

Tesco extra fresh eggs : the freshest eggs in Britain? See inside / Tesco.

Contributors

Tesco (Firm)

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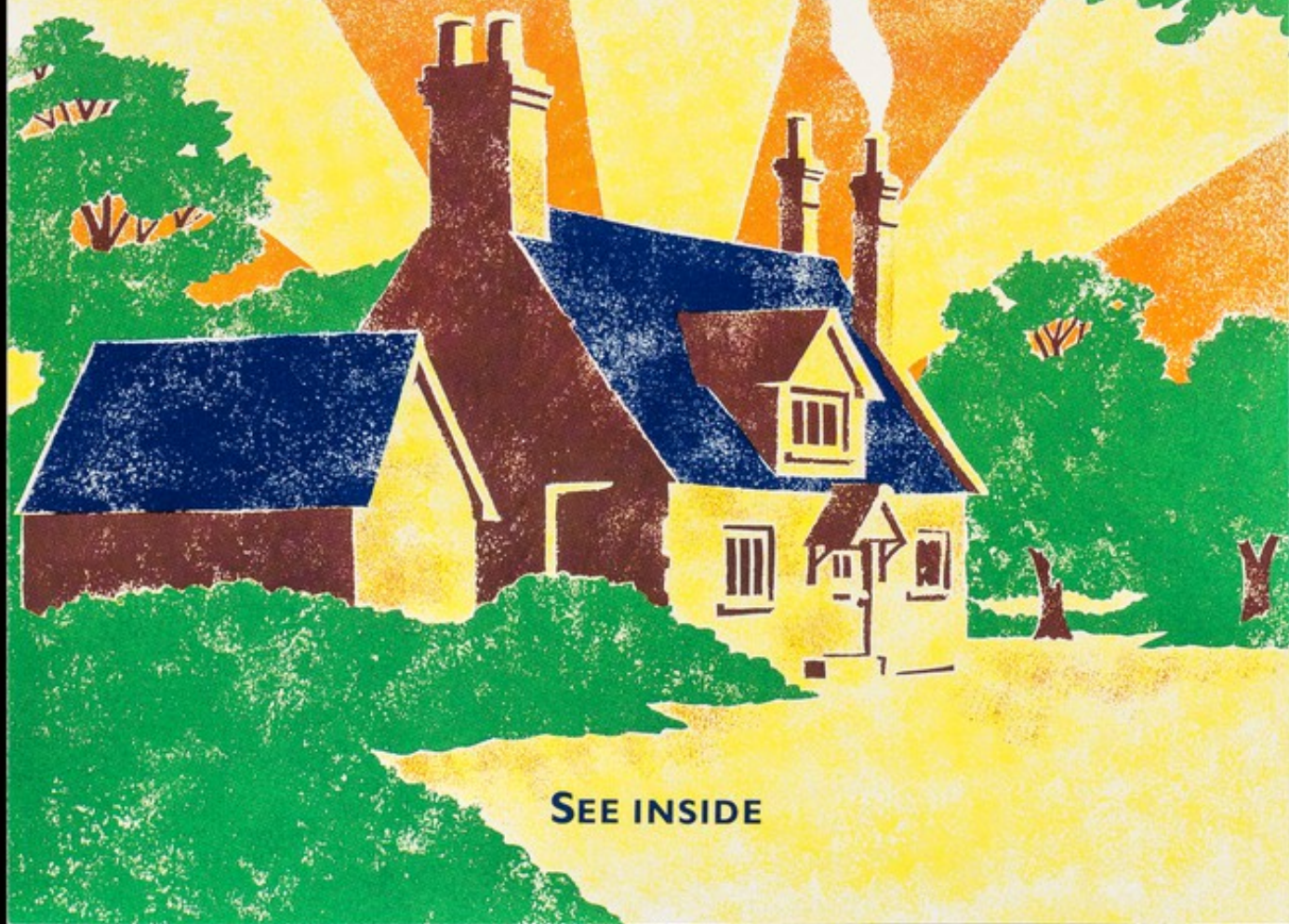
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TESCO

**EXTRA
FRESH
EGGS**

10P
COUPON
SEE BACK PAGE

**THE FRESHEST EGGS
IN BRITAIN?**



SEE INSIDE

THE FRESHEST EGGS IN BRITAIN?

Everyone knows that a fresh egg is best.

Just like other fresh food products, the quality of an egg deteriorates after laying. For maximum freshness it is recommended that eggs are eaten as soon after lay as possible.

Most eggs sold in Britain labelled "Fresh" or "Farm Fresh", from supermarkets or from Farm Shops, can be 14 days old or more when you buy them. But not at Tesco....

Tesco Extra Fresh Eggs conform to the highest level of freshness in Europe.

Tesco Extra Fresh Eggs are: LAID AND PACKED WITHIN A DAY AND GUARANTEED TO BE IN YOUR LOCAL STORE WITHIN A FURTHER DAY.

