

## America Chooses First-Ever Ultimate Crock-Pot Crock-Star

### *Mark McDonald Turns Slow Cooking Passion into Instant Fame*

BOCA RATON, FL – January 14, 2013 – America, meet Mark McDonald. This slow cooking Ironman was recently named the grand prize winner in the [Crock-Pot®](#) brand's first-ever nationwide search for the **Ultimate Crock-Pot Crock-Star!** America voted overwhelmingly for **Mark McDonald's** slow cooker recipe for Ancho Chili & Lime Pork Tacos, catapulting the 30-year-old Cincinnati resident onto the national scene. As the grand prize winner, McDonald will appear as a special guest on **Cooking Channel's** "From The Kitchens Of" show where he will showcase his slow cooking savvy as the first-ever Ultimate Crock-Pot CrockStar in front of millions of viewers. Be sure to tune in to watch Mark in action when the show airs on January 20, 2013.

"America voted for Mark based on his flavorful and inspiring original slow cooker recipe," stated Cheryl Punk, Group Consumer Marketing Manager for Appliances at Jarden Consumer Solutions. "Americans love slow cooking. The Crock-Pot® brand has a robust online community that brings consumers like Mark together to share everything from entertaining ideas, slow cooking tips & tricks, photos and special moments."

A favorite of busy moms, Mark received his first [Crock-Pot®](#) slow cooker just 13 months ago from his own mother! Though mom provided initial guidance, he says "mostly trial and error" led him to become the savvy slow cooking enthusiast he is today. "Experimentation using a variety of ingredients and flavors I enjoy led to some of the best meals I've ever had," he stated. "All cooked low and slow while I was at work, and were hot and ready to enjoy by evening. I particularly love slow cooked meats, because all cuts, even the most economical, become melt-in-your-mouth tender."

McDonald uses his [Crock-Pot®](#) slow cooker at least twice a week for weeknight meals, which is his favorite brand of slow cooker. Plus, he hosts "Crock-Pot Sunday," or CPS, at his home each week, inviting friends and family to sample his new, original slow cooker recipes. He says, "This has transformed Sunday from 'the dreary day before work starts again' to 'the day we all look forward to all week long'." Demonstrating the product's ease of use and versatility, McDonald says his weekly CPS events are transforming some of his friends and family into new [Crock-Pot®](#) fans and slow cooker users.

McDonald is very active. In addition to holding down a full-time job, he is a tri-athlete who trains hard and competes in Ironman competitions around the country. He also plays men's league soccer, and is a member of a recreational co-ed kickball team, which he says he is slowly getting to embrace [Crock-Pot®](#) slow cooking too.

Consumers can visit the brand's newly-designed, interactive website, [Crock-Pot.com](#) for added inspiration. The site features new and exclusive products, more than 800 recipes, and an all-new "Daily Dish" section where consumers can share stories about their favorite recipes, family photos, entertaining ideas, and more.

[Crock-Pot®](#) slow cookers can be purchased online at the all-new [Crock-Pot.com](#) and at retail stores including Wal-Mart, Target and Bed Bath & Beyond. Remember to "Like" the [Crock-Pot® brand on Facebook](#) for special product offers and upcoming brand news.

**Mark McDonald's Winning Original Recipe:**

## Ancho Chili & Lime Pork Tacos

### **Ingredients:**

- 4-6 lb Bone-in Pork Shoulder (or rack of bone-in pork chops)
  - Red onion
  - White onion
  - Ancho-chili paste (Mexican grocery stores sell a one-ounce packet for about \$1.50)
  - Limes (or lime juice)
  - Plantain leaves (Mexican grocery stores)
  - Cilantro
  - Rice
  - Butter
  - Salt
  - Taco fixins (tortillas, salsa, sour cream, guacamole, cheese, hot sauce, etc.)
- \*\*Regarding hot sauce, Mexican grocery stores have a brand called Picamas that is the single best hot sauce I have ever had.

### **Directions:**

- Line the Crock-Pot® slow cooker with 2 plantain leaves. Put one across it lengthwise and one sideways.
- Place the pork shoulder on top of the leaves.
- Combine ancho-chili paste in a bowl with 2 cups lime juice and salt to taste. Use a spoon or your hands to work into a slushy liquid.
- Pour the ancho-chili solution over the top of the pork.
- Chop up the white onion and layer it on top of the pork.
- Wrap the plantain leaves over the top of the pork to seal it off and put the lid on the Crock-Pot® slow cooker.
- Cook on low for 8-10 hours.
- While meat is cooking, chop up the red onion and allow it to soak in lime juice. The resulting pickled red onions are somewhat sweet and completely fantastic.
- When it is nearly time to eat, prepare the rice. Mix it with fresh cilantro, fresh lime juice, and salt. Add butter if desired. Measurements on this will vary depending on taste.
- Use the meat, onions, rice and fixins to make tacos.
- Have your mind blown.
- Mariachi music optional.

### About Jarden Corporation

Jarden Corporation is a leading provider of a diverse range of consumer products with a portfolio of over 100 trusted, quality brands sold globally. Jarden operates in three primary business segments through a number of well recognized brands, including: Outdoor Solutions: Abu Garcia®, Aero®, Berkley®, Campingaz® and Coleman®, ExOfficio®, Fenwick®, Gulp!®, Invicta®, K2®, Marker®, Marmot®, Mitchell®, Penn®, Rawlings®, Shakespeare®, Stearns®, Stren®, Trilene®, Völkl® and Zoot®; Consumer Solutions: Bionaire®, Breville®, Crock-Pot®, FoodSaver®, Health o meter®, Holmes®, Mr. Coffee®, Oster®, Patton®, Rival®, Seal-a-Meal®, Sunbeam®, VillaWare® and White Mountain®; and Branded Consumables: Ball®,

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#### About Cooking Channel

Cooking Channel ([www.cookingchanneltv.com](http://www.cookingchanneltv.com)) is an entertainment brand dedicated to today's passionate food lover. For food people, by food people, Cooking Channel is the answer to a growing hunger for more content devoted to food and cooking in every dimension from global cuisines to international travel, history and unconventional how-to's. Scripps Networks Interactive (NYSE: SNI), which also owns and operates DIY Network ([www.diynetwork.com](http://www.diynetwork.com)), Food Network ([www.foodnetwork.com](http://www.foodnetwork.com)), Great American Country ([www.gactv.com](http://www.gactv.com)), HGTV ([www.hgtv.com](http://www.hgtv.com)) and Travel Channel ([www.travelchannel.com](http://www.travelchannel.com)), is the manager and general partner.

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#### MEDIA CONTACT:

Hanna Thompson, Hill + Knowlton

305.443.5454

[hthompson@samcor.net](mailto:hthompson@samcor.net)