



Media Advisory

Keeping Alive the Spirit of #NationalBeefTallowDay,
Coast Packing Company Unveils Bigger, Better, Tastier
Nationwide Ultimate #TallowFriesFatMap



***Lovers of Beef Tallow French Fries Again Invited to Contribute to Running Tally;
Second Annual Compendium Lists 360+ Establishments in 45 States –
And More to Follow***

VERNON, Calif. (July 16, 2020) – Like ketchup or mayo (or something else) on your beef tallow French fries?

Whatever your preference, you can now wrap your taste buds around an updated version of the Ultimate #TallowFriesFatMap (<http://coastpacking.com/tallowfriesfatmap/>) from **Coast Packing Company**, the West's largest supplier of animal fat shortenings. Coast today released a new iteration of the compendium, which debuted during #NationalBeefTallowDay 2019 and follows this year's observance on July 13.

The 2020 Ultimate #TallowFriesFatMap showcases tallow fries on offer in more than 360 locations in 229 cities across 45 states, up from 200 establishments in 41 states last year. Consumers interested in contributing to the Ultimate #TallowFriesFatMap can do so by emailing info@coastpacking.com.

Traveling generally from east to west, diners can get their beef fat fries fix at [4 Charles Prime Rib](#) in New York City (where fries are topped off with garlic aioli). Tallow fries thrive at [Graze Burgers](#) in Westerly, RI, [Sammy's Steak House](#) in Mendham, NJ, and [Taste of Belgium](#) in Columbus, OH. At [Café Bruges](#) in Carlisle, PA, try hand-cut fries, twice fried in beef tallow. [Red Apron Butchery](#) in Fairfax, VA adorns fries with rosemary and garlic. Moving south, beef fat fries are hot at [The Durham](#) in Durham, NC, and [Burger Monger](#) in Tampa (which treats onion rings identically). [FLIP Burger Boutique](#) in Atlanta serves tallow fries with truffle parmesan or bacon garlic, while [Dave's Triple B Restaurant](#) in Jackson, MS uses Wagyu beef fat. Tallow fries are the rage at [Top-Notch Beefburgers](#) in Chicago and [Bourrée at Boucherie](#) in New Orleans. You'll likewise find beef fat fries at [Portillo's Hot Dogs](#) locations in and around Maple Grove, MN; [Manhattan Project Beer Co.](#) in Dallas; [Fall Line](#) in Vail, CO; and [Bardot Brasserie](#) in Las Vegas; [Clove & Hoof Butchery & Restaurant](#) in Oakland; [The Oinkster](#) in L.A.; [The Arthur J](#) and [The Strand House](#) in Manhattan Beach, CA; and [Top Round Roast Beef](#) in Irvine, CA. Not to be outdone, [Bateau](#) in Seattle thrice fries in tallow for extra crispiness.

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.

“Our ‘living’ Ultimate #TallowFriesFatMap delivers on the promise of Coast’s ongoing ‘Taste the Difference,’ campaign,” said Eric R. Gustafson, Coast Packing CEO. “If you’ve ever had beef tallow fries, you know what we mean. And if you haven’t yet, #NationalBeefTallowDay is the perfect reminder to try them (and, yes, taste the difference). You’ll never want to go back – they’re that good.”

“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 encourage tallow fries lovers to help make this the definitive go-to guide to finding and savoring French fries fried right. As writer/social critic/food lover Malcolm Gladwell tweeted: <https://twitter.com/gladwell/status/903273630070657024>.”

Have a favorite restaurant that offers beef tallow French fries? If so, drop Coast an email at info@coastpacking.com and the company will add it to the Ultimate #TallowFriesFatMap.

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/>).

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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