



NEWS RELEASE

## Vital Farms Finally Answers the Age-Old Question: Which Came First, the Chicken or the Egg?

2026-02-04

Brand launches its first ad for The Big Game while most Americans are still asleep

AUSTIN, Texas--(BUSINESS WIRE)-- For **Vital Farms** (Nasdaq: VITL) farmers, every day is their Big Game. While most Americans will still be snoozing in the early morning hours this Sunday, Vital Farms will launch its first-ever Big Game ad at 5 a.m. – just as its network of more than 575 farmers begins their day – like they do every morning, 365 days a year.

Developed in partnership with GUT Miami, **the 60-second spot** finally answers the age-old question: Which came first, the chicken or the egg? According to Vital Farms, everything else must come first: the land and farmers who care about raising the standards of the food industry. They show up day in and day out, in heat and cold, even when no one is watching, because they believe that a hen allowed to express her natural behaviors produces a better egg.

“We know 5 a.m. isn’t the obvious choice to launch a campaign during one of the noisiest weekends of the year, but we’ve never been afraid to buck tradition,” said Kathryn McKeon, Vital Farms Chief Marketing Officer. “While most brands are targeting prime time this weekend, we’re setting our alarms early and waking up when our farmers do

to focus the attention on the hard work that goes into producing our eggs: the early mornings, the patience, no spotlights and no shortcuts... the egg is the result.”

“There’s a lot of noise right now about what food brands say versus what they actually do,” said Ricardo Casal, Chief Creative Officer at GUT Miami. “Vital Farms knows that between the chicken and the egg, the egg is never the beginning. It is the proof of thousands of patient, deliberate decisions. We decided to put the spotlight where it belongs: On the land, the farmers, and the hens that power Vital Farms’ mission in the first place.”

‘And Then Came The Egg’ will launch on Sunday, February 8, 2026, airing on linear TV in key markets across the country. The spot will also run alongside Vital Farms’ ‘Good Eggs. No Shortcuts’ brand campaign across connected TV, YouTube and social platforms. ‘And Then Came The Egg’ can be viewed **here**.

## ABOUT VITAL FARMS:

Vital Farms (Nasdaq: VITL), a Certified B Corporation, offers a range of ethically produced foods nationwide. Started on a single farm in Austin, Texas, in 2007, Vital Farms is now a national consumer brand that works with over 575 small farms and is the leading U.S. brand of pasture-raised eggs by retail dollar sales. Vital Farms’ ethics are exemplified by its focus on the humane treatment of farm animals and sustainable farming practices. In addition, as a Delaware public benefit corporation, Vital Farms prioritizes the long-term benefits of each of its stakeholders, including farmers and suppliers, customers and consumers, communities and the environment, and crew members and stockholders. Vital Farms’ products, including shell eggs, butter, hard-boiled eggs, and liquid whole eggs, are sold in approximately 23,500 stores nationwide. Vital Farms pasture-raised eggs can also be found on menus at hundreds of foodservice operators across the country. For more information, visit <https://vitalfarms.com/>.

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Source: Vital Farms