



For Immediate Release

Haiku Does the Trick as ‘OC Food Diva’ Chelsea Madren Takes ‘Home Chef’ Prize in Coast Packing’s ‘Tweet-to-Win’ Contest; In ‘Diner’ Category, Maine Beef Tallow Fan Lucy Knelsen Gives Shout-out to Al’s French Frys in Vermont



In #NationalBeefTallowDay Tweet-off Organized by West’s Top Supplier of Pure Animal Fat Shortenings, Two Fanciers of #BeefTallowFrenchFries Share the Love

VERNON, Calif. (Aug. 12, 2020) – In a testament to the inspirational powers of #BeefTallowFrenchFries, two tallow aficionados on opposite ends of the country have taken top honors in **Coast Packing Company’s** Third Annual “Tweet-to-Win” Contest, a celebration tied to the July 13 observance of #NationalBeefTallowDay (and, of course, #NationalFrenchFryDay).

In its third quest for the public’s most engaging tweets proclaiming their hankering for beef fat French fries, Coast -- the largest supplier of animal fat shortenings in the West -- attracted the passionate and the poetic in record numbers. To ensure a level playing field during the ongoing COVID-19 pandemic, this year’s Tweet-to-Win contest showcased only home chefs and those restaurants making their tallow fries available on a take-out or delivery basis. Roughly 140 entries made the cut, a 35 percent jump over last year.

For the third year in a row, verse carried the day, as prize winner Chelsea Madren of Fullerton, Calif. served up this Twitter ditty:

Foodie Haiku: #BeefTallowFrenchFries -- Homemade twice fried/ finger food/Crispy perfection

For her creativity and abundant good taste, Chelsea can now equip her kitchen with a new All-Clad EZ Clean Pro Deep Fryer (retail value \$300), the better to make beef tallow French fries at home. “OMG! You made my Saturday!!! Thank you so much for picking my entry,” OC Food Diva Chelsea proclaimed when she got the news. Her Twitter profile: “I scour OC (and the rest of the USA) for great #food & #travel.”

Among the take out-or delivery entries, “Diner” winner Lucy Knelsen of Pittston, Maine submitted this winner: “We stopped in at Al’s French Frys in South Burlington, VT, and they were the best fries I have ever tried! Can’t wait to go back!” Lucy will receive a \$200 gift certificate to a favorite “Take Out or Delivery” restaurant that features #beeftallowFrenchfries. (That place? Al’s, of course, known – not surprisingly – for “the best French fries in Vermont!”)



This year’s contest attracted these tweets of note:

- ✓ 4 Charles Prime Rib in Manhattan has the ABSOLUTE BEST #BeefTallowFrenchFries. I am drooling now just thinking about them. The scent. The taste. The crunch. OMG. (davisesq212)
- ✓ I would love to try Frietkoten Belgian Fries & Beer at the French Market. I hear the fries are phenomenal! (battybat2u)
- ✓ I get my favorite #BeefTallowFrenchFries from my local food truck. YUM!!! 🍟🍟🍟🍟🍟🍟🍟🍟 (Ashtonlee2333)

- ✓ That other restaurant keeps asking Where the beef is... well it's right here ya'll! (broder13)
- ✓ My family loves beef tallow rosemary home fries in our at-home restaurant during this COVID-19 time! (dentalgenie)
- ✓ Nothing goes better with Sloppy Joe's than home fries made in beef tallow (gretch0802)
- ✓ We got addicted to Beef Tallow French Fries at Hoagie Haven in Princeton - we go down even though our son graduated.....soooooo yummy (kjrivas)
- ✓ I love when my husband makes #BeefTallowFrenchFries for the family in our kitchen while we social distance! (mrs_brogan18)

In terms of tallow fries-friendly spots, participants gave high-fives to: 4 Charles Prime Rib in New York City; Belcampo and The Oinkster in Los Angeles; Top-Notch Beefburgers and BoeufHaus in Chicago; Bourreeat Boucherie in New Orleans; Café Bruges in Carlisle, PA; Clove & Hoof Butchery & Restaurant in Oakland; Manhattan Project Beer Company-Taproom in Dallas; Rand Red Hots in Des Plaines, IL; Red Hog Artisan Meat in Louisville; Taste of Belgium in Columbus and Chicago; and the chains Bojangles, Buffalo Wild Wings and Outback Steakhouse.

“For consumers, the message of our ‘Tweet-to-Win’ contest is, ‘capture the deliciousness in 280 characters and you can fry in style – at home,’” said Eric R. Gustafson, Coast Packing CEO. “Back in the day, beef fat fries were what made a certain major burger chain famous.

“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,” Gustafson said. “Toward that end, we at Coast Packing are continuing our efforts to demonstrate that animal fats like tallow are tasty, traditional and amazingly palate-pleasing. We encourage everyone to tweet their love for French fries fried in beef tallow far and wide.”

Entrants in the “Diner” category cited their favorite delivery or take-out place for French fries fried in beef tallow by including the hashtag #BeefTallowFrenchFries and tag @CoastPackingCo. Home chefs were likewise encouraged to include a picture of the French fries along with the tweet. Coast Packing selected the winning tweet based on originality and creativity.

An initiative of The Healthy Fats Coalition, #NationalBeefTallowDay is a celebration of a traditional 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.

About Coast Packing Company

Now marking its 98th 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/>).

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