



For Immediate Release

Ahead of First-Ever #NationalLardDay, Coast Packing is Back With Second Annual #LardLovers Recipe Contest

Issues Call to Home Cooks Everywhere to Dig Out Their Most Flavorful Lard-Friendly Dishes – for Bragging Rights and a Blingy Prize Lineup



VERNON, Calif. (Nov. 7, 2018) – Proving that there’s nothing like those classic family recipes to bring kitchens and home cooks to life, [Coast Packing Company](http://www.coastpacking.com), the West’s largest supplier of healthy animal fat shortenings, today announced the second annual #LardLovers Recipe Contest (<http://coastpacking.com/lardlovers>).

Coast has issued the call for any unique, unpublished recipe that uses lard (think pie crust, special bread or cookie recipe, fried chicken concoction, holiday tamale surprise, etc.). Contest entries will be accepted online starting today, November 7, at midnight Pacific time. All online entries must be received by midnight Saturday, December 1. To enter, contestants can use the online form posted at <http://www.coastpacking.com/lardlovers>. Alternatively, entries can be submitted via Facebook.

Observed officially for the first time this year, #NationalLardDay, December 8, is a celebration of a traditional healthy animal fat – pure lard, derived from pork – that is now enjoying a resurgence within America’s food culture, in restaurants (especially those featuring ethnic specialties), fast food operations and home kitchens. Artificial trans fats are out, and minimally processed animal fats like lard -- for superior baking, frying and a host of other cooking applications – are making a comeback.

“Fat is the new black, and authenticity and tradition explain why,” said Eric R. Gustafson, Coast Packing CEO. “On the occasion of this first National Lard Day, we at Coast are delighted to sponsor the second #LardLovers Contest. The color, texture and flavor that lard imparts make it a vastly superior alternative to heavily processed, industrially produced substitutes. Lard is the once and future king of the kitchen, the one ingredient that never fails to speak ‘flavor,’ even as it brings out the best in everything it touches.

“There’s a reason certain ingredients are traditional — they provide better taste and quality than the non-traditional alternatives,” Gustafson said. “On National Lard Day, taste the difference yourself! It’s even better if you can do so from the comfort of your own kitchen, so break out that secret family recipe and share with the #LardLovers Contest. To all who participate, thanks for joining us in praising the lard.”

All submissions will be posted on the Coast Packing website, where fans will help choose the finalists by voting for their favorites among the individual recipes, accompanied by images of the resulting dishes. Based on the tally, the top 10 vote-getters will be posted on the Coast site. Coast’s judging panel will then prepare the top recipes and choose three winners based on flavor, creativity/originality and visual appeal.

The lineup of prizes includes the following:

- ✓ **1st Place:** KitchenAid® Limited Edition Heritage Artisan Model K 5-Qt Stand Mixer with Ceramic Hobnail Bowl (estimated retail value: \$700)
- ✓ **2nd Place:** Emile Henry® Essential 5-Piece Ruffled Bakeware Set (estimated retail value: \$295)
- ✓ **3rd Place:** Stargazer® Cast Iron Skillet (estimated retail value: \$80)

Winners will be announced on December 8, the first National Lard Day. The contest is open to those 21 and over, and no purchase is necessary to enter.

About Coast Packing Company

Now marking its 96th 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.

Media contact:

Ken Greenberg

Edge Communications, Inc.

ken@edgecommunicationsinc.com

323/469-3397