PC Greens' butcher bulks up meat department

LAUREN COUGHLIN, Editor

It's no secret that social media is changing the way the world operates.

And for 23-year-old Dylan Carasco, social media — specifically, Instagram, where he runs the account Oui_Boucher — as well as some mutual industry contacts landed him his job as the meat department manager of Malibu's Pacific Coast Greens.

"I have an Instagram that I like to think of as my public portfolio," Carasco said. "I'm quite proud of it."

It's been an interesting and fortunate road for Carasco, who started out needing a job of out of high school and later found himself behind the meat counter of a grocery store near his home in



Dylan Carasco is the butcher and meat department manager at Pacific Coast Greens, where he's sought to make a mark by expanding the department's offerings. PHOTO SUBMITTED

San Fernando Valley.

"It kind of just took off from there with my love of cooking," Carasco said.

Carasco went on to complete a six-month apprenticeship in San Francisco, and he landed at PC Greens in Malibu last November.

Since then, Carasco has been on a mission to transform the meat department through expanding its grassfed program, making sausage in-house, and more.

"The presentation is completely different," Carasco said. "Everything is much

fresher now. ... We have this really unique cut-to-order appeal that people are really starting to catch onto."

The new sausage offerings are a point of pride for Carasco, who said many chain stores simply use a dry mix combined with water to season sausage.

"I personally think that's disgusting," he said. "So every sausage that we make now is a recipe that's mine or a recipe that's one of our employee's [recipes]."

Carasco said the counter carries eight different sausage varieties at any given time, and each one is seasoned with fresh, organic ingredients, he added.

"We're really proud to say that we hand-make every single sausage," he said.

His current personal favorite is the lamb merguez sausage, which is based on a Moroccan recipe and calls for a "complicated mix of spices." Carasco also recommends the parsley and pecorino chicken sausage.

Further, Carasco has kept his eyes on expanding the grass-fed program, with beef provided by Grass Run Farms.

"Especially gearing up for summer now, all of these cuts are great for the grill," he said, mentioning offerings such as dry-aged rib-eye and hangar steaks.

The seafood side has seen changes, too. Currently, much of the store's seafood hails from P&D Seafood and Santa Monica Seafood, Carasco noted.

On the weekends, PC Greens also now offers sushi grade tuna and salmon, as well as ahi poke.

For more on PC Greens, located at 22601 PCH, visit www.pcgreens.com or call (310) 456-0353.



Bake sale participants (left to right) Shay Shamsian, Ava Norrell, Kiera Norrell, Basile Scoffie, Annie Moulene and Lauren Maischoss sell goods in front of Vintage Grocers May 7. PHOTO SUBMITTED

MHS students whip up successful bake sale and fundraiser

Students' service project benefits Malibu's Medicine For Humanity

LAUREN COUGHLIN, Editor

A whole lot of dough recently went toward raising dough of another variety.

Malibu High School students Shay Shamsian, Ava Norrell, Kiera Norrell, Basile Scoffie, Annie Moulene and Lauren Maischoss came together Sunday, May 7, to raise funds for Malibu nonprofit Medicine For Humanity through a bake sale in front of Malibu's Vintage Grocers.

"It went very well," said Norrell, who said their grand total came out to about \$300.

That money will go toward the organization's mission to provide surgical repairs to mothers in Uganda who are suffering from effects of childbirth injuries.

"Unfortunately, over 200,000 woman in Uganda suffer the devastating effects of obstetric fistula, an injury that occurs during childbirth," explained Shelley O'Connor, executive director of Medicine For Humanity.

The students chose the organization as the beneficiary of their collective community service learning project after brainstorming and hearing about the organization from Maischoss, whose mom, Patricia, is on the nonprofit's board.

"We liked how it is a local organization and we thought that was a good thing to support," said Norrell, a sophomore at MHS. "We also all really like the aims of the organization and how it [helps] women who cant afford surgery."

The students offered baked goods including cookies, fudge and other handmade items for \$1 apiece.

"The distance from Malibu to Mbarara is 9,392 miles, but as our Malibu High students have shown love, caring and compassion has no boundaries," O'Connor added. "As a community, we should all be very proud."

