



For Immediate Release

At 18<sup>th</sup> Annual NMCA Muscle Car Mayhem, Coast Packing's ProCharger Pro Mod Camaro to Blaze Through Bradenton -- and Light Up Lard & Tallow Hot Spots in Sarasota, Tampa-St. Pete

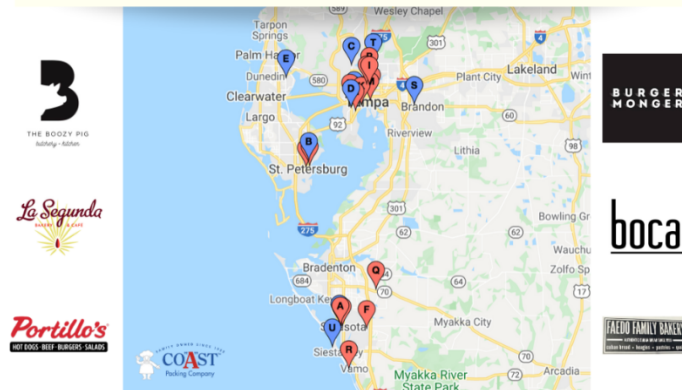
***For Season Opener at Bradenton Motorsports Park March 5-8,  
Coast CEO Eric R. 'Goose' Gustafson Draws a Bead on Speed Records,  
Calls Out Region's Can't Miss Eateries in #FatMap941***



VERNON, Calif. (March 2, 2020) – Kicking off the racing season at the 18<sup>th</sup> Annual NMCA Muscle Car Mayhem, [Coast Packing Company](#) CEO Eric R. “Goose” Gustafson will take his '69 ProCharger Pro Mod Camaro to the Gulf Coast -- and give roaring shout-outs to leading restaurant kitchens in the process.

The first event of the year, the NMCA Muscle Car Nationals Series rolls through Bradenton Motorsports Park in Florida with the NMCA Muscle Car Mayhem presented by Holbrook Racing Engines. The event will feature one of the season's largest turnouts, with racers showing up to compete in each of the NMCA's eleven classes, plus a large contingent of True Street, Modern Hemi, LS/LT, and bracket racers. Last month, Gustafson unleashed the centrifugal supercharged Pro Charger-equipped Camaro's 3,500 horses at the Bradenton Motorsports Park during the first tune-up event for Pro Boost class racers.

# Taste the Difference #FATMAP941



Coast, the leading supplier of animal fat shortenings in the Western U.S and the second largest in the nation, brings to Bradenton online gastronomic #FatMap941, trumpeting 26 stellar spots in the Tampa/St. Petersburg/Sarasota area (<https://batchgeo.com/map/e81919c8ad41b36964e866b62f273f20>).

In Sarasota, check out [Boca's](#) fried green tomatoes topped with pimento cheese and bacon jam. [Ophelia's on the Bay](#), also in Sarasota, pairs various seafood dishes with bacon jam, while [The Fountain Kitchen & Wine Bar](#) serves up brunch potatoes made with bacon fat. When in Sarasota, don't miss [The Overton's](#) thin cut, beef tallow fries.

Over in St. Petersburg, [Burger Monger's](#) beef tallow fries and onion rings are a Tampa Bay staple. In that same vein (or vat), [The Frog Pond](#) in St. Pete serves up home fries cooked in bacon fat. Tampa's [Datz](#) offers bacon-infused breakfast potatoes and bacon-infused brussel sprouts. [Ella's Americana Folk Art Café](#) in Tampa plates its wino burger with bacon jam, and pork chops with apple bacon jam. Also in town, check out, [Faedo Family Bakery](#), home to traditional Cuban bread made with lard, and [Goody Goody Burgers](#), where the fries are made with lard. [La La's Sangria Bar](#) features a "Pup-Menu" where your four-legged friend can enjoy Bronx Peanut Butter Flatbread topped with bacon fat and a special bacon ice cream for canines.

Tampa's [Portillo's Hot Dogs](#) sells fries made with beef tallow and vegetable oil, while [The Boozy Pig](#) opts for beef tallow fries. In Ybor City, [La Segunda Bakery](#) is known as "the Home of Cuban Bread," made, of course, with lard. In Bradenton, you'll find [Mojos Cuban](#) rice cooked in bacon fat, while in Siesta Key, [Summer House Steak & Seafood](#) is known for its beef fat fries.

"Florida's Hillsborough County is home to some of the Gulf Coast's most memorable cooking, and we're looking forward to the season opening welcome from an energetic crowd of hungry race fans," 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 Tampa-St. Pete. As we will at each stop during the 2020 racing season, we're showing that consumers don't need to go far to find places that pay tribute to authentic, traditional cuisine."

### **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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