



**SOUTH CHICAGO  
PACKING**

# **5 REASONS OPERATORS ARE MAKING THE *Switch to Tallow***

**The Hello Tallow Playbook**

# THE STATE OF THE FRYER

NUMBERS TELL  
*The Story*

## Oil is No Longer a Commodity Purchase

Frying oil is one of the most-used ingredients in all foodservice. It's present in virtually every kitchen, used in every service and touches more menu items than almost anything else.

For most of its history, it's been treated accordingly, as a commodity. Ordered by habit, evaluated by price per pound, and replaced when it looked dark enough to warrant it. Nobody listed it on the menu. Nobody talked about it at the table.

That era is ending.

Today, operators are evaluating their frying oil through a different lens, one shaped by performance pressure, ingredient transparency and guests that pay closer attention than ever. The result is a measurable shift in how oil choice is being made, moving away from the default and toward something more intentional.

Beef tallow is at the center of that shift.

**What was once invisible is now a competitive variable.**

**The operators making the switch aren't doing it because it's a trend. They're doing it because it works.**

**40%**

Growth in tallow menu mentions, late '23-'24

Source: Technomic

**+54%**

Projected growth over the next 2 years

Source: Technomic

**56%**

Consumer awareness of beef tallow

Source: Datassential

**59%**

Love or like beef tallow after trying it

Source: Datassential

**“ We use tallow because it's the quality we want to give to our customers - we want them to be satisfied, with every product they get, every time.”**

*Aly Rea*

CORPORATE DIST. MANAGER, BEEF SHACK

# Reason 1 FLAVOR

## Flavor is an Oil Decision

Frying oil is one of the most direct levers an operator can pull to influence flavor, yet it's one of the least utilized. Oil impacts crispness, mouthfeel and flavor in ways that guests register even when they can't articulate why.

Tallow's natural fat structure creates a richer, more consistent fry environment than seed oil. Crispier exteriors, deeper flavor and texture that holds up under the heat of a full service. Operators and guests consistently describe the results as depth of flavor and a cleaner, non-greasy, mouthfeel that seed oil simply doesn't produce. The performance data backs this up.

WHEN FLAVOR IMPROVES,  
*perception follows*

82.0

LOYALTY  
SCORE

+1.4

POINTS ABOVE  
CHAIN AVERAGE

7.4%

HIGHER VISIT  
SATISFACTION

Source: Technomic

# Reason 2 FRY LIFE

## Performance That Extends Beyond the Fryer

Tallow's natural stability under heat means it holds up significantly longer than seed oil in a working fryer. Operators who switch consistently report nearly doubling their fry life.

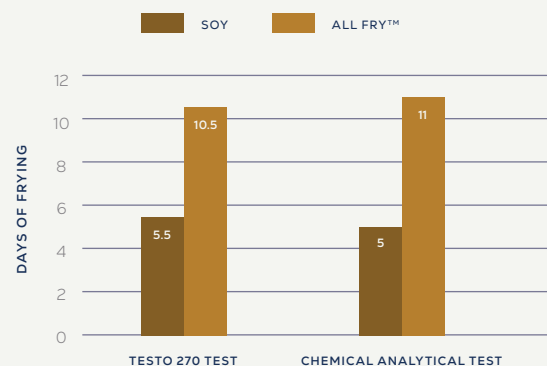
### What does that mean in practice?

- ✓ Fewer oil changes per week
- ✓ Less product cost over time
- ✓ Reduced labor hours spent filtering and disposing
- ✓ Lower filter maintenance frequency
- ✓ More consistent flavor across every daypart because the fat isn't degrading

Because of those benefits, the annual cost difference between price-per-pound and cost-per-use is significant. South Chicago Packing's Savings Calculator gives operators a direct view of what that math looks like for their specific operation.

## Tallow products can deliver up to 2x longer\* fry life versus soy bean oil (+4-6 days)

Days to reach 24% Total Polar Material (TPM) – Soy vs. All Fry™



\*Controlled environment, actual results may vary

Source: SCP Fry Life Study, Conducted by Colorado State University Animal Sciences Dept.

