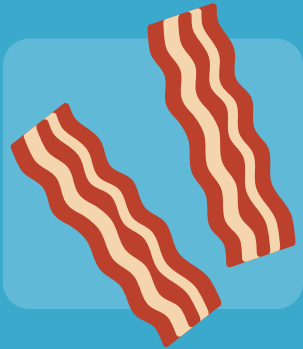


# EIGHT REASONS ANIMAL FATS ARE TRENDING

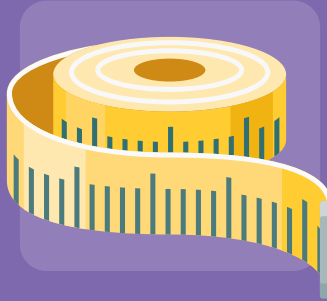


## Fat is Back



GOODBYE, LOW-FAT.  
HELLO, FULL FAT!

## Health



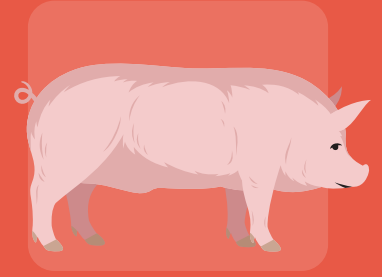
EAT FAT TO GET THIN.

## Sustainability



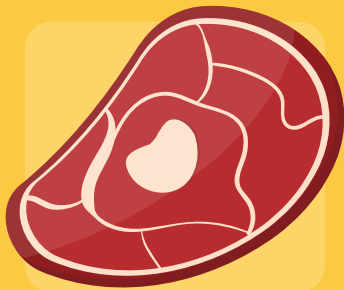
ECO FRIENDLY,  
THY NAME IS ANIMAL FAT.

## Natural



ANIMAL FATS WERE AROUND  
LONG BEFORE ARTIFICIAL  
SUBSTITUTES WERE INVENTED.

## Flavorful



FORGET BLAND;  
ANIMAL FAT BRINGS  
THE FLAVOR.

## Nostalgic



COOK AND EAT LIKE  
YOUR GRANDMOTHER.

## Authentic & Traditional



INDUSTRIAL AND CHEMICALLY  
PROCESSED SEED OILS WERE NOT WHAT  
OUR ANCESTORS COOKED WITH.

## Fried on the Menu



DEEP FRIED FOODS ARE  
SURGING IN POPULARITY.