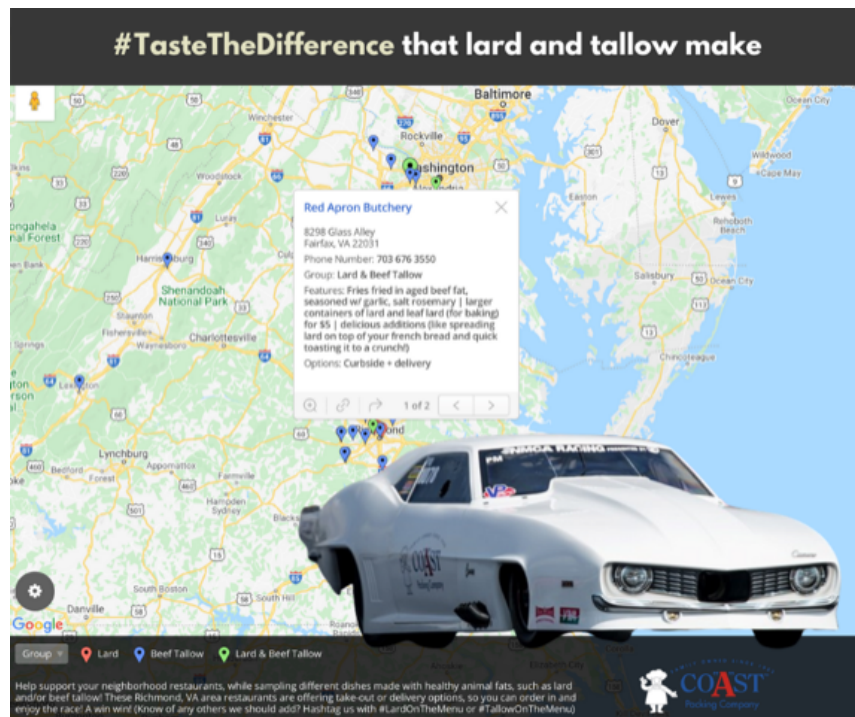




Media Advisory

As Petersburg, Virginia Hosts PDRA Mid-Atlantic Showdown On July 23-25, Coast Packing Heats Up the Strip -- and Redraws #FatMap804 With Lard and Beef Tallow Spots That Deliver

***Coast CEO Eric R. 'Goose' Gustafson Returns to Virginia Motorports Park With '69 ProCharger Pro Mod Camaro (and New Batch of Dining Delights)***



VERNON, Calif. (July 20, 2020) – Hitting the strip in Petersburg in the Pro Boost class, [Coast Packing Company](#) CEO Eric R. “Goose” Gustafson will drive his '69 ProCharger Pro Mod Camaro at [PDRA Pro Line Racing Mid-Atlantic Showdown](#), presented by Line-X on July 23-25, at [Virginia Motorsports Park](#).

As they move into high gear during this unconventional PDRA season, Gustafson and team are taking on all comers. “After making the jump to Pro Mod, Gustafson handled his learning curve with ease and started consistently winning rounds,” Brian Wagner wrote in

*Dragzine* earlier this month. “To kick off the 2020 season, Gustafson won the NMCA Muscle Car Mayhem event and looked ready to challenge for a PDRA Pro Boost title before mechanical gremlins and COVID got involved.”

For the PDRA circuit’s latest stop, [Coast Packing](#), the leading supplier of animal fat shortenings in the Western U.S., has updated its special online gastronomic #FatMap804 (<http://bit.ly/2ZNmvwr>), showcasing local take-out and delivery spots where fans can “Taste the Difference” that lard and beef tallow make in popular dishes.

Located 25 miles due south of Richmond, Petersburg is among the good-eating gems of Dinwiddie County. The hot spots on #FatMap804 include menu items lovingly prepared with lard and/or beef tallow, with the emphasis on restaurants that offer alternatives to dining in – in all, 40 locations in 22 cities.

In Fairfax, [B Side](#) serves aged beef-fat fries while [Red Apron Butchery](#) seasons theirs with garlic, salt and rosemary. You’ll find lard in the refried beans at [La Terraza Mexican Grill](#) in Williamsburg and [Abuelo's](#) in Roanoke. At [Olde Towne Butcher](#) in Fredericksburg, pork fat and beef fat are on offer, as is virtually any cut of meat. In North Chesterfield and other spots throughout the region, [Popeyes Louisiana Kitchen](#) fills its fryers with beef tallow. In Richmond, [Rowland](#), [The Roosevelt](#) and [The Shaved Duck](#) offer their burgers with variations of bacon jam. And for dessert, [King's Famous Barbecue](#) in Petersburg makes its pie crusts with lard.

“Befitting Dinwiddie County as a haven of truly memorable Southern cooking, we’re looking forward to returning to a race venue where it’s impossible not to work up an appetite,” Gustafson said. “In terms of freshness, flavor and texture, foods prepared with lard and beef tallow are natural standouts, which is why we’re so delighted when consumers can taste for themselves, as they can in and around Richmond. As we have at each stop during the racing season, we’re showing that consumers don’t need to go far to find places that pay tribute to authentic, traditional cuisine.”

*Have a favorite restaurant that puts lard or beef tallow on the menu (or just in some of its prize dishes)? If so, drop Coast an email at [info@coastpacking.com](mailto:info@coastpacking.com) and the company will put it on the #FatMap. Consumers can also post an image or link to via Twitter/Instagram/Pinterest, etc., with the hashtag [#LardOnTheMenu](#) or [#TallowOnTheMenu](#).*

### **About Coast Packing Company**

Now marking its 98<sup>th</sup> year in business, Coast Packing Company ([www.coastpacking.com](http://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](http://www.coastpacking.com). Follow us via social media on Facebook at [www.facebook.com/coastpackingco](http://www.facebook.com/coastpackingco), Twitter [@coastpackingco](https://twitter.com/coastpackingco) and Pinterest [www.pinterest.com/coastpackingco](http://www.pinterest.com/coastpackingco).*

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