



Media Advisory

Keeping Alive the Spirit of #NationalBeefTallowDay,
Coast Packing Company Unveils Ongoing Nationwide
Ultimate #TallowFriesFatMap



***Lovers of Beef Tallow French Fries Invited to Contribute to Running Tally;
Inaugural Compendium Lists 200+ Establishments in 41 States – And More to Follow***

VERNON, Calif. (July 13, 2019) – Like ketchup or mayo (or something else) on your beef tallow French fries?

Whatever your preference, you no longer need to search for those fries in vain, now that **Coast Packing Company**, the West's largest supplier of animal fat shortenings, has chosen to memorialize the Second Annual #NationalBeefTallowDay – which happens to be today, July 13, #NationalFrenchFryDay --with the first-ever Ultimate #TallowFriesFatMap (<http://coastpacking.com/tallowfriesfatmap/>), the company has announced.

A new fixture on the Coast Packing website, the inaugural Ultimate #TallowFriesFatMap showcases tallow fries on offer in 218 locations in 136 cities across 41 states. 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: [Worthy Kitchen](#) in Woodstock, VT, offering Wagyu beef tallow fries; [Peter Luger](#) in Brooklyn; [The Bourse Philadelphia](#) in the City of Brotherly Love; in Virginia, [Bside](#) in Fairfax and [Pure Eats](#) in Lexington; [Hello, Sailor](#) in Cornelius, NC; [Fire & Smoke](#) in Myrtle Beach, SC (featuring hand-cut fries, fried in beef tallow, truffle sea salt, freshly grated reggiano and house-made ketchup); [Michael Jordan's Steakhouse](#) in Chicago; [Kenny's Wood Fired Grill](#) in Dallas (look for tallow fries, salted with a special seasoning); [Bayou & Bottle](#) in Houston; [Salt + Smoke](#) in St. Louis; [Frites Las Vegas](#) (“Revere the Fry”) at the Excalibur; [Clove & Hoof](#) in Oakland; [Edendale](#) in Los Angeles; and, along the Pacific, [The Arthur J](#) and [The Strand House](#) in Manhattan Beach.

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, the Second Annual National Beef Tallow Day is the perfect time 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 97th 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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