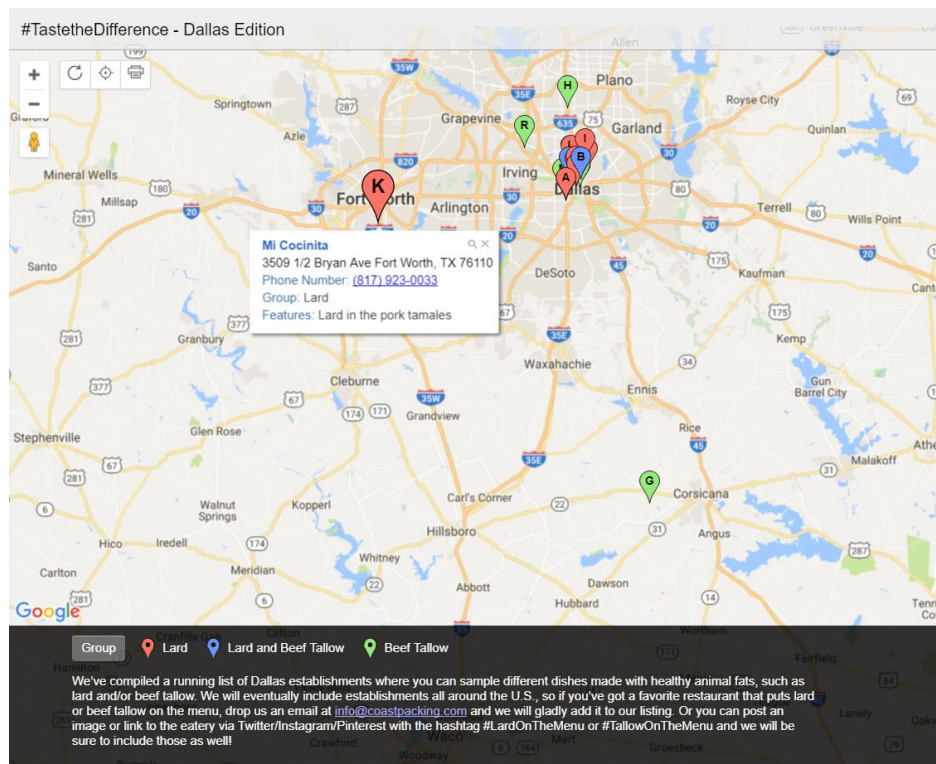




Media Advisory

Flavor Really is Bigger in Texas:
Coast Packing's 'Taste the Difference' Online Guide
To Lard and Beef Tallow Touches Down in Dallas/Ft. Worth

***Setting Sights on the Lone Star State, West's Leading Supplier of Lard and Beef Tallow
Again Puts Fat on the Map -- and Urges Diners to Sample Local Fare***



VERNON, Calif. (October 10, 2017) – Following the rollout of online gastronomic “taste maps” of Los Angeles, New York City and Chicago, [Coast Packing Company](http://www.coastpacking.com), the leading supplier of animal fat shortenings in the Western U.S., is again putting its website where its taste buds are (<http://bit.ly/2xUqqvR>), with its Dallas/Fort Worth edition of “Taste the Difference.”

Coast Packing has mapped restaurants and eateries in the Dallas Metroplex -- from Lower Greenville to South Oak Cliff, from Deep Ellum to Plano and Addison -- where locals can taste for themselves the kinds of flavors lard and beef tallow deliver. The Dallas/Fort Worth area is a foodie mecca, and that extends well beyond barbecue.

Dishes prepared with lard and beef tallow can be had throughout the region, from the august to the everyday – at establishments like Nonna, The Mansion, Smoke, Boulevardier, CBD Provisions and Lucia, at popular spots like Kenny’s Wood Fired Grill, and at Fort Worth’s Mi Cocinita, among others. At Knife, try the dry-aged meatballs with lardo or, at FT 33, the duck and pork pate with polenta cake, along with a hoshigaki and dragon’s tongue bean ragout.

“People don’t go to restaurants so they can consume heavily processed, industrially produced substitutes for healthy animal fats,” said Ernest Miller, Coast Packing’s Corporate Chef. “Most of us have a pretty fair idea of what tastes good, even if we can’t always say why. The fact is, artificial trans fats are out, and minimally processed animal fats – in the form of lard, derived from pork, and beef tallow – are decidedly making a comeback.”

“In terms of freshness, flavor and texture, there really is no comparison, which is exactly why we’re so delighted when consumers can taste for themselves,” said Eric R. Gustafson, Coast Packing CEO. “Toward that end, we at Coast Packing are continuing our efforts to build maps showing that healthy animal fats are just about everywhere, and that consumers don’t need to go far to find places where they can let their palates make the call.”

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 map. Consumers can also post an image or link to via Twitter/Instagram/Pinterest, etc., with the hashtag #LardOnTheMenu or #TallowOnTheMenu.

For now, Coast is staying with the Lone Star State; next up are Houston, San Antonio and Austin.

About Coast Packing Company

Now marking its 95th 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 various 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.

Media contact:

Ken Greenberg

Edge Communications, Inc.

ken@edgecommunicationsinc.com

323/469-3397