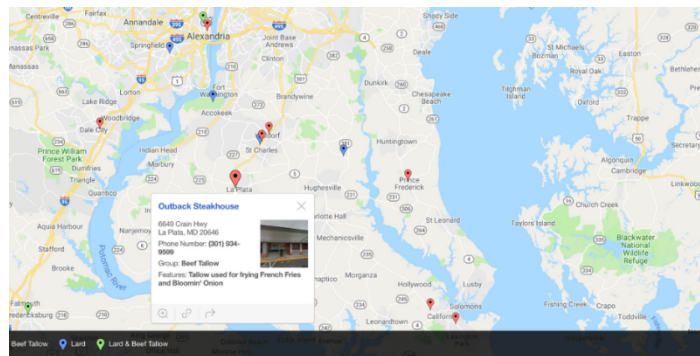




Media Advisory

At PDRA North South Shootout 2019 on May 31-June 1,
Coast Packing Sets the Pace on the Dragstrip – and
Sets the Table for Region’s Top Lard and Beef Tallow Spots

**Armed with #FatMap301’s New Crop of Dining Tips, Coast CEO Eric R. ‘Goose’ Gustafson
Uncorks ‘69 ProCharger Pro Mod Camaro at Maryland International Raceway**



VERNON, Calif. (May 28, 2019) – Revving his engine in the the Pro Boost class at the PDRA season’s third event, **Coast Packing Company** CEO Eric R. “Goose” Gustafson will drive his

'69 ProCharger Pro Mod Camaro at PDRA North South Shootout at Maryland International Raceway, Mechanicsville, on May 31-June 1. At the event, held at one of the country's premier racing facilities, Gustafson and team are poised to enter the third race of the PDRA season and try to improve on their top 5 position in the championship points battle.

For the PDRA circuit's latest stop, [Coast Packing](#), the leading supplier of animal fat shortenings in the Western U.S., has assembled a special online gastronomic #FatMap301 (<http://bit.ly/2LEMTFr>), showcasing local spots where fans can "Taste the Difference" that lard and beef tallow make in popular dishes. Located 40 miles due south of Alexandria, the raceway is smack dab in the middle of the Chesapeake Bay region, known for its historic culture of tidewater farming, fishing and crabbing.

The 30+ hot spots on #FatMap301 include menu items lovingly prepared with lard and/or beef tallow. Among those FatMapped: [B Side](#) in Fairfax, VA, known for its beef-fat fries; [Clark's Elioak Farm](#), of Ellicott City, MD, which sells tallow, rendered lard and pork fat; [Longview Farm](#), of Accokeek, MD and [P.A. Bowen Farmstead](#), in Brandywine, MD, both purveyors of leaf lard; and [The Ugly Pig](#), in Annapolis, MD, where hungry shoppers can pick up country sausages, bone broth and lard.

"In addition to welcoming an always exuberant crowd of race fans, St. Mary's County is home to wealth of spots that prepare local seafood in some truly remarkable ways," 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 can taste for themselves, as they can in and around Budds Creek and Mechanicsville. As we recently did in North Carolina, Virginia and at each stop along the PDRA circuit this season, we're sharing FatMaps affirming that traditional animal fats are behind today's revolution in flavor."

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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