

**SUBJECT:** Infinitely Swappable Meal Formulas to Reduce Food Waste  
[TV Segment/Article] Idea

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**PITCH:**

Hello [Name of Contact],

Households everywhere are looking for ways to reduce food waste and versatile, affordable, and fast cooking eggs are the unsung heroes of the produce crisper. I'd love to feature four different "meal formulas" (including egg veggie tacos and savory pancakes) that help people everywhere eat more veggies and keep them out of the landfill.

Here are a few examples of previous [TV segments I've done/articles I've written]:

- [Title with link to example 1]
- [Title with link to example 2]
- [Title with link to example 3]

If you're interested in learning more, I'd be happy to chat with you about this [segment/article] idea. Feel free to e-mail me back or give me a call at [###-###-####]. I appreciate your consideration.

Sincerely,

[NAME + CREDENTIALS]