



Media Advisory

Crank Up the Twitter Machine (and the Fryer)! With Sixth Annual #BeefTallowFrenchFries 'Tweet-to-Win' Contest, Coast Packing Again Marks #NationalBeefTallowDay

*Coinciding with July 13 Observance of National French Fry Day, Summer Tweetfest from West's Top Supplier of Animal Fat Shortenings Offers Cash and Prizes for Twitter Wit*

tweet to win!

Coast Packing Co.  
@CoastPackingCo

Hey @CoastPackingCo -- I L❤️VE #BeefTallowFrenchFries from @fleishers  
<https://t.co/pK1p4jNTIO>

Follow

SHOW US YOUR  
**BEEF TALLOW  
FRENCH FRIES**  
from your *FAVORITE* restaurant!

Snap a pic, tweet us and win!  
Use hashtag **#beeftallowfrenchfries** and  
tag us at **@CoastPackingCo**

VERNON, Calif. (July 12, 2023) – Sure as it’s summer -- French fry season -- it’s time for the Sixth Annual #BeefTallowFrenchFries “Tweet-to-Win” Contest, which kicks off on July 13, coinciding with #NationalBeefTallowDay, [Coast Packing Company](#) announced today.

The nation’s second largest supplier of animal fat shortenings. Coast is once again craving the public’s most poetic/ecstatic/witty/tasty tweets proclaiming their desire for beef tallow (that is, beef fat) French fries. Back in the day, beef fat fries were what helped make a certain major burger chain famous. The “Tweet-to-Win” Contest (<https://coastpacking.com/resources/blog/beeftallowfrenchfries-tweet-to-win-contest/>) is a golden (pun intended) opportunity for participants to take home actual loot while celebrating #NationalBeefTallowDay, which also happens to be #NationalFrenchFryDay. The contest ends on July 27.

This year’s prizes respect the power of the (fried) potato, with a lineup that includes:

- 1st prize: [de Buyer Swing Plus Mandoline](#) + [All-Clad Deep Fryer](#) + tub of [Coast Packing Beef Tallow Shortening](#) (\$440 MSRP)
- 2nd prize: Gift certificate to favorite restaurant (\$200 MSRP)
- 3rd prize: [French Fries Scented Candle](#) & [Friyay Fries Pillow](#) (\$60 MSRP)

To get things going, fry-lovers should submit a favorite restaurant that features beef tallow French fries by including the hashtag #BeefTallowFrenchFries and tag @CoastPackingCo. Photos of the French fries should be included along with the tweet. Coast will select the winning tweets based on originality and creativity, and announce the winner on August 8. An initiative of [The Healthy Fats Coalition](#), #NationalBeefTallowDay is a celebration of a traditional animal fat – pure beef tallow shortening – that has been enjoying a resurgence within America’s food culture, in restaurants, fast food operations and home kitchens.

“For diners and home cooks, the message of our ‘Tweet-to-Win’ contest is, ‘fry up deliciousness in 280 characters,’” said Eric R. Gustafson, Coast Packing CEO. “In terms of freshness, flavor and texture, there really is no comparison to beef tallow French fries, which is why we encourage consumers to taste for themselves – truly, one bite is all it takes,” Gustafson said. “We encourage everyone to tweet their love for French fries fried in beef tallow far and wide. And then go have some.”

At the conclusion of the contest, Coast will release an updated version of the Ultimate French Fry List

([https://coastpacking.com/community/tastemaps/#product\\_types=tallowfriesfatmap](https://coastpacking.com/community/tastemaps/#product_types=tallowfriesfatmap)), which made its debut on National Beef Tallow Day in 2019.

### **About Coast Packing Company**

Now marking its 101st year in business, Coast Packing Company ([www.coastpacking.com](http://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](http://www.coastpacking.com). Follow us via social media on Facebook at [www.facebook.com/coastpackingco](http://www.facebook.com/coastpackingco), Twitter [@coastpackingco](https://twitter.com/coastpackingco) and Pinterest [www.pinterest.com/coastpackingco](http://www.pinterest.com/coastpackingco).*

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