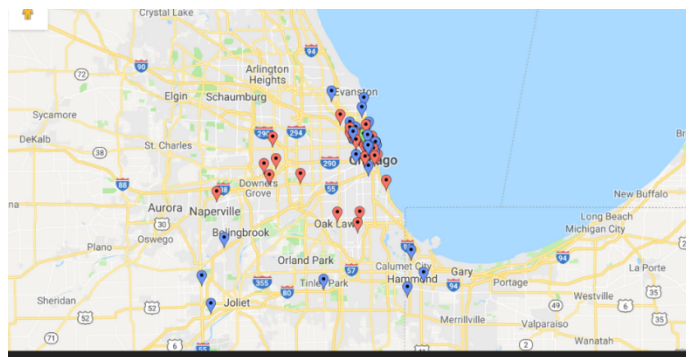




Media Advisory

At 'Super Bowl of Street-Legal Drag Racing' July 25-28,
Coast Packing's Chevy Set to Get Its Kicks on Route 66 Raceway –
And Drive Lard and Tallow Lovers to Area Hotspots

*With #FatMap779 Showcasing Top Places to 'Taste the Difference,'
Coast CEO 'Goose' Gustafson Moves '69 ProCharger Pro Mod to NMRA/NMCA Circuit*



Taste the Difference
#FATMAP779

Joliet, IL

VERNON, Calif. (July 23, 2019) – It may not be Christmas in July, but at the Route 66 Raceway in Joliet, Il on July 25-28, it definitely is the summertime “Super Bowl of Street-Legal Drag Racing” -- an NMRA/NMCA event that will include runs by [Coast Packing Company](#) CEO Eric R. “Goose” Gustafson and his '69 ProCharger Pro Mod Camaro.

The year's only event where the NMRA and NMCA compete against each other for ultimate bragging rights, the 14th Annual Nitto Tire fest combines all the classes across both racing sanctions and brings together the country's gnarliest door-slammer in one place.

For the occasion, [Coast Packing](#), the leading supplier of animal fat shortenings in the Western U.S., has assembled online gastronomic #FatMap779 (<http://bit.ly/2y0MSIB>), highlighting local spots where fans can "Taste the Difference" that lard and beef tallow make in popular dishes. Radiating out from Joliet – 30 miles southwest of Chicago -- the map extends to such communities as La Grange, Elmhurst and Munster, among others.

The 70 hot spots on #FatMap779 offer a stunning range of menu items lovingly prepared with popular animal fats: [Cracker Barrel Old Country Store](#) in Joliet cooks with lard, while [Barrel House Social](#) in La Grange and [DMK Burger Bar](#) in Oak Brook serve up beef fat fries. [Empire](#) in Naperville prepares chips and fries in beef fat, as does [Fry the Coop](#) in Elmhurst and in Oak Lawn. At [Katy's Dumplings](#) in Westmont, beef fat is in the soup. [Three Floyds Brewery & Pub](#) in Munster preps bacon fat popcorn; ditto for [Revolution Brewing - Kedzie Brewery](#) in Chicago. [Tony's Fresh Market](#) in Plainfield fashions ready-to-eat tamales with lard, while [Stan's Donuts & Coffee - Magnificent Mile](#) in Chicago adds lard to the dough of its conventional yeast-raised donuts. At [Big Jones](#) in Chicago, chicken is fried in leaf lard, ham drippings, and clarified butter. And complementing its beef fat fries, [Michael Jordan's Steakhouse](#) in Chicago marinates its steaks in beef fat.

"There are amazing taste treasures for the asking in Will and Kendall counties and, of course, in Cook County and throughout Chicagoland," Gustafson said. "In terms of freshness, flavor and texture, foods made with lard and beef tallow are natural standouts, which is why we're so delighted when consumers taste for themselves, whether they're in Joliet, Oak Brook, Naperville or anywhere traditional animal fats make the menu. As we've done at each stop along the racing circuit this season, we're sharing FatMaps that prove without doubt today's embrace of authentic flavors is the real deal."

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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