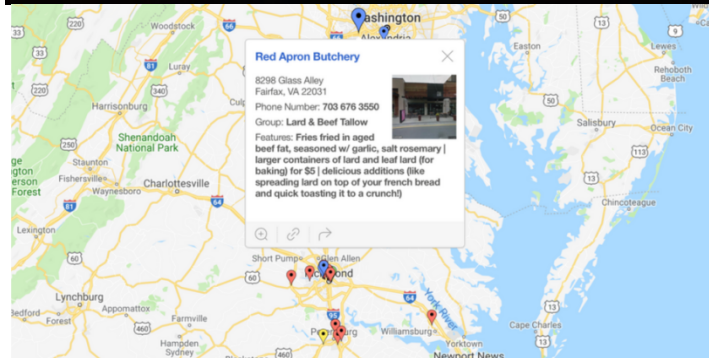




Media Advisory

At PDRA World Finals in Petersburg, Virginia on Oct. 25-27,
Coast Packing Closes Out the Drag Racing Season,
Expanding #FatMap804 of Top Lard and Beef Tallow Spots

***Coast CEO Eric R. 'Goose' Gustafson Returns to Virginia Motorports Park
With '69 ProCharger Pro Mod Camaro (and Some New Can't-Miss Eateries)***



Taste the Difference
#FATMAP804

Richmond, VA

VERNON, Calif. (October 15, 2019) – Hitting the strip in the Pro Boost class at the PDRA season’s final event, [Coast Packing Company](#) CEO Eric R. “Goose” Gustafson will drive his ’69 ProCharger Pro Mod Camaro at PDRA World Finals Presented by Proline & \$hameless Racing, at [Virginia Motorsports Park](#) in Petersburg Oct. 25-27.

Wrapping up a busy PDRA season, Gustafson and team are looking to cap the 2019 circuit by visiting the winner’s circle at the World Finals. For the PDRA circuit’s last stop, [Coast Packing](#), the leading supplier of animal fat shortenings in the Western U.S., has updated its special online gastronomic #FatMap804 (<http://bit.ly/2ZNMvwr>), showcasing local spots where fans can “Taste the Difference” that lard and beef tallow make in popular dishes.

Located 25 miles due south of Richmond, Petersburg is among the good-eating gems of Dinwiddie County. The hot spots on #FatMap804 include menu items lovingly prepared with lard and/or beef tallow. As was the case in the spring, the fall PDRA event coincides with Richmond Restaurant Week (<https://www.rrweek.com/>), Oct. 21-27.

In Richmond, [23rd & Main](#) crowns both its burgers and its chicken & waffles with bacon jam. Nearby, [Aloi](#) serves up beef fat potatoes, Swiss chard braised in bacon fat, and seared tuna with beef & bone mayo; its Restaurant Week menu includes kale Lyonnais salad with bacon lardons. Richmond’s [Brenner Pass](#) offers whipped lardo and sliced lardo charcuterie, while in Petersburg, [King's Famous Barbecue](#) prepares its pie crusts with lard. At [Maple & Pine](#) in Richmond, you can get a green salad with smoked lardo, or a cheeseburger with bacon jam at Richmond’s [The Shaved Duck](#). In Petersburg, [Adriana's Mini Market](#) is the place to go for pure lard.

“Befitting Dinwiddie County as a haven of truly memorable Southern cooking, we’re looking forward to the season send-off from an energetic crowd of 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 Richmond. As we have at each stop during the racing season, we’re showing that consumers don’t need to go far to find places that pay tribute to authentic, traditional cuisine.”

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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