



La Tradición!

Renovate Your Menu
with ***Authentic*** Ingredients



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Packing Company



Executive Summary

Consumers, especially millennials and Hispanic consumers, are demanding more authenticity in their food. One simple, easy and economical way to increase the authenticity of many ethnic cuisines, as well as American comfort foods, is to switch from vegetable oils to natural animal fat shortenings, such as lard and beef tallow. In addition to enhancing the bottom line, heritage fats are also on trend for flavor, wellness and sustainability.

Consumers Are Demanding Authenticity

- **Animal Fat Shortenings are THE Original Cooking Fats**
- **Authentic is the New Healthy**
- **Natural = Traditional**

Animal Fat Shortenings Enhance Quality Naturally

- **Frying**
- **Baking**

Animal Fat Shortenings are more Sustainable

- **Snout to Tail**
- **Reduces Both Food & Plastic Waste**

Conclusion

Switching to Animal Fat Shortenings Increases Profits

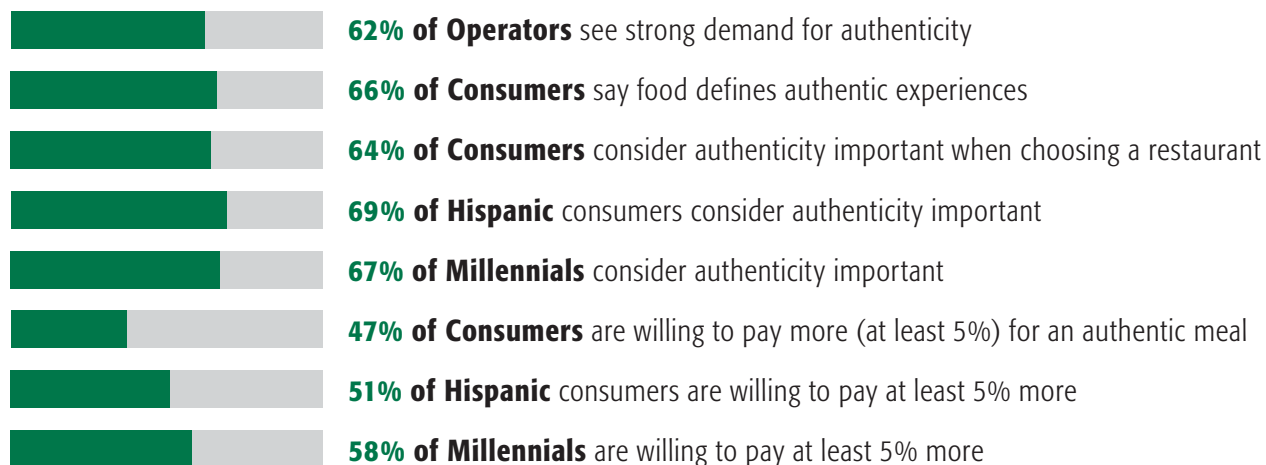


Consumers Are Demanding Authenticity

More and more consumers are seeking out food that is made with integrity and respect for culinary traditions. No matter what cuisine is being offered, consumers increasingly expect that food to be true to its roots and culture. Even when the menu being presented mixes and matches elements of cuisines for nouvelle or fusion effects, diners assume that the ingredients will reflect the essence of the dishes that were the inspiration for the synthesis.

*Consumers **DO NOT** want insipid, watered down, banal versions of a cuisine;*

they want to embrace and celebrate that cuisine. Rather than generic versions of a nation's culinary arts, diners are seeking out more authentic, local variations – not just Mexican food, but Oaxacan dishes or other regional specialties. Customers would rather a restaurant incorporate authentic ingredients and provide a faithful experience of a culture's food than dispense the mere simulation of a dish. And those who can provide patrons with an authentic experience earn their trust and build a relationship with their consumers for the long-term.¹





Animal Fat Shortenings Are *THE ORIGINAL* Cooking Fats

Since humans began domesticating animals nearly 10,000 years ago, we have been cooking with their fat -- long before we first extracted oils from plants. Indeed, although various fruit oils, such as olive oil, have been used for thousands of years, modern vegetable oils as we know them were not invented or commonly used until the 20th Century. It wasn't until the invention of chemically refined partially hydrogenated cottonseed oil in 1911 that widespread use began. This was Crisco®, made specifically to mimic the cooking properties of lard.

In other words, for most of human history, animal fat shortenings were the primary cooking fats. Nearly every cuisine around the world relied on animal fats as a foundation. A few examples:

- When you think of Italian food, you probably think of olive oil and perhaps butter for Northern Italian dishes. But what do you think the original deep frying fat for cannolis was? Lard, of course. Lard and tallow are very much traditional cooking fats in Italian cuisine used in everything from pizza dough to pastries, from ragùs to roast vegetables.

