

World's First Natural Cure for Rotten Eggs: EGGcellent EGGstender Tackles Billion-Dollar Global Egg Waste Plague

CHENNAI, INDIA, October 10, 2025

/EINPresswire.com/ -- Three years after

exiting the pioneering hydroponic farm-to-fork brand he founded, Gourmet Garden, entrepreneur Vishal Narayanaswamy is back with a new venture, [EGGcellent](#). The company was born from a single, costly lesson: nearly 24% of his former company's revenue was lost to food

spoilage. Now, Narayanaswamy is tackling that problem head-on with his new product, [EGGcellent EGGstender™](#), designed to combat food waste at a global scale.

“

When you see firsthand that 24 cents of every dollar is vanishing due to spoilage, it's not just a line on a spreadsheet, it's a massive, systemic failure”

*Vishal Narayanaswamy,
Founder and CEO of
EGGcellent*

EGGcellent EGGstender™ is a revolutionary, [plant-based coating](#) designed to be a fundamental solution to egg decay. The tasteless and invisible formula creates a natural "bio-armour" on the eggshell, slowing water loss and halting the invasion of spoilage-causing microbes. This shield dramatically extends freshness, immunizing eggs against the primary drivers of rot.

Every year, an estimated 10-20% of the world's eggs are lost to spoilage, a multi-billion-dollar problem that contributes significantly to global food waste. This "plague" of decay silently chips away at the profits of producers and the quality of food for consumers. Having already disrupted the fresh vegetable and fruits delivery space with Gourmet Garden, Narayanaswamy is now tackling this foundational issue in the global food supply chain.

"When you see firsthand that 24 cents of every dollar is vanishing due to spoilage, it's not just a line on a spreadsheet, it's a massive, systemic failure," said Vishal Narayanaswamy, Founder and CEO of EGGcellent. "That experience became my obsession. I realized that the real battle against food waste isn't just in logistics or delivery; it's at the molecular level, right at the source. We created EGGcellent EGGstender™ to be that fundamental solution, making our food supply more resilient and less wasteful from the very start."

The benefits of the new technology are universal:

- For Producers: Drastically reduces losses and unlocks access to new markets.

- For Retailers and Traders/Exporters:
Provides unprecedented supply chain flexibility and reduces costly write-offs.

- For Consumers: Delivers a fresher, safer, and longer-lasting egg, reducing household food waste.

EGGcellent EGGstender™ is formulated to meet the highest international food safety standards (including FDA and EFSA guidelines) and is designed for simple integration into any existing egg processing line.

About EGGcellent: EGGcellent is a global food bio-technology company founded by agri-tech veteran Vishal Narayanaswamy. Inspired by firsthand experience with the costly impact of food spoilage, the company is singularly focused on developing foundational solutions to combat egg waste at the source and create a more sustainable food ecosystem.



For more information, please visit www.eggshelflife.com

Media Contact:

Navin Dorai, Global Communications Director
EGGcellent
+91 98404 32029
navin@eggshelflife.com

This press release can be viewed online at: <https://www.einpresswire.com/article/856111706>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.