Most stores have daily deliveries and so that you always buy a fresh egg we guarantee that any Extra Fresh eggs unsold after 6 days are removed from display. All this means that you, the customer, are guaranteed extra fresh eggs.



WHAT IS THE BEST WAY TO STORE EGGS?

Eggs should always be stored in a cool place to keep them fresh. Keep eggs in their box, pointed end downwards to prevent breakage, reduce evaporation and help to stop the absorption of odours and flavours from other strong smelling foods in the refrigerator.

Best results can be achieved with eggs if they are removed from the refrigerator 20-30 minutes before use to bring them up to room temperature.

For maximum freshness we recommend that you eat your Super Fresh Eggs within 7 DAYS of purchase.

EGG SIZES

Tesco Extra Fresh Eggs come in five sizes from size 0 to size 4 and are colour coded for easy identification.

SIZE	WEIGHT	BEST FOR
Size 0	75g and over	Boiling, frying, poaching, scrambling, omelettes.
Size 1	70g and under 75g	
Size 2	65g and under 70g	Most recipes use Size 3 eggs.
Size 3	60g and under 65g	
Size 4	55g and under 60g	Glazing pies, binding stuffings, enriching pastry and sauces.

HOW CAN YOU TELL THEY'RE FRESH?

Inside each egg a tiny pocket of air, no bigger than your thumbnail, is trapped between the two membranes that separate the shell from the white. This air cell should be positioned centrally and is the true measure of freshness in any egg because it expands as the egg grows older.

In ordinary class 'A' eggs this air cell will be 6mm deep and in Extra Fresh eggs it will often be less than 4mm – just as it was the moment it was laid.

Next time you crack an egg, look inside the rounded end of the shell for the air cell; it's your guarantee of quality and freshness.



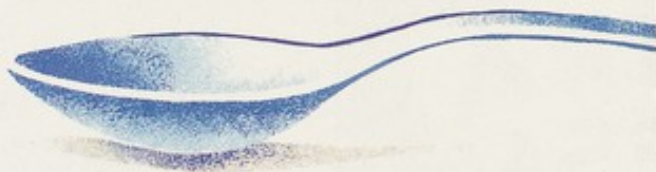
Air cell



All Tesco eggs are Class A category, which means they have been carefully checked in every respect for perfect internal quality and shell strength.

Now use the coupon overleaf to save money on any size of Tesco Extra Fresh Eggs.

EGG COOKING TIPS



THE PERFECT BOILED EGG:

1. Using Cold Water

Lower the eggs into enough cold water to cover completely. Turn on heat and time from the moment the water comes to the boil: simmer gently.

For soft-boiled eggs	
sizes 1-3	3 minutes
4-7	2 minutes

Firm white, soft yolk	
sizes 1-3	4 minutes
4-7	3 minutes

Hard-boiled eggs	
sizes 1-3	10 minutes
4-7	8 minutes

2. Using Hot Water

Lower eggs into enough simmering water to cover completely. Bring water back to simmering point and time:

For soft-boiled eggs	
sizes 1-3	3¾ minutes
4-7	3 minutes

Firm white, soft yolk	
sizes 1-3	7 minutes
4-7	5½ minutes

Hard-boiled eggs	
sizes 1-3	12 minutes
4-7	10 minutes

Egg shells can crack if they are plunged into fast boiling water – if this happens, sprinkle a little salt on the crack.

To help prevent cracking, try one of the following techniques: place eggs into cold water and time from boiling point; or carefully prick the blunt end of the egg before cooking.

Plunging hard-boiled eggs into cold water stops them cooking further and also helps to prevent a black line forming around the yolk and white, as well as making the eggs easier to shell.

SCRAMBLED EGGS

To make scrambled eggs, melt a little butter in a non-stick saucepan. Beat the eggs, adding a little milk (to make them fluffier, add a little water and beat well). Pour into the saucepan and heat gently, stirring frequently until thickened. Take care not to overcook or they will become watery and separate. Season before serving with salt and ground black pepper.

POACHED EGGS

Most people believe that eggs cooked in a 'poaching pan' are poached – in fact eggs cooked in this fashion are steamed. Real poached eggs are made by filling a frying pan 4cm (1½ inch) deep with salted water and bringing it to simmering point. Break each egg into a cup, slide into the water one at a time and poach for 2-3 minutes.



**ONLY WHEN YOU BUY
ONE OF THESE PRODUCTS**  **TESCO**



10P OFF
TESCO
EXTRA FRESH EGGS
ANY SIZE PACK

ONLY AT TESCO



To the customer: This coupon can only be used in part payment against Tesco Extra Fresh Eggs when purchased at any Tesco store (where stocked) and presented with the product at the checkout. Only one coupon per purchase.

COUPON VALID UNTIL 31st MAY 1992

92/3

23/3/92