An apocryphal story has Julius Caesar visiting what is now Northern Italy and tasting butter for the first time. He reportedly was disgusted, comparing its flavor to that of rancid tallow.

- What would Mexican cuisine be without animal fat shortenings? Lard or tallow is used for just about everything, from the making of carnitas and chicharrones, to refried beans, enchiladas, flour tortillas and, of course, tamales. Tortilla chips fried in vegetable oil? Don't make my abuelita laugh. Street vendors fry their churros in roiling cauldrons of lard. Fish tacos - tambien. If authentic Mexican cooking is your goal, you need to cook with animal fat shortenings.
- Andrea Nguyen, author of *The Vietnamese Kitchen*, once asked her mother if they cooked with peanut oil in Vietnam. "She laughed and said, 'We used to grow peanuts to eat. How would we have pressed the [peanuts] into oil? Pork fat is what we used.'"² In China, where the pig was originally domesticated, lard remains a primary cooking fat. British fish and chips, which came to the island nation by way of Jewish refugees from Spain, were fried in beef tallow.

We could go on (and perhaps write an entire book), but you get the picture. Cuisines from around the world have relied more on animal fat shortenings than we generally acknowledge. And that is especially true of our own cuisine.

Traditional American foods relied extensively on animal fat shortenings. Southern fried chicken was fried in cast iron with lard or tallow. The best crusts for apple pie are made with lard. The popularity of donuts soared after WWI as Salvation Army "Donut Lassies" baptized their dough in pots of boiling animal fats.

It wasn't that long ago that animal fats were commonly used in the U.S. McDonald's French fries were famous in part because they were prepared in beef tallow. It wasn't until 1990 that McDonald's switched to vegetable oil. In fact, after making the switch, the company added beef extracts in order to mimic the flavor profile of tallow.

If you want authenticity in your food, then you should be using animal fat shortenings.



Authentic is The New Healthy

The biggest concern with people using natural animal fat shortenings is the belief that they are bad for your health. In the 1980's the USDA dietary guidelines promoted low fat diets, demonized saturated fats and recommended that people switch to "healthier" partially hydrogenated vegetable oils full of artificial trans fats for this very reason.



**That recommendation proved to be
A PUBLIC HEALTH DISASTER**



It turns out that trans fats are so bad that they have already been prohibited in many states and will effectively be banned nationwide in June 2018. Moreover, despite many people switching to lower-fat diets, rates of obesity have continued to increase. When people reduce the fat in their diet, they are also reducing the flavor, and frequently adding more sugar or refined carbohydrates to make up for it: this is the so-called "Snackwell" effect. Low-fat diets are an utter failure and, recently, the USDA has begun moving away from its ill-considered recommendations, according to a Harvard physician.³



LOW CARB

Over time, the general public has come to realize that the USDA got it wrong. In its Top 10 nutrition trends for 2017, Gourmet Retailer noted that "Fat Phobia is Ending."⁴ Customers are much less likely to shy away from dishes containing natural animal fats, especially millennials who had less exposure to the low-fat propaganda from the USDA during the 1990s.⁵

The fastest-growing specialty diets, such as Paleo and Atkins, encourage cooking with and consuming minimally-processed animal fat shortenings. Indeed, many proponents of low carbohydrate, higher fat diets tout the health benefits of consuming animal fats, such as increased absorption of fat-soluble vitamins A, D, and E.

Understanding of these health benefits is gaining traction. Lard is the new olive oil, according to the 2017 health food trends spotted by Fitness First.⁶ After all, lard has more monounsaturated fat than saturated fat. Indeed, oleic fatty acid is the primary component of both lard and olive oil. No wonder "fat is back in a big way."



People now recognize that their great-grandmother knew what she was doing by keeping a jar near the stove to collect and use the drippings from her roasts and bacon. It made her pancakes and fried eggs reliably flavorful, but it didn't make them unhealthy. That idea turns out to be a myth. Your nonna cooked with lots of animal fat shortenings, but obesity reached epidemic proportions only after the introduction of chemically refined vegetable oils. Consequently, consumers in the know view traditional foods as healthier than ultra-processed and engineered foods that were designed with calorie counters in mind.

Authentic is the new healthy.

3. Ludwig, David. "Doctor: Low-Fat Diets Stuffed with Misconceptions (Opinion)." CNN, Cable News Network, 17 Oct. 2016, www.cnn.com/2016/10/05/opinions/debate-low-fat-diet-ludwig/index.html, accessed 2 Aug. 2017.

4. Mocktails, Healthy Fats Tops Natural Grocers' Nutrition Trends, Gourmet Retailer, 6 Jan. 2017, <https://gourmetretailer.com/mocktails-healthy-fats-tops-natural-grocers-nutrition-trends>, accessed 2 Aug. 2017.

