



Media Advisory

Coast Packing Co. to Mark #NationalBeefTallowDay With  
Second Annual #BeefTallowFrenchFries ‘Tweet-to-Win’ Contest

*Coinciding with July 13 Observance of National French Fry Day,  
West’s Top Supplier of Animal Fat Shortenings Offers Bling for Twitter Wit*



VERNON, Calif. (July 5, 2019) – Back by popular demand, the Second Annual #BeefTallowFrenchFries “Tweet-to-Win” Contest kicks off today, a fitting lead-in to the second annual #NationalBeefTallowDay on July 13, **Coast Packing Company** announced this morning.

Coast Packing is once again hungry for 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 made a certain major burger chain famous. The “Tweet-to-Win” Contest (<http://coastpacking.com/beeftallowfrenchfries>) is a golden (pun intended) opportunity for participants to take home some bling while celebrating #NationalBeefTallowDay, which also happens to be #NationalFrenchFryDay. Prizes include:

- All-Clad Deep Fryer (retail \$300) to make beef tallow French fries at home
- \$100 certificate from a favorite restaurant that features #beeftallowFrenchfries

To participate, entrants should simply call out their favorite place to get French fries fried in beef tallow by including the hashtag #BeefTallowFrenchFries and tag @CoastPackingCo. Participants are encouraged to include a picture of the French fries along with the tweet. Coast Packing will select the winning tweet based on originality and creativity. The winner will be announced in mid-July.

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.

“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. “Artificial trans fats are out, and minimally processed animal fats like beef tallow – which makes superior French fries and is ideal for a host of other cooking and frying applications– are making a comeback, big-time.

“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.”

#### **About Coast Packing Company**

Now marking its 97<sup>th</sup> 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).*

#### **Media contact:**

Ken Greenberg  
Edge Communications, Inc.  
[ken@edgecommunicationsinc.com](mailto:ken@edgecommunicationsinc.com)  
323/469-3397