



Purveyor of Premium Imported Meats
Coastal Lamb, NZ
Mountain River Venison, NZ
Mountain River Elk, NZ
Kerwee Wagyu, AU

Contact: John Diethelm (JD) / john@johndiethelm.com / Cell 310 683 6511

Attention: Serving California Butchers & Chefs & Caterers

Subject : Specialty "Salt Pasture Lamb" exclusively raised on Coastal Pastures & Marshlands around the world

"Salt Pasture Lamb" is a specialty Lamb raised ONLY in Coastal Pastures and Coastal Marshlands where the sea-air and marshlands flavor the grasses raised inland pastures or feedlots.

Salt Pasture Lamb is a superior delicate taste, very tender & succulent with very little fat. This Salt Pasture designation applies only to the lambs are raised exclusively in the coastal pastures and coastal marshlands around the world.

This lamb meat has a distinctive, non-gamey, flavor **without the slightest trace of salt**. This unique lamb flavor profile is combined with a meltingly tender texture, makes it significantly different from inland or feedlot raised lamb because the salt laden winds and marshland waters continually cover the pastures the lambs graze on.

The high salt levels and mineral rich content of these plants and grasses also make the muscle cells in the flesh retain more moisture and so the meat is juicier and 'melt-in-the-mouth' tender with much less fat. The added benefit of the sea-washed pastures or marshes is that the salty water kills a large number of bacteria that can be harmful to sheep and so the need to treat the animals with chemicals is considerably reduced.

Salt Pasture Lamb is used by chefs and lamb lovers there are two main accredited salt pasture producing regions:

FRANCE: Normandy & Brittany Coast known as Agneau de Pré- Salé -translated or referred to as "The salt meadow lambs". These lambs are exclusively raised on the salt meadows, and salt marshes on France's Atlantic coast and have AOC (*appellation d'origine contrôlée*) certification, sold domestically June thru September.

NEW ZEALAND: On the North Island of New Zealand there are currently 17 family Coastal Farms that produce multi-award-winning "Coastal Lamb" ® Brand. Visit online [Coast Lamb Family Farms of New Zealand](#) to see they all exclusively reside on the coast. "Coastal Lamb"® is exported to over twelve countries around the world, including the USA, on a year round basis.

Call or Text JD Cell 310 6836511 - All Orders subject to Stock Availability – Delivery By Mutual Agreement