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## **DEEP-FRIED TURKEY: CONSUMERS NOW HAVE A CHOICE IN OILS, FLAVOR**

*Follow these tips for a trans-free, deep-fried turkey this Thanksgiving*

**CORDOVA, Tenn. – (Nov. 3, 2008)** – For years, peanut oil has been the default oil for deep-frying turkey, a long-time Southern delicacy and favorite Thanksgiving tradition. This year, consumers shopping for frying oil likely will see they have another choice: cottonseed oil.

According to Ben Morgan, executive vice president of the National Cottonseed Products Association, the industry is behind a successful initiative to expand distribution of cottonseed oil to consumers nationwide.

“Retail distribution for the consumer market is growing, thanks to demand for frying oil options, and heightened awareness of various oil attributes, Morgan notes. “Now, more than ever, consumers know their cooking oils and are looking for specific characteristics to match certain recipes. When it comes to the traditional Thanksgiving bird, cottonseed oil satisfies the need for a *trans*-free oil with a high smoke point and neutral flavor.”

Cottonseed oil has long been recognized among chefs and commercial food manufacturers for its desirable bland taste, often described as “nutty and buttery,” he explains. “Cottonseed oil does not impart a flavor of its own, but rather, it enhances the natural flavor of the bird.”

One popular product, TURKEY GOLD brand of 100% cottonseed oil, manufactured by PYCO Industries and marketed by Bruce Foods, is available in stores, such as Bass Pro Shops, Dick’s Sporting Goods, Gander Mountain, Meijer, Mill’s Fleet Farm, Sportsman’s Warehouse, and most recently, Target.

### **Three Tips for a Tastier Turkey**

Whether you are a seasoned outdoor cook or new to the technique, these recommendations will help you deliver a moist and delicious bird to the Thanksgiving table.

1. Safety First – Always fry your turkey outdoors, at a safe distance from buildings and flammable materials, and never leave the turkey fryer unattended. Just in case, keep a fire extinguisher easily accessible. For more safety tips, visit [www.cottonseed.com/Whatsnew/friedturkey.asp](http://www.cottonseed.com/Whatsnew/friedturkey.asp).
2. Bring out the Flavor – Try frying your bird in cottonseed oil. Not only is it a heart-healthy oil according to the American Heart Association, cottonseed oil’s neutral flavor brings out the natural flavor of the bird rather than masking it like other oils can.
3. Reuse and Recycle – Retain the original cottonseed oil carton to store for reuse, or transport spent oil to a local biodiesel facility for easy recycling.

### **About the National Cottonseed Products Association**

NCPA is the national trade association for the cottonseed processing industry. In addition to the U.S. cottonseed crushing industry, association membership includes refiners, who process cottonseed oil into semi-finished and finished products, dealers and brokers who market cottonseed products, and other firms that provide goods and services to the industry. For more information on cottonseed oil, visit [www.cottonseedoil.com](http://www.cottonseedoil.com) or [www.cottonseed.com](http://www.cottonseed.com).

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