5. Coast Packing/Ipsos Research Consumer Survey, 24 Oct. 2016.

6. Health Food Trends from 2017 Fantastic Food + Drink Show, Fitness First Magazine, Jun. 2017, <http://ffmag.com/health-food-trends-2017-fantastic-fooddrink-show/>.



Natural = Traditional

Along with authenticity, one of the biggest trends in our industry is the shift toward “natural” foods. In 2015, the Nielsen Global Health and Wellness Survey studied the preferences of 30,000 consumers in 60 countries and determined that the most desirable food characteristics are freshness, naturalness and minimal processing. Clean labels featuring natural ingredients are no longer a trend but the presumptive standard.

While what constitutes “natural” for most consumers can be somewhat hazy, there is a clear desire for minimally processed, non-chemically treated ingredients. Consumers want to see ingredients that their grandmother would recognize; they expect their food to be made with traditional recipes and techniques. According to a recent meta study of consumer preferences, “Using traditional food production methods is perceived as preserving the food's natural state.”⁷

Natural animal fat shortenings provide an opportunity to take advantage of the clean label movement. With very minor changes or need for reformulation, it is possible to switch from chemically-extracted, highly processed fats to natural animal fats.

Rather than innovate new “natural” products, this is renovation; restoring food traditions that date back centuries. The benefits can be substantial, as natural foods are seen to be healthier, fresher, tastier and more eco-friendly.



*Americans “fried everything that is fryable...hogs’ lard is the very oil that moves the machinery of life.”
- Dr. John S. Wilson, Godey’s Lady’s Book, 1860*

In tradition we trust. - MINTEL Six Key Global Food & Drink Trends for 2017



Animal Fat Shortenings Enhance Quality Naturally

Of course, in the final analysis, unless you are engaged in an historical recreation, seeking authenticity for authenticity's sake alone, flavor is paramount. If authenticity and tradition do not provide better texture and taste, perhaps we are better off without them.

This, though, is where natural animal fat shortenings shine

In a recent blind taste test at the 2017 Orange County Fair in Costa Mesa, Calif., more than 120 fairgoers were invited to select which they preferred: French fries fried in beef tallow or those fried in soybean oil. By a vote of 71 to 57, fairgoers chose the beef tallow-fried spuds.

Why were the beef tallow fries superior? A lot of it has to do with texture, one of the most important aspects of flavor. In general, the higher the saturated fat content, the crisper your fried product will be. Tallow, which has one of the highest saturated fat contents of any edible fat, makes for a crispier exterior, whether French fry, taquito or chicken leg. Additionally, with natural animal fat shortenings, there is less absorption of oil and less weeping. Thus, tallow fries taste less greasy.

In addition to texture, deep frying in beef tallow improves the taste. After all, frying fats are not only cooking mediums, but ingredients in the final product. For many, the flavor (or lack thereof) of chemically processed industrial seed oils is all they know. But animal fats bring back the flavor. The reason is that they enhance umami.

Animal fats naturally contain the trace amino acids that are the source for the rich, savory flavor of umami. On the other hand, industrially-processed seed oils are deliberately stripped of trace chemicals because any that were allowed to remain would be unpleasant and possibly even toxic. Vegetable oil companies claim this is an advantage, providing a "clean" flavor, but in reality, the resulting product is both bland and artificial.

French fries fried in beef tallow have a certain savoriness, a meatiness, that their seed oil counterparts lack. That is the advantage of umami. It isn't that the fries taste like beef, but that they have a richness other frying oils simply can't deliver. Similarly, fried chicken in beef tallow or lard tastes more meaty -- not beefy or porky, but richer and, actually, more chicken-like.

This flavor advantage applies in baking applications as well. Whether pastry, biscuit, cookie (bizcocho, anyone?), bread or any other baked good, animal fat shortenings provide a richer taste experience than rapid vegetable oil blends that have to undergo extreme processing in order to mimic natural shortenings.

The verdict is in: everyone knows that the best pie crusts are made with animal fat shortenings such as butter, lard or tallow.⁸

With animal fat shortenings authentic ingredients naturally make a better product.

*"True Barberton [fried] chicken must be cooked in lard, for a great crust requires liquid swine."
-- John T. Edge, Fried Chicken: An American Story*

