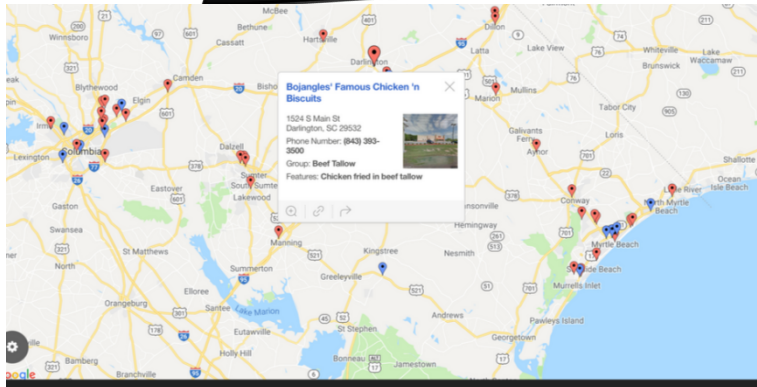




Media Advisory

As PDRA 2019 Fall Nationals Hit Darlington, S.C. on Oct. 3, Coast Packing Prepares to Rocket Down the Strip -- with #FatMap843 Showcasing Fuel from Top Lard and Beef Tallow Spots

*At the South Carolina Dragway, Coast CEO Eric R. 'Goose' Gustafson Pilots '69 ProCharger Pro Mod Camaro and Flags New Crop of Eateries*



*Taste the Difference*  
**#FATMAP843**

Darlington, SC

VERNON, Calif. (Sept. 30, 2019) – Revving up for PDRA 2019 Fall Nationals at Darlington Dragway in Hartsville, S.C. on Oct. 3-5 ([www.pdra660.com](http://www.pdra660.com)), [Coast Packing Company](#) CEO Eric R. “Goose” Gustafson will drive his ’69 ProCharger Pro Mod Camaro in the Pro Boost class, at speeds in excess of 200 mph – and once again tout dining options at a more leisurely clip.

To mark autumn’s first PDRA event, [Coast Packing](#), the leading supplier of animal fat shortenings in the Western U.S., has compiled its special online gastronomic #FatMap843, showcasing local spots where fans can “Taste the Difference” that lard and beef tallow make in popular dishes (<http://bit.ly/2n9pBM6>)

With Columbia to the west and Myrtle Beach to the southeast, the Darlington track (<https://www.pdra660.com/schedule/2019/race7-darlington/>) is surrounded by spots offering classic South Carolina fare, prepared with love and traditional animal fats. The 58 eateries on #FatMap843 all feature dishes prepared with lard and/or beef tallow.

Among the area standouts: in West Columbia, [Carolina Buffet](#) offers pork chops fried in lard while [Black Rooster](#) is the place to go for beef tallow fries. In Columbia, the [Palmetto Pig Bar-B-Q](#) prepares its green beans in pork fat, and nearby [Seasoned with Soul](#) cooks its collard greens with pork -- a Sunday special. Myrtle Beach mainstay [Fire and Smoke Gastropub](#) offers handcut fries in beef tallow; also in town, [Paula Deen’s Family Kitchen](#) serves up dishes that include pork fat in collard greens and chicken-fried pork chop with pork drippings. Down the road, [Simply Southern Smokehouse](#) preps its fried chicken and collard greens in lard. In Lumberton and at other outlets around the state, [Cracker Barrel Old Country Store](#) treats lard as a cooking staple. And at [Coopers Country Store](#) in Salters, you can get buckets of lard and barbecued pigs’ feet.

“In addition to welcoming an energetic crowd of race fans, Darlington and environs are known for authentic Southern cooking, and #FatMap843 is brimming with local eateries that have stood the test of time,” 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 Darlington. Food lovers don’t need to go far to find places where they can let their palates make the call.”

Want a peek at the unfolding drama of PDRA 2019 Fall Nationals? Click [right here](#) for [SpeedVideo](#).

*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 97<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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