



European Association for the Standardization and Regulation of Easter-egg Colour Coding

Easter-egg colour coding system

preliminary draft, v0.2, april 2009

Introduction

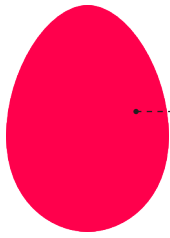
The EASTR-ECC was founded as a response to the problems many people experience when deciding which chocolate Easter-eggs to eat, if any. A multitude of flavours and interior consistencies exist, but each manufacturer uses different colours and patterns in packaging these delicacies. Our research shows that more than 60% of people only enjoy a relatively small subset of the available chocolate Easter-eggs, and not knowing what an egg will taste like often leads to a less enjoyable Easter experience. Obviously, this also has major repercussions for the amount of chocolate Easter eggs that are sold.

Our mission is to standardize the colour coding applied to the packaging foil around chocolate Easter eggs. This will:

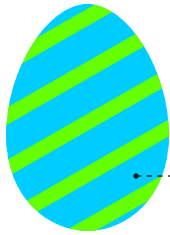
- Save people from the shock of finding out they bit down on a flavour that is particularly revolting to them.
- Prevent socially awkward situations where you are presented with a bowl of treats, but are in doubt whether there is anything to your taste in the selection on offer.
- Enhance the Easter experience of more than 60% of people.
- Consequently lead to better sales figures for the chocolate-egg industry.

The EASTR-ECC is currently pursuing this mission in cooperation with several major manufacturers and supermarket-chains on a voluntary basis. The long-term goal is a series of EU-regulations and/or an ISO certification system.

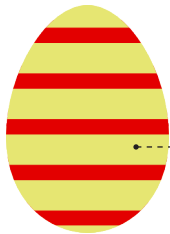
This document is meant as a discussion document to streamline the design of an effective colour coding system for Easter eggs.



Solid, one-flavour egg. Here, crimson indicates a dark-chocolate egg.



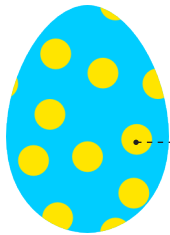
Diagonal bands indicate a soft center. Broad bands indicate the main (outer) type of chocolate, the thinner bands denote the flavour of the soft, praliné center. This egg is milk-chocolate with a soft hazelnut filling.



Horizontal bands denote a liquid center. The champagne-colour of this egg means it is mainly white chocolate, the dark red horizontal bands are for a luxury cherry-liqueur center.



Eggs with complex structure require a combination of bands. This egg is dark chocolate (crimson), with a soft hazelnut filling (green diagonal bands), with caramel at the center (brown horizontal bands indicate liquid center).

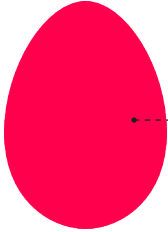


Embedded crunchy particles are denoted by dots. This milk-chocolate egg is enriched with vanilla-crisps.

Colour

After pattern, colour is the second main part of the EASTR-ECC system. Our goal is to assign all (relatively commonly used) flavours their own signature.

A preliminary list of common flavours and fillings is presented below. The EASTR-ECC invites all parties involved – manufacturers, vendors, retailers, etc. – to submit their comments and additions.



Main flavours

| | |
|-----------------|----------------|
| Milk chocolate | Light blue |
| Dark chocolate | Crimson / pink |
| White chocolate | Champagne |

Filling flavours

| | |
|----------------|-------------|
| Hazel nut | Light green |
| Caramel | Brown |
| Mocha / Coffee | Black |
| Vanilla | Gold |
| Cocos | Purple |

Fruits and liqueur flavours

| | |
|--------|-------------|
| Cherry | Dark red |
| Banana | Pale yellow |



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Contact information

The EASTR-ECC welcomes all comments and requests for cooperation:

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