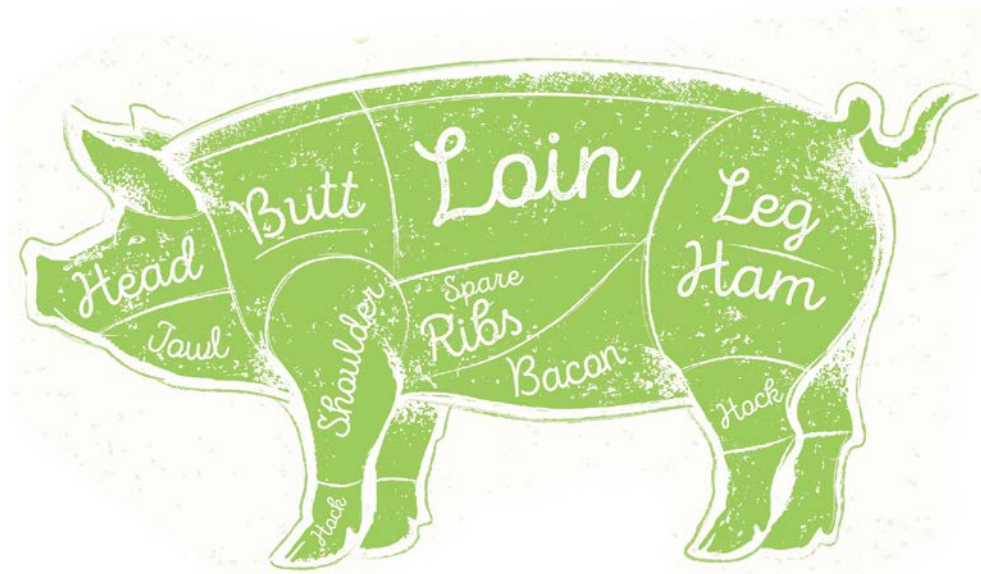


8. Clark, Melissa "Heaven in a Pie Pan: The Perfect Crust" New York Times, 16 Nov. 2006, <http://www.nytimes.com/2006/11/15/dining/15crus.html>.



Animal Fat Shortenings are more Sustainable

Consumers have come to realize that what they eat matters environmentally.⁹ Sustainability, like the desire for natural ingredients, is no longer a trend but a long-term movement. And customers are looking to your company for leadership. Consumers want to know what efforts the businesses they patronize are making to be more sustainable. As people vote their values with their dollars, sustainable business will be in the very best position to thrive.



Snout to Tail

Although the snout-to-tail movement has become increasingly popular over the last decade or so, it is not a new way of eating. For most of our history we could not afford to let any part of the animal go to waste, but made use of every bit possible. This more traditional way of eating not only reduces waste, but is more ethical and gives greater respect to the animal itself.

Because of the switch to seed oils in the 1980s, however, the fat of our animals has not been used in the kitchen as much as it should.

After slaughter, the average cow is about 12% what is called "fat trim." This is what is ground, steamed and centrifuged into beef tallow is. That is a significant amount of the animal, which too many food service businesses are allowing to go to waste. If beef is on the menu, what is the excuse to not cook with its fat?



Moreover, a commitment to food waste reduction and sustainability can underscore the narrative behind your business. Consider: restaurants will frequently highlight the quality of the beef they use in their "100% Angus Burgers," but when was the last time you saw a food service establishment boast on its menu about frying in "The Finest Quality Soybean Oil"? Yet more and more restaurants are proudly touting their use of animal fat shortenings, such as in "Beef Tallow French Fries."

Animal Fat Shortenings Reduce Food Costs & Waste



In addition to a being higher quality product, animal fat shortenings -- and beef tallow in particular -- have a **much longer fry life** than vegetable oils. Because of the higher saturated fat content, beef tallow is much more resistant to oxidation, hydrolysis and the other enemies of fry life. Consequently, switching from vegetable oils to beef tallow can reduce use by 25% or more.



That switch can mean that even a low-volume establishment can **save thousands of pounds of waste (and dollars) a year**. The potential savings for larger businesses, such as multi-unit chain restaurants (regional and national), hospitality venues (such as hotels and casinos), and high-volume Quick Service Restaurants can be tremendous.



Furthermore, not only does this save money up front, it significantly reduces the amount of used oil that must be disposed of later. How much are you paying to have your waste oil hauled away?



And speaking of hauling away garbage, each 35lb JIB of oil contains more than 10oz of plastic container that is frequently not recycled. Each 50lb cube of animal fat shortening contains a 1.25oz plastic liner that is easily recycled.

***It is indeed possible to save money
and be more environmentally friendly.***





Conclusion: Switching to Animal Fat Shortenings Increases Profits

Sometimes, the best way to move forward is to return to the past. Whether you call it authenticity or a return to tradition, consumers are seeking to embrace a richer celebration of the heritage of the foods they consume. They view the past with nostalgia and seek comfort from old-fashioned foodways. Diners will increasingly choose providers who can meet those needs -- those who can provide an authentic experience through food.

When making traditional, authentic food requires no major changes to the menu, improves flavor and quality, and reduces waste and costs at the same time, there is scant reason not to switch to natural animal fat shortenings.

Start enjoying classic flavor and savings today by making the switch to Coast Packing Company's robust line of quality animal fat shortenings.



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Customer Service:

323•277•7700 ext. 210, 222 or 243

To learn more visit:

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