



Product Descriptions

VIVA - Our Best Lard

VIVA is an all-purpose lard carefully processed to impart a traditional, authentic flavor to popular Hispanic foods. The preferred brand of lard in Hispanic cooking for more than 35 years, VIVA is trans fat-free and known for its quality, consistency and performance. For the best tasting carnitas, chicharrones, tamales, tortillas and tortilla chips, and more, VIVA is the standard.

VIVA – 1 Pound Retail Lard

VIVA is an all-purpose lard carefully processed to impart a traditional, authentic flavor to popular Hispanic foods. For more than 35 years the preferred brand of lard among chefs in the know, VIVA is trans fat-free and known for its quality, consistency and performance.

For the best tasting carnitas, chicharrones, tamales, tortillas and tortilla chips, and more, VIVA is the clear choice.

VIVA – VIVA 2.5 Pound Retail Lard

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VIVA – VIVA 4 Pound Retail Lard

VIVA is an all-purpose lard carefully processed to impart a traditional, authentic flavor to popular Hispanic foods. For more than 35 years the preferred brand of lard among chefs in the know, VIVA is trans fat-free and known for its quality, consistency and performance. For the best tasting carnitas, chicharrones, tamales, tortillas and tortilla chips, and more, VIVA is the clear choice.

VIVA – VIVA 8 Pound Retail Lard

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Coast Refined Lard

Our flagship all-purpose product, Coast Refined Lard provides the ultimate in versatility for cooking, baking and frying. With superior creaming properties and zero trans fats, it enhances the flavor of breads, makes piecrusts delectable and is ideal for traditional Hispanic and Asian cuisines. Whatever you're making, Coast makes it better.

Gold Coast – Truly Refined Lard

Gold Coast, a fully refined all-purpose lard, is carefully processed to ensure superior results for baking and frying. Whatever you're preparing, Gold Coast improves flavor. Use Gold Coast for premium baked goods, flaky pie crusts and heavy duty frying. With superior creaming properties, a high smoke point and longer fry life – and zero trans fats – Gold Coast is lard at its best.

VIVA Manteca Mixta Lard Shortening

Looking for an excellent all-purpose lard blend that imparts the traditional value of pure lard to ethnic specialties like tamales and carnitas? For 35 years the preferred brand of chefs in the know, VIVA Manteca Mixta Lard Shortening delivers. You can't go wrong with longer fry life, zero trans fats and consistent quality and performance.

Flavor King Blue Refined Shortening

Engineered for heavy-duty deep frying, Flavor King Blue Refined Shortening is derived

from select quality beef fat to maximize flavor, stability and durability. Bringing vintage goodness to fries (and more) without trans fats, Big Blue recalls the classic taste consumers loved at chains in the '70s, '80s and '93s.

Flavor King Red -- Refined A-V Shortening

Coast's most popular and cost effective deep-frying solution, Flavor King Red is made from the finest beef fat plus soybean or cottonseed oil. Whether you're frying chicken, fish or potatoes, you can't go wrong with Red's zero trans fat combo of maximum flavor and mega performance.

Golden Bake All-Purpose Shortening

Processed from the highest quality beef fat and soybean and/or cottonseed oil, Golden Bake excels at all types of baking and frying because it's fully deodorized, keeping flavors pure in breads, pastries, piecrusts and more. Totally zero trans fat Golden Bake provides longer fry life and lower oil absorption than competing products.

Supreme All-Purpose A-V Shortening

Supreme is Coast's finest all-purpose A-V shortening, an adaptable mix of the highest quality beef fat and soybean and/or cottonseed oil. Delivering longer fry life, lower oil absorption and zero trans fat, Supreme shines when baking cookies, breads and pastries -- and is the ultimate frying shortening for donut and fruit pies.

Bake Lite All Soy - Vegetable Shortening

For baking pastries and croissants that flake just perfectly, try Bake Lite All Soy, our economical zero trans fat, 100 percent cholesterol free, all-purpose vegetable shortening. With superior creaming properties, it excels in baking and frying, from tortillas to delectable desserts, and more.

Bake Lite Soy/Cotton - Vegetable Shortening

For baking pastries and croissants that flake just perfectly, try Bake Lite Soy/Cotton, our economical zero trans fat, 100 percent cholesterol free, all-vegetable shortening. With superior creaming properties, it excels in baking and frying, from tortillas to delectable desserts, and more.