardens* American Shopper Study of 80,000 voters nationwide.

"We are proud to accept the award for Best New Egg and thrilled to be named a 2014 *Better Homes and Gardens* Best New Product," said David Wagstaff, COO of U.S. operations for the happy egg co. "We are continually looking to challenge our own welfare standards to ensure our hens have the best. This award reaffirms something that we've always believed: with better treatment of hens comes a better tasting egg. It's gratifying to know that consumers in the U.S. agree."

This award comes on the heels of the company's recent announcement that it has surpassed **1,000,000** dozens of eggs sold in the U.S. The happy egg co. launched in the U.S. during October 2012 and continues to expand retail distribution into major retail chains. Free Range on pasture eggs from the happy egg co. are currently available in more than 1,800 stores across the country.

Free Range on pasture eggs from the happy egg co. come from hens who receive daily access to lush green pasture. "The Girls" spend their days outdoors flapping, perching, foraging and dust-bathing, and have access to plenty of clean water, nutritional feed and care from expert family farmers. Packaged in a sunshine-yellow carton made of 100 percent recycled and compostable material, the happy egg co. stands out in the egg aisle for many reasons, not least its quality and color.

Setting the gold standard for happy hens, the happy egg co. has received a Certified Humane Raised and Handled® certification from Certified Humane®, a third-party animal welfare certification program that covers everything from hens' living conditions to their feed, and the expertise of their caregivers.

For more information about the happy egg co., including where to buy, visit [thehappyeggco.com](http://thehappyeggco.com).

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