




Celebrating the 50th anniversary of the iconic campaign featuring Tony Hancock.




Go to work on an egg




It's been more than 50 years since the Little Lion on eggs was launched. And as part of the celebrations we're giving you the chance to view the original Tony Hancock 'Go to Work on an Egg' ads, which accompanied the British Lion mark all those years ago.

Take a look at our 'Eggs is Healthy' section to find out why Going to Work on an Egg is as relevant today as it's always been or download the recipe for the perfect boiled egg from our 'Eggs is Easy' recipes section.

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Watch the Ads

When the British Egg Marketing Board launched the 'Go to Work on an Egg' ads, no-one could have anticipated just how famous they would become. Watch the ads and find out for yourself.

The ads starred Tony Hancock, the legendary comedian, and the 'Go to work on an egg' slogan is attributed to Fay Weldon, although she claims she was just the manager of the team who created the famous line.

Tony Hancock is probably most famous for Hancock's Half Hour which first aired on the radio in November 1954, becoming a British institution for almost two decades.

Set in 23 Railway Cuttings, East Cheam, it followed the adventures of those who lived in one of the most famous fictional streets in Britain. Hancock led a notable cast, including Sid James, Hattie Jacques and Kenneth Williams. By 1956, the series had become so successful it transferred to TV and the British sitcom was born. The radio show continued to run concurrently with the television version until 1959.

You can now see Hancock in action, along with Patricia Hayes and Pat Coombs - eight of the ads from the original Go to Work on an Egg campaign are available to view.

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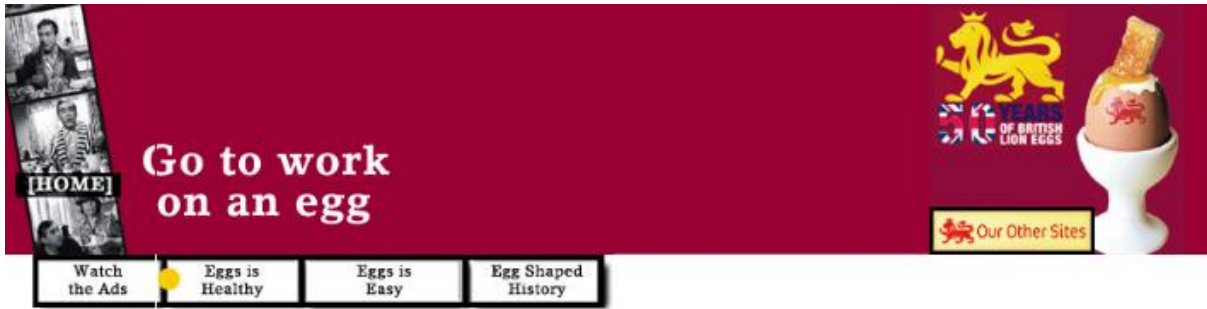
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Eggs is Healthy

Although the black & white 'Go to Work on an Egg' ads may not look as slick as their modern counterparts, the messages are still as relevant today.

Eggs are one of the most nutritious foods money can buy.

They are a natural source of many nutrients including high quality protein, vitamins and minerals.

They are rich in vitamin B₂ (riboflavin), vitamin B₁₂ and vitamin D. Eggs also contain vitamin A and a number of other B vitamins including folate, biotin, pantothenic acid and choline.

Eggs also contain essential minerals and trace elements, including phosphorus, iodine and selenium.

For more information on the nutritional composition of eggs, visit <http://www.healthyegg.co.uk/page/tables>.

A medium egg contains less than 80 calories.

With the previous limits on consumption due to their cholesterol content now removed, eggs are a healthy fast food for all the family, especially if combined with vegetables and salads as part of balanced meals.

For more information on eggs and health go to britegg.co.uk

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Our Other Sites

Eggs is Easy

Eggs are quick and easy to cook, as well as being extremely nutritious. Remember the Little Lion by 'Going to Work on an Egg'.

For more delicious egg recipes, please go to eggrecipes.co.uk

Basically Boiled



Ingredients

- 1 large Lion Quality egg
- Pinch of salt

Method

1. Place egg in pan & cover with at least 2.5cm (1") of salted, cold water. Place on high heat.
2. When boiling, reduce heat, gently stir egg and set timer for 3-7 minutes, depending on how you like your egg.

Freshly Fried



Ingredients

- 1 large Lion Quality egg
- 3 tbsp vegetable oil

Method

1. Place 3 tablespoons of vegetable oil in small frying pan and place over medium heat.
2. When oil is hot, crack egg into pan. Cook for 1 minute or until the white is set.
3. Tilt the pan slightly and use a teaspoon to scoop the surplus hot oil over the top of the egg until the yolk is cooked to your liking.
4. Lift egg from pan and place onto kitchen paper to drain excess fat.

