



For Immediate Release

Cooking Up Sweet and Savory Things for #NationalLardDay, Coast Packing's 4th Annual #LardLovers Recipe Contest is Back

Issues New Call to Home Chefs to Dig Out Their Most Flavorful Lard-Friendly Dishes For Top-Line Prizes – And Share Their Thoughts on the Pandemic



VERNON, Calif. (Nov. 5, 2020) -- Proving that there's nothing like those classic family recipes to bring kitchens and home cooks to life, [Coast Packing Company](#), the West's largest supplier of animal fat shortenings, today announced the fourth annual #LardLovers Recipe Contest -- with a nod to a renewed, widespread appreciation of comfort food.

For the fourth consecutive year, Coast is issuing the call for any unique, unpublished recipe that uses lard, in sweet or savory categories (think pie crust, special bread or cookie recipe, fried chicken concoction, holiday tamale surprise, etc.).

Acknowledging the impact of COVID-19 on the food scene this year, Coast is asking contestants so inclined to write in 25 words or less how the pandemic has affected their willingness to experiment with ingredients from days of yore. Judging will not address commentary on the pandemic.

Contest entries will be accepted online starting on Friday, Nov. 6, at midnight Pacific time. All entries must be received by midnight Friday, Nov. 27. To enter, contestants can use the online form posted at <https://www.coastpacking.com/lardlovers>. Alternatively, entries can be submitted via Facebook. The contest is open to those 21 and over, and no purchase is necessary to enter.

All submissions will be posted on the Coast Packing website, ideally accompanied by images of the resulting dishes. Reprising last year's successful format, Coast's judging panel will enlist [Melissa's/World Variety Produce, Inc.](#) of Vernon -- the largest distributor of specialty produce in the United States -- to prepare and assess the top recipes. Coast Corporate Chef Rolando Rubalcava will join Melissa's Corporate Chef Miki Hackney in judging contest entries. Winners will be chosen based on flavor, creativity/originality and visual appeal.

The lineup of prizes:



- **1st Place (Sweet):** [KitchenAid® Artisan® Series 5 Quart Tilt-Head Stand Mixer](#)
(estimated retail value \$380)
- **2nd Place (Sweet):** [Williams Sonoma Pie Bakers Dream Set](#)
(estimated retail value \$170)
- **1st Place (Savory):** [All-Clad Cast Iron Dutch Oven Slow Cooker, 5-Qt.](#)
(estimated retail value \$360)

- **2nd Place (Savory):** [All-Clad Stainless-Steel Roasting Pans with Rack](#)
(estimated retail value \$245)

Winners will be announced on December 8, National Lard Day. #NationalLardDay is a celebration of a traditional, flavorful 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.

“Timed with National Lard Day, we at Coast are delighted to sponsor the fourth #LardLovers Contest,” said Eric R. Gustafson, Coast Packing CEO. “The color, texture and flavor that lard imparts make it a vastly superior alternative to heavily processed, industrially-produced cooking oils. 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 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 join the #LardLovers Contest. And this year, we’d especially love for you to share your thoughts on how the pandemic has affected your use of this authentic farm fat. To all who participate – and with a special shout-out to Melissa’s and to Chef Rolando — thanks for joining us in praising the lard.”

For more information about Coast Packing Company, visit: coastpacking.com. Follow us via social media on Facebook, Twitter and Pinterest.

About Coast Packing Company

Now marking its 98th 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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