



*For Immediate Release*

## City of Vernon Honors Coast Packing on Its Centennial, Lauds Family-Run Company as ‘True American Success Story’

***Mayor and City Council Commend Food-Industry Leader  
For Embracing ‘Vernon Means Business’ Ethos***



VERNON, Calif. (July 21, 2022) – On the occasion of its 100<sup>th</sup> anniversary, [Coast Packing Company](#) – based in Vernon since its inception – didn’t get the key to the city so much as the key to the city’s heart.

During a meeting of the City Council this week, Mayor Leticia Lopez and Mayor Pro Tem Crystal Larios formally presented Coast CEO and Chairman Eric R. Gustafson and the leadership team with a proclamation commending the company’s family and business values.

“Coast Packing’s business culture remains true to its founding values of quality, reliability, transparency, strong customer relationships and respect for its employees, customers and

suppliers,” the proclamation reads. “Coast has created countless jobs and supported the local economy and community. The company exemplifies the ‘Vernon Means Business’ motto, with its long trajectory in business, owning and operating processing facilities that comprise 100,000 square feet. It’s an active partner of the community, engaging local organizations like the LA Regional Food Bank, the Midnight Mission and University of Southern California,” among others.

An integral part of Southern California’s restaurant, baking and food industries, Coast is the number one supplier of animal fat shortenings in the Western United States. The company was founded in 1922 as a livestock and meat-packing business and expanded over the years into a food-industry powerhouse.

“We’ve been active in the Vernon business community for a century, growing and evolving in a way that now seems almost quaint,” said Gustafson, CEO, Chairman, and fourth generation member of the founding family. “My great-grandfather established the principles under which we still operate and my grandfather and father continued them – deliver the highest quality shortenings and oils, backed by superior service and unsurpassed value, and respect for our customers, employees and suppliers, all of which translates to relationships that span **generations.**”

Coast sells to major manufacturers, CPG companies, QSR and fast-food restaurant chains, broadline food service distributors, retailers, smaller food service operations, leading bakeries, and lesser concerns. The company is active in virtually every major area of the food industry, participating in various ethnic markets – from Hispanic retail chains, with its VIVA® brand, to various Asian specialty markets. Coast is regional, national, and increasingly, global.

### **About Coast Packing Company**

Now marking its 100<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, CPG companies, QSR and fast-food restaurant chains, broadline food service 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, 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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