To dry fry eggs, spray some low-fat cooking spray into a hot non-stick pan and cook to your liking.

Perfectly Poached



Ingredients

- 1 large Lion Quality egg
- Dash of vinegar
- Pinch of salt

Method

1. Fill a large pan with 5cm (2") of water. Add a pinch of salt and a dash of vinegar to help set the egg. Bring the water to a gentle boil. Crack the egg onto plate and then tip into water. Set a timer for 3-5 minutes, depending on how you like your egg.
2. Carefully remove the poached egg from the boiling water and place on kitchen paper to drain.

Serve immediately.

Scrambled Egg



Ingredients

- 2 Large Lion Quality eggs
- Pinch of salt and pepper
- 2 tsp milk (optional)
- Knob of butter

Method

1. Gently beat the eggs together with salt and pepper. Add 2 tssps of milk to the eggs for a softer result.
2. Add the knob of butter to a non-stick pan over a medium heat. When sizzling, add the egg mixture and stir with a wooden spoon.
3. Continue to stir the eggs for 1-2 minutes, scraping the egg off the base of the pan as it sets.
4. When most of the egg has set, remove the pan from the heat and continue to stir for 30 seconds until fully scrambled.

Omelette



Ingredients

- 2 Large Lion Quality eggs
- Pinch salt and pepper
- 1 tsp cold water
- Knob of butter

Method

1. Gently beat the eggs together with salt, pepper and a teaspoon of cold water.
2. Warm a medium frying pan over a high heat and add the knob of butter.
3. Pour the egg mixture into the centre of the pan and cook over a high heat for 1-2 minutes.
4. As the egg begins to set, use a spatula to push the set egg towards the omelette centre.
5. Continue this action until the entire egg mixture is set.
6. Cook the set omelette for another minute, then loosen the edges with a spatula and fold the omelette in half.
7. Tilt the pan and slide the omelette onto a warm plate and serve immediately on its own or with a crisp green salad.

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75 YEARS OF BRITISH LION EGGS

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Facts and Figures

A lot has happened in the world of eggs in the last 50 years!

1953 – Eggs come off rationing.

1957 – The British Egg Marketing Board begins trading in June - its aim is to bring stability to the market and give consumers a regular supply of high quality eggs at reasonable prices.

1957 – The British Lion mark is introduced and eggs are required to be stamped with their specific grade and packing station number.



1960s – 'Go to work on an egg' TV advertising campaign is launched.

1960s – UK egg consumption peaks at nearly 5 per person per week.

1960s – Emergence of 'cholesterol hypothesis', linking diet to increased blood cholesterol levels and increased risk of heart disease. As a result, dietary cholesterol in foods like eggs was linked directly to an increased risk of heart disease (this is now recognised to have been a gross oversimplification).



1971 – The British Egg Marketing Board is replaced by the Eggs Authority, a statutory body.



1973 – The accession period commences for the UK's entry into the EEC. Eggs became subject to the EEC Egg Marketing Regulations, governing quality standards, grade sizing, labelling and packaging.

1986 – The Egg Authority is abolished & The British Egg Industry Council (BEIC) is set up, funded by the industry on a voluntary basis.

1988 – In December Health Minister Edwina Currie begins a crisis in the egg industry when she announces that most UK egg production is affected by salmonella. Egg sales drop by 60% overnight.



1990s – General acceptance that for most people the intake of saturated fat is a more significant risk factor for coronary heart disease than dietary cholesterol.

1998 – The Lion mark is reintroduced to signify British eggs produced to higher standards of food safety including vaccination of hens against salmonella, a 'best before' date stamped on the egg shell and full traceability of hens, eggs and feed.



1998 – Della Smith's 'How to Cook' programme features a recipe for boiling the perfect egg, sparking a huge increase in sales of eggs.



1999 – 'Eggs. Fast food. And good for you.' advertising campaign launches.

2000s – New evidence emerging of the additional nutritional benefits of eggs.

2001 – The Advisory Committee on the Microbiological Safety of Food congratulates the egg industry on the salmonella vaccination programme, an integral part of the Lion scheme.

2003 – The Atkins diet hits the headlines helping to boost egg sales.

2004 – Food Standards Agency survey of 28,000 UK-produced eggs finds none contain salmonella.

2007 - New satiety research suggests that eating eggs for breakfast can help people lose weight

2007 - Egg consumption increasing again



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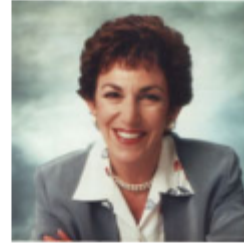
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