



# Imagining the pasta-bilities

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**PROTEIN-PACKED • LOW-CARB • NO FLOUR**

**Egglife Foods is cracking the code on simple, delicious & nutritious food alternatives by unlocking the power of eggs to empower a flour-free future.**



# Mise en place

- Pasta is well loved for its taste but not for its calories or carbs
- The category is growing – both refrigerated, fresh and dry – MANY new entrants
- Don't offer what egglife® could across protein, carbs, calories, and fat nor do they deliver a craveable, al-dente eating experience
- As the egglife® community expands, more and more consumers are using wraps to make noodles



# Learning Agenda

- ✓ Understand **attitudes and behaviors** within the current **better-for-you pasta category**
- ✓ Unpack existing consumer **pain points with better-for-you pasta**  
– what whitespace can egglife occupy and what is **our right to win?**
- ✓ What **functional and emotional benefits** do we communicate about our pasta offering?
- ✓ How do we **win at shelf** & in the marketplace?

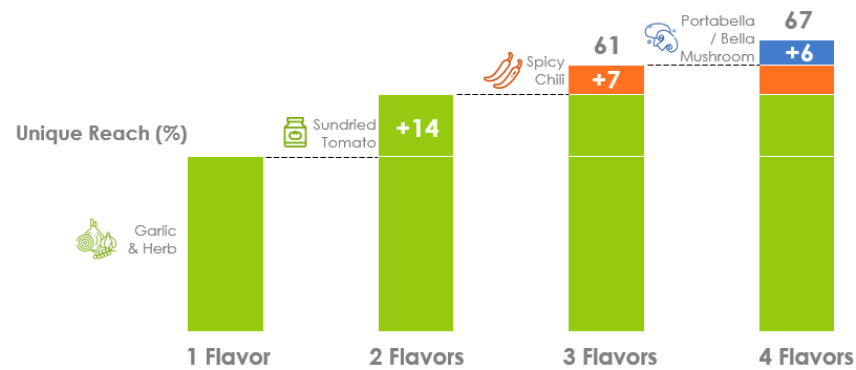
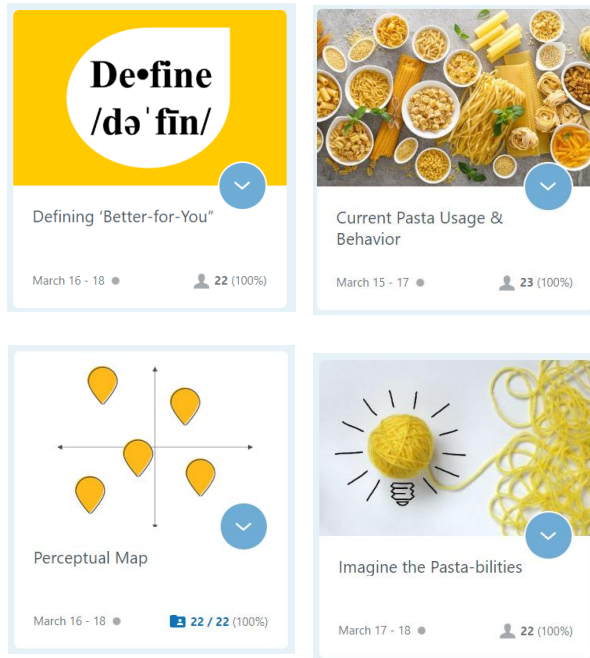


# Research recipe for success: a multi-stage learning program designed to:

UNDERSTAND

IDENTIFY

VALIDATE



# UNDERSTAND – using qual to uncover opportunities

Hearty appetite  
for BFY Pasta... *but*

Current options for BFY Pasta fall short:

- **Functionally:** texture/taste, price & convenience
- **Emotionally:** feels like a concession/sacrifice



egglife's pasta can shift this narrative to make BFY pasta a routine pasta replacement that satisfies and fulfills them while minimizing sacrifices made.



HYPOTHESIZED  
NEED STATES



FUN &  
FLAVORFUL



HEALTHY  
CONVENIENCE



PERMISSIBLE  
INDULGENCE

# IDENTIFY – quantitative deep dive

- Consumers **reacted positively** to the concept idea, particularly for anticipated **taste, macros** (protein & carbs), **gluten free**.
- They also were **excited about versatility, convenience and high quality, simple ingredients**.
- We **identified the optimal flavor portfolio** and got feedback on:
  - > pack design elements (want to see the pasta)
  - > cooking method (stovetop in sauce)
  - > pasta styles (long fettuccini style noodles)
  - > price/value proposition





# VALIDATE – in person testing



- Six groups of friends with diverse backgrounds joined us at an Airbnb in Chicago.
- Following a discussion about pasta usage and introduction of the product, we moved into the gourmet kitchen and got to work.
- Marketing and R&D were present and part of the discussion, along with our research partners at AMC Global.









# What's Cooking?



**Pesto with spinach,  
mushrooms &  
fresh tomatoes**



**Shrimp alfredo**



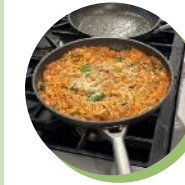
**Cajun chicken &  
shrimp with peppers  
and spinach**



**Spinach, yellow  
peppers, parmesan**



**Shrimp with zucchini  
and onions in a creamy  
alfredo sauce**



**Vodka sauce with  
mushrooms,  
spinach, shrimp**



**Marinara with cream,  
ricotta and sausage**



**Lemon alfredo with  
zucchini,  
mushrooms and bacon**



**Asian dish with carrots  
and bean sprouts,  
broccoli, cilantro**

*It's a quick meal to make because you don't have to boil water. And, if you don't want to heat up your kitchen in the summertime, but you want to use up a bunch of fresh veggies, it's a very quick thing to do. Like, you could make this in less than five minutes. Bam.*

*Adding protein isn't needed in this meal right now. 'Cause you have 23grams in it. I'm looking for taste.*

*It will fill my family up and has the factors I need: 23g of protein, convenient, don't have to wait to boil/goes together quickly; can't overcook and could have done it in one pan.*

*It's not bland. I don't taste egg. I feel like it checks the box for timing wise, it's efficient. It's a blank canvas. It has the protein. The serving size, actually, with all the extra ingredients, seems to check the box as well.*

*You can add your Asian, your Italian flavoring or ingredients. The three of us just came up with a meal that was pretty delicious. And we had no expectations on how it was going to taste.*

# How this research shaped our offering



**POWER PASTA**

- **Importance of macros and nutritional superiority** messaging – 2X more protein, 90% less carbs than traditional refrigerated pasta. Planted the seed for POWER PASTA name.
- **Name and product positioning** must communicate versatility across cuisines while keeping a foot in familiar (pasta vs noodles)
- **Packaging** – consumer want to see the product (clear window)
- **Ease of preparation** - NO BOIL, recipe ideas, eliminating “ready to eat”
- **Flavors** – validated interest and excitement
- **Confidence to know this was a win**







# Next Steps

- ▶ Currently piloting in 50 HyVee doors (3 SKUs) & 500 Kroger and Ralph's doors (2 SKUs) with more expansion planned for H2 2025
- ▶ Marketing support begins this week!
- ▶ In-market consumer feedback being collected to continue to refine product offering & positioning (i.e. AMC's Purchaser Follow-up)

**egglife**<sup>®</sup>



# Questions?

**For more information  
and a copy of this case  
study, please scan here**

