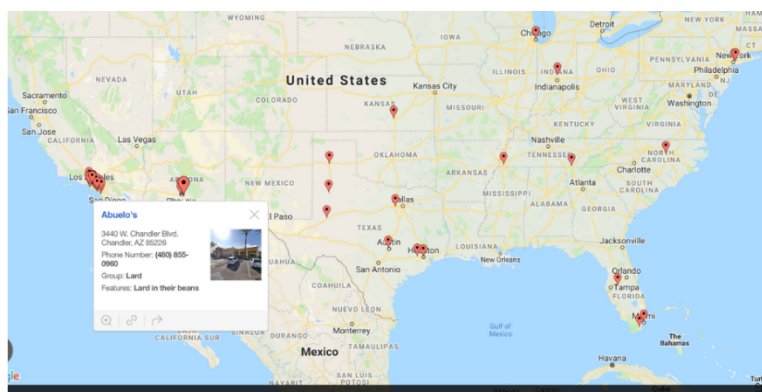




Media Advisory

Coast Packing's 2nd Annual Cinco de Mayo 'Taste the Difference' Online Guide Goes National; #FatMap55 Showcases U.S.A.'s Burrito and Taco Spots that Wow with Traditional Lard

West's Leading Supplier of Healthy Animal Fat Shortenings FatMaps Tastiest Mexican Food Stands and Cafes from Coast to Coast



VERNON, Calif. (May 3, 2019) – Cinco de Mayo, which commemorates the surprise defeat of Napoleon III in Mexico in 1862, is a celebrated foodie holiday -- but it's no surprise that lard remains a staple of traditional Mexican cooking across the nation, especially in establishments showcased on an expanded **Coast Packing Company** online gastronomic taste map (<http://bit.ly/2GZ6fkp>) prepared for the occasion.

In this second Cinco de Mayo edition of "Taste the Difference," Coast Packing -- the leading supplier of animal fat shortenings in the Western U.S. -- has FatMapped restaurants and eateries around the country, spots where locals can taste for themselves just how lard brings out the best in burritos, tacos and refried beans.

For 2019, Coast #FatMap55 features 56 spots in nine states. Among the can't-miss places: 10 outlets of Abuelos (www.abuelos.com), from Florida to Indiana and Kansas to Tennessee; Mama Lola's Authentic Tortillas (<https://mamalola.com/>) in Phoenix; Guelaguetza (<http://www.ilovemole.com/>) in Los Angeles; Taqueria El Toro (<http://taqueriaeltororaleigh.com/>) in Raleigh, N.C.; Cienega Las Tlayudas de Oaxaca (www.cienegalastlayudasdeoaxaca.com) in New York City; Mezcalina (<http://www.mezcalina.com/Home.html>) in Chicago; and Las Tortugas Deli Mexicana (www.delimexicana.com) in Memphis.

“People don't go to restaurants so they can consume heavily processed, chemically extracted substitutes for authentic, traditional animal fats,” said Eric R. Gustafson, Coast Packing CEO. “We believe food has cultural staying power, which is one reason why lard is such a staple in many Mexican dishes. In terms of freshness, flavor and texture, there really is no comparison, which is why we're so delighted when consumers can taste for themselves.”

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 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 97th year in business, Coast Packing Company (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. Follow us via social media on Facebook at www.facebook.com/coastpackingco, Twitter [@coastpackingco](https://twitter.com/coastpackingco) and Pinterest www.pinterest.com/coastpackingco.

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