



### Media Advisory

## In Tip of the Cap to a Kindred Soul, Coast Packing Offers Recipes From Retail Trendsetter Fatworks

### ***'Fattitude™ Adjuster' Strikes Again, With Recipes Built Around Lard, Beef Tallow -- Even Lamb and Buffalo Tallow***

VERNON, Calif. (Nov. 1, 2016) – There's no question: cooking with lard and beef tallow is the hip thing to do. Just ask [Fatworks](#) of Boulder, Colo., the self-described "Fattitude™ Adjuster." Fatworks has brought its line of healthy fats to retail in a big way – and serves a dash of wit along with its product lineup.

"Our big fat mission: to educate the mainstream population about the benefits of using REAL cooking oils like tallow, lard and duck fat while crafting these traditional fats the most natural way possible," the company proclaims on its website. "For years fat has been slandered, beat up, picked on and falsely accused! But no longer, for we are the Defenders of Fat! Far from being unhealthy, new research strongly supports the idea that fat works as a vital part of a healthy and balanced lifestyle. If you are passionate about cooking with the highest quality foods and understand the importance of real fat then you already know Fatworks. And to you we say, 'Welcome Fellow Fatworker!'"

In that spirit, [Coast Packing Company](#), the leading supplier of animal fat shortenings in the Western U.S., is delighted to pass along a trio of recipes from Fatworks that underscores this basic truth: healthy fats are delicious fats.

"Fatworks is a company after our own heart," said Eric R. Gustafson, CEO of Coast Packing and an advocate of healthy animal fats in the American diet. "With quality products, humor and extremely good taste, Fatworks is bringing quality lard and tallow – in its various forms – to supermarket shelves. Fatworks is also carrying the message that fat not only tastes good, it's good for you." With appreciation to Fatworks' David Cole, the recipes follow:

#### **Caldo De Res (Mexican Beef Soup)**

<http://everydaypaleo.com/caldo-de-res-and-introducing-massa-natural-meats/>

Mexican Beef Soup from our oldest and most awesome supporter Everyday Paleo. This is great with cheese on top if you aren't dairy-averse.

- 2 lbs beef stew meat
- 2 lbs beef shanks bone-in (cut some of the meat away from the bones but make sure you put the bones IN the soup!)
- 2 tbsps Fatworks Lard, or Fatworks Beef, Lamb or Buffalo Tallow
- 1 yellow onion, quartered
- 2 garlic cloves, cut in half
- 4 celery stalks, halved and cut into 4 inch pieces
- 4 carrots, halved and cut into 4 inch pieces
- 1 head green cabbage, cut into large chunks
- 2 chayote or zucchini, cut into large pieces
- water – enough to cover the beef and bones
- sea salt to taste
- 1-2 tsp oregano  
for garnish – chopped cilantro, finely diced onion, and lemon or lime wedges

1. In a large soup pot, heat the lard or tallow over medium high heat and add the beef stew meat and bones and brown the meat for about 7-10 minutes.
2. Add enough water to cover the beef and bones.
3. Add the onions and garlic cloves and bring to a boil.
4. Turn down to a simmer and let cook for about 1 hour or until the beef is very tender.
5. Add the remaining veggies, salt, and oregano and cook until the veggies are fork tender. If you are using zucchini, add the zucchini just before the other veggies are done as the zucchini will only take a few minutes to cook.
6. Serve in large bowls garnished with chopped cilantro, chopped onion, and lemon or lime wedges if desired.

## **Paleo Malanga Latkes**

<http://paleoporn.net/paleo-malanga-latkes/>

Serves: 12 latkes

Paleo Porn uses malanga, a root vegetable similar in consistency to taro root or the more familiar, white potato to make these “fattastic” latkes!

- 4 cups shredded malanga
- 1/2 tsp fine sea salt
- Fatworks Lard, bacon fat or coconut oil
- 1 cup fresh minced parsley
- 1/2 tsp cumin
- garlic powder
- onion powder
- 1 cup onion, minced
- 2-3 cloves garlic, minced

1. If you haven't already, peel the exterior of the malanga root.
2. Cut the malanga into manageable pieces and shred on a box grater or in a food processor.

3. Measure out 4 cups of shredded malanga and add to a large mixing bowl with the sea salt. *If you're making the Parsley Malanga Latkes add the fresh parsley and cumin. If you're making the Garlic & Onion Malanga Latkes add the garlic powder, onion powder plus the fresh minced garlic and onion.*
4. Use your hands to combine everything in the bowl.
5. Heat a cast-iron skillet over medium heat. Melt heaping tablespoons of bacon fat, Fatworks Lard, Tallow or coconut oil in the skillet.
6. Using your hands, form 3-4 flat patties of the malanga mix and place them evenly spaced in the hot pan. When the edges start to brown, flip them over. Cook latkes until both sides are browned. Transfer to a plate and continue cooking until all latkes are made. Add additional fat to the pan, when necessary.
7. Serve warm and store leftovers in a sealed container in the refrigerator.

### **Zucchini Fritters**

<http://wholehogpaleo.com/zucchini-fritters/>

30 minutes (20 prep, 10 cook)

Fritter away the day? Never understood that expression as it seems like one of the best things you could ever do during a day is make fritters cooked in Fatworks! Especially when Wholehog Paleo is letting you know how to make them!

1/4 cup coconut flour

1 tsp cumin

1 tsp garlic powder

1 tsp cayenne pepper (optional)

Salt & pepper

Cooking fat/oil: bacon fat, butter, ghee, coconut oil, Fatworks Lard or Tallow

1. Grate skin-on, uncooked zucchini with a box grater.
2. Place the shredded zucchini in a colander (and preferably in the sink) and dash with a bit of sea salt. Toss to coat all noodles. The salt helps remove the excess water from the zucchini. Allow the noodles to sit for 10-20 minutes.
3. Squeeze as much water as you can out of the zucchinis. Then, lay zucchini on paper towels and pat dry with paper towels. Place zucchini in medium mixing bowl.
4. In mixing bowl, add eggs, coconut flour, cumin, garlic, cayenne pepper, salt and pepper. Mix well.
5. Heat pan over medium heat, adding a fat or oil.
6. Form zucchini fritter patties with hands. Place in pan. Form outside edges, so stray zucchini shreds don't stick outside the bun.
7. Cook 3-4 minutes each side, until underside begins to lightly brown.
8. Serve with a garlic aioli or spicy paleo mayo.

### **About Coast Packing Company**

Coast Packing Company ([www.coastpacking.com](http://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.

*For more information about Coast Packing Company, visit: [www.coastpacking.com](http://www.coastpacking.com). Follow us via social media on Facebook at [www.facebook.com/coastpackingco](http://www.facebook.com/coastpackingco), Twitter [@coastpackingco](https://twitter.com/coastpackingco) and Pinterest [www.pinterest.com/coastpackingco](http://www.pinterest.com/coastpackingco).*

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