



Media Advisory

On #FRYdayThe13th, Coast Packing to Host 'Taste the Difference'
#TastiFryExperience at the Orange County Fair

***For First #NationalBeefTallowDay – Coinciding with #NationalFrenchFryDay --
Coast Teams with Tasti Burger on Master Class in French Fry Tasting;
Blogger Kevin Drum Named Judge of National 'Tweet-to-Win' Contest***

VERNON, Calif. (July 9, 2018) – As Friday's first #NationalBeefTallowDay approaches, [Coast Packing Company](#) and Tasti Burger® will mark #FRYdayThe13th with a completely yummy French fry "Taste the Difference" experience, on stage at the Orange County Fair.

At the Fair, attendees will sample French fries prepared with beef tallow and peanut oil, and – guided by Coast Packing Corporate Chef Ernie Miller and Tasti Burger's Lori Southerland -- explore the delights, nuances and flavor profiles of each. Tasti Burger, family-owned for 44 years and a fixture on the Southern California fair circuit, offers the only fresh made-to-order burgers on the Fairgrounds. The fun starts at 6 p.m. on the main stage of the Culinary Showcase, in the OC Promenade. Tasters are encouraged to post their photos and images to <https://www.instagram.com/coastpackingco/>.

An initiative of [The Healthy Fats Coalition](#), #NationalBeefTallowDay – Friday, June 13 -- is a celebration of a traditional healthy animal fat – pure beef tallow shortening – that is now enjoying a resurgence within America's food culture, in restaurants, fast food operations and home kitchens.

For those who can't make it to the Fair, there's always Twitter. Coast has put out a call for the public's most poetic/ecstatic/witty/tasty tweets, proclaiming their hunger for beef tallow fries, in the first-ever #BeefTallowFrenchFries "Tweet-to-Win" Contest (<http://coastpacking.com/beeftallowfrenchfries/>). It's an opportunity for participants to take home some serious bling (nothing less than a hand-crafted, life-size, 22ct gold-plated sterling silver [French fry ring](#) from GoldieRox.com). The contest kicked off on July 5 and wraps up on the 13th.

The contest's expert judge is blogger/columnist/beef tallow fries lover Kevin Drum. "Nobody makes fries the old way anymore," Drum lamented in *Mother Jones* a few years

back. “They used to be so good. These days—phhht. There’s no taste at all... Fries made in beef tallow are unquestionably better.”

“For consumers, the message of our ‘Tweet-to-Win’ contest is, ‘capture the deliciousness in 280 characters and you may take home the bling,’” Chef Miller said. “Artificial trans fats are out, and minimally processed animal fats like beef tallow -- for superior French fries and a host of other cooking and frying applications-- are making a comeback, big-time.”

“In terms of freshness, flavor and texture, there really is no comparison to beef tallow French fries, which is exactly why we’re so delighted when consumers can taste for themselves, as they will at the OC Fair,” said Eric R. Gustafson, Coast Packing CEO. “Toward that end, we at Coast Packing are continuing our efforts to demonstrate that healthy animal fats like tallow are tasty, traditional and amazingly palate-pleasing.”

About Coast Packing Company

Now marking its 96th year in business, Coast Packing Company (www.coastpacking.com), a closely held corporation, is the number one supplier of animal fat shortenings – particularly lard and beef tallow -- in the Western United States. The company sells to major manufacturers, distributors, retailers, smaller food service operations and leading bakeries. The company participates actively in diverse ethnic markets – from Hispanic retail chains, with its VIVA brand, to various Asian specialty markets. Based in Vernon, Calif., Coast Packing Company is regional, national and, increasingly, global. In some cases, supplier relationships are multigenerational, extending back 50 years and more. Coast is a founding member of the Healthy Fats Coalition (<http://www.healthyfatscoalition.org/>).

For more information about Coast Packing Company, visit: www.coastpacking.com. Follow us via social media on Facebook at www.facebook.com/coastpackingco, Twitter [@coastpackingco](https://twitter.com/coastpackingco) and Pinterest www.pinterest.com/coastpackingco.

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Media contact:

Ken Greenberg
Edge Communications, Inc.
ken@edgecommunicationsinc.com
323/469-3397