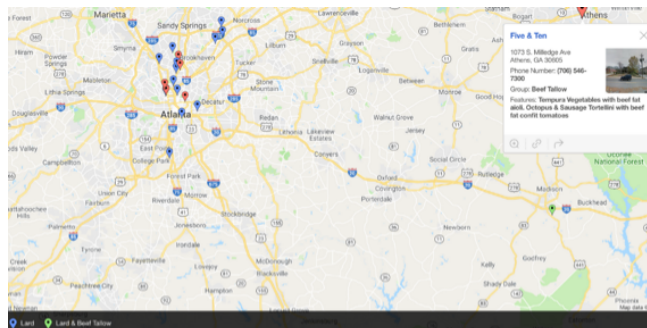




Media Advisory

At PDRA Summer Nationals Under the Lights on June 27-29, Coast Packing Thunders Down the Strip – and Points the Way to Southern Kitchens Featuring Lard and Beef Tallow

With #FatMap229 Showcasing Region's Top Spots for Southern Cooking, Coast CEO Eric R. 'Goose' Gustafson Unleashes '69 ProCharger Pro Mod Camaro At South Georgia Motorsports Park



Taste the Difference
#FATMAP229

GEORGIA

VERNON, Calif. (June 24, 2019) – Taking 3500 horses to South Georgia Motor Sports Park in Adel on June 27-29, **Coast Packing Company** CEO Eric R. “Goose” Gustafson will drive his '69 ProCharger Pro Mod Camaro at PDRA Summer Nationals Under the Lights Ignited by: Lithium Pros. At the event, Gustafson and team will compete in the Pro Boost class during

the fourth race of the PDRA racing season amid a tight points battle. For a live feed of the ProBoost class, see: www.speedvideo.com.

For the PDRA circuit's latest stop, **Coast Packing**, the leading supplier of animal fat shortenings in the Western U.S., has assembled online gastronomic #FatMap229 (<http://bit.ly/2IT7HVn>), highlighting local spots where fans can "Taste the Difference" that lard and beef tallow make in popular dishes. Proximate to Valdosta, Georgia, Tallahassee and Jacksonville, Florida, and the Okefenokee National Wildlife Refuge, Adel is part of the taste of the deep South.

The 31 hot spots on #FatMap229 include menu items lovingly prepared with lard and/or beef tallow. Among those FatMapped: **Cracker Barrel Old Country Store** in Tifton, known for buttermilk biscuits handrolled in lard; upstate, Atlanta's **Horseradish Grill** features pan-fried chicken ("two parts lard, one part butter"), while in Buford, the name – **Praise the Lard BBQ** – says it all. Fried chicken's definitely a thing: if you stop by **The Watershed** in Atlanta on a Wednesday, you can try "once-a-week fried chicken, fried in lard and butter flavored with country ham." And there's no mistaking **Bomb Biscuits Atlanta**, where the motto is, "Praise the lard and pass the biscuits."

"In addition to hosting South Georgia Motor Sports Park, known for the world's quickest and fastest doorslammers, the Cook County area is home to a wealth of spots steeped in time-tested Southern cooking traditions," 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, as they can from Valdosta to Tifton to Atlanta. As we've done in North Carolina, Virginia, Maryland and at each stop along the PDRA circuit this season, we're sharing FatMaps that prove without doubt traditional animal fats are stoking 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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