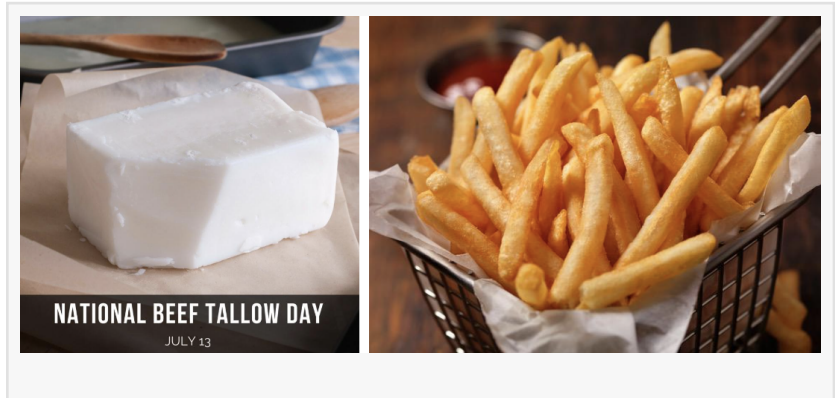


The Fries Have It: Healthy Fats Coalition Celebrates July 13 As Fifth Annual #NationalBeefTallowDay

New Recipe Ties Together Flavors That Families Love
The Fries Have It: Healthy Fats Coalition Celebrates July 13 As Fifth Annual #NationalBeefTallowDay

VERNON, CA, UNITED STATES, July 14, 2022 /EINPresswire.com/ -- In what is becoming a (tasty) mid-summer ritual, the [Healthy Fats Coalition](#) (HFC) is marking today, July 13, as the fifth

annual [#NationalBeefTallowDay](#) -- a celebration of beef fat, an authentic, traditional ingredient that brings out the very best in food. Like pure lard, duck fat, goose fat and other animal fats, beef tallow is enjoying a resurgence within America's food culture, in restaurants and fast casual operations.



“

More and more consumers are seeking out food that is made with integrity and respect for culinary traditions.”

Eric R. Gustafson, CEO

[#NationalBeefTallowDay](#), which shares the calendar with [#NationalFrenchFryDay](#), is the brainchild of the HFC, a group of like-minded organizations, companies and individuals that have developed an educational initiative dedicated to the proposition that healthy fats are an essential part of the foods we most enjoy. The HFC's mission is simple: affirm that animal fats like beef tallow

deserve a central place in the American diet and in the popular imagination.

[#NationalFrenchFryDay](#), doubling up with [#NationalBeefTallowDay](#), is a delicious opportunity for those who love French fries fried right to go back to the future. As food writer Nancy Luna has mused in Nation's Restaurant News, "Are French fries the new fast-food battleground? Fries have long been a staple on quick-service menus. But recently, the humble fried potato is undergoing a renaissance, with chains serving fries with a fancy twist." A certain burger chain made its name in part through its beef tallow fries. And as writer/social critic/food lover Malcolm Gladwell has tweeted,

<https://twitter.com/Gladwell/status/903273630070657024>

“A mainstay of traditional, authentic cooking, beef tallow is on trend for flavor and sustainability,” said Eric R. Gustafson, CEO, Coast Packing Company, a founding member of the HFC. “Artificial trans fats are out, and minimally processed animal fats like beef tallow -- for superior frying and a host of other cooking applications – have made a comeback. The color, texture and flavor that beef tallow imparts make it a vastly superior alternative to heavily processed, industrially produced substitutes. More and more consumers are seeking out food that is made with integrity and respect for culinary traditions. Trans-fat free animal fats are a big part of authenticity in cooking, which is why we’re so delighted to celebrate #NationalBeefTallowDay.”

And for diners with a yen for tallow fries, Coast Packing maintains its Ultimate French Fry List (<https://coastpacking.com/tallowfriesfatmap-2/>), which made its debut during National Beef Tallow Day 2020.

For more information on #NationalBeefTallowDay, email info@healthyfatscoalition.org.

About the Healthy Fats Coalition

The Healthy Fats Coalition (www.healthyfatscoalition.org) is an educational initiative comprised of those who understand that healthy fats are an essential part of the American diet. The HFC’s mission to create an enlightened conversation about the food we eat, through news and editorial commentary, social media conversations, opinion surveys and more. Who supports the Healthy Fats Coalition? Visit <http://www.healthyfatscoalition.org/supporters/>. For more information, please email info@healthyfatscoalition.org.

Kenneth Greenberg
Edge Communications, Inc.
+1 323-469-3397
ken@edgecommunicationsinc.com

This press release can be viewed online at: <https://www.einpresswire.com/article/577446924>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 Newsmatics Inc. All Right Reserved.