

For immediate release

Crack'd YYC food truck launches into the Alberta food scene

Egg-centric menu promotes partnership with Egg Farmers of Alberta

March 27, 2018 (CALGARY) – Egg Farmers of Alberta (EFA) is excited to announce a new partnership with Chef Jordon Henkel on the co-branded food truck, Crack'd YYC. This new venture comes at an important time in the food and farming industries as consumers want more information about where food comes and how it's produced.

“Partnering with Egg Farmers of Alberta on the Crack'd YYC food truck is helping me achieve a life-long dream of owning and operating a food truck,” says Jordon Henkel, chef and owner of Crack'd YYC. “I was born into a family with history in both farming and cooking, and I've brought those personal influences to all of the dishes I have created for the food truck.”

Crack'd YYC can be found in and around Calgary and Edmonton this spring and summer serving up egg-inspired dishes like chorizo scotch eggs, bread pudding and wagyu beef tacos. The truck aims to show the versatility of cooking with eggs while informing consumers about sustainable and nutritious egg production in Alberta.

“When we first met Jordon, his passion for cooking and love of food was very clear to us,” says David Webb, Manager, Marketing and Communications, EFA. “We knew he would be the perfect choice for this partnership and we're proud to have him represent EFA on this new venture.”

Stay up to date on Crack'd YYC's location, events and menu items by following along at <https://www.instagram.com/crackdyyc/>.

About Egg Farmers of Alberta

Egg Farmers of Alberta represents more than 170 egg farming families in Alberta. EFA works to ensure there is a sustainable egg industry for Alberta egg farmers, who provide Albertans with a stable supply of fresh, high quality, locally produced eggs. For more information, visit www.eggs.ab.ca.

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