

Celebrate National Tartar Sauce Day with Frisch's Big Boy

Enter to win a free jar, get coupons and discounts, try a new recipe

CINCINNATI (February 28, 2017) — Tartar sauce is finally getting the recognition it deserves thanks to [Frisch's Big Boy Restaurants](#). The first Friday of Lent — March 3 this year — has officially been declared National Tartar Sauce Day by Frisch's and National Day Calendar, the nation's online keeper of unusual holidays.

As part of the celebration, Cincinnati Mayor John Cranley has proclaimed March 3, 2017, as Frisch's Tartar Sauce Day in the city of Cincinnati.

"National Tartar Sauce Day is a fun way for us to celebrate with our employees and the community, and honor our founder, Dave Frisch. It was his addition of tartar sauce to a double-decker hamburger back in 1946 that made the Frisch's Big Boy sandwich a star," said Frisch's CEO Jason Vaughn.

Frisch's estimates it has produced more than 1.7 million gallons of tartar sauce in the past 71 years. That's enough to fill 64 school busses.

So what foods do people eat with tartar sauce, aside from fish of course? In an effort to find out, Frisch's conducted its first Tartar Sauce Usage Survey on social media during the month of February. With 42 percent of the vote, tartar sauce was cited as a go-to condiment for dipping French fries. Other uses included dipping onion rings and chicken fingers, as a sandwich spread, or as a tasty addition to egg salad, deviled eggs and cole slaw. Ever tried a scoop of tartar sauce in your vegetable soup? That made the survey with two of the 1,300 votes.

The public can join in the first-year celebration of this quirky new holiday in a number of ways:

- Enter to win one of 500 jars of Frisch's Original Tartar Sauce at www.frischs.com/tartarsauceday now through noon on March 3.
- Download tartar sauce coupons from www.frischs.com.
- Try a new recipe. Frisch's Facebook page will feature recipes using tartar sauce created by local food bloggers in honor of National Tartar Sauce Day.
- Are you a non-profit organization hosting a fish fry? Send an email to tartarsauce@frischs.com for discounted pricing.

Cincinnati residents can attend the St. William Parish Fish Fry in Price Hill on Friday night, March 3 from 4:00 to 7:30 pm. Frisch's is providing the tartar sauce and executive team members will serve and provide free Frisch's coupons. For more information, visit www.stwilliamfishfry.com.

About Frisch's Big Boy

Founded in 1939, Frisch's Big Boy restaurants are located in Ohio, Indiana and Kentucky. NRD Capital, a private equity firm based in Atlanta, Georgia, acquired the company in August 2015.

Frisch's operates 95 Big Boy restaurants and franchises another 25 restaurants to independent operators.