“ The oil also lasts us about 8 days between dropping and putting new oil in. The other oil we used could only get 3-4 days use. The food is also crispier than before and has a better taste.”

*Amy Schouten*

MANAGER, RIVERTON ARCTIC CIRCLE

## Reason 3

# EFFICIENCY

### Efficiency is the New Luxury

Fryer maintenance is a bigger productivity drain than most operators account for. Oil change frequency, filtering time, disposal logistics and the inconsistency that comes from degraded oil mid-service, all of it adds up in labor hours, disrupted workflow and batch-to-batch variability.

Tallow simplifies that equation.

Longer fry life means less frequent changes. More stable oil means more consistent results without constant monitoring. Fewer rejected batches means less waste and less interruption to service flow. And because tallow performs the same from first basket to last, the team isn't compensating for oil quality across the course of a shift.

As an added efficiency boost, the switch to tallow isn't complicated. Most operations are running normally within a single service.

## Reason 4

# CLEAN INGREDIENTS

### Simpler Ingredient Narratives

The guests researching what their food is cooked in aren't a fringe audience. They're quality-conscious, transparency-conscious, increasingly influential and they're choosing where to eat based on what operators are willing to share about their ingredients on the menu. Tallow's ingredient story is straightforward: 100% Beef Tallow. That's the whole label. Not minimally processed, no additives, no long list of unfamiliar inputs. It's a traditional fat with a clean, recognizable identity. In a market where authenticity is increasingly a differentiator, that matters.

The operators already putting tallow on their menus understand this. Callouts like "Cooked in 100% Beef Tallow" are product descriptions that become powerful brand statements and guests are responding with stronger loyalty and higher satisfaction. Consumer data shows that concern about seed oils is growing, ingredient transparency searches are increasing and Gen Z in particular is actively researching what they eat.

## Reason 5

# DIFFERENTIATION

### Stand Out in a Hyper Competitive Market

Burgers, fried chicken and fries appear on virtually every QSR and fast-casual menu. Category parity is high and standing out requires something more than a slightly different sauce or a new LTO. Tallow is a differentiator that most operators haven't claimed yet.

It delivers a sensory experience guests remember with crispier texture, richer flavor, more consistent food across every visit. It provides an ingredient story that signals quality, intention and transparency. This is a double value because it's creating front-of-house fandom while delivering back-of-house benefits.

Even better, the operators already making this move don't have to advertise it loudly because the food is doing it for them. Guests are noticing, commenting and coming back before a single word is said about what changed in the kitchen. And a simple menu callout like "Cooked in Beef Tallow," immediately grabs their attention. That's what a real differentiator does.



“Frying in beef tallow has been a game changer for our business. It's a huge differentiator for our brand and it's the secret to why our food tastes so good!”

*Joe Fontana*  
FOUNDER, FRY THE COOP

# THE OPERATOR PLAYBOOK: HOW OPERATORS ARE MAKING THE MOVE



The operators leading this shift are running smart, controlled tests and letting their own data make the decision. Here's how it typically works:

*Step 1*

## REASSESS CURRENT OIL PERFORMANCE

Before switching anything, take a clear look at what's already being measured, or not measured. Fry life, oil change frequency, waste and flavor consistency across dayparts are the key variables.

*Step 2*

## RUN A CONTROLLED TEST

Select a single or select group of locations and switch in tallow. Run them through 1–2 months of normal service.

*Step 3*

## EVALUATE TOTAL IMPACT

Track the numbers across the test period: oil changes, labor hours, waste frequency and product consistency. Then run the cost-per-use comparison. Most operators find the math more favorable than they expected. And regularly check reviews to see when and how guests start talking about the flavor difference.

*Step 4*

## SWITCH & EXPAND

Once the decision is made, the switch itself is simple. Expand to more locations and see immediate benefits in efficiency, flavor, texture and guest satisfaction.

**The most common thing we hear from operators after switching:**

*I wish we'd done it sooner!*