



At the Carpinteria Children’s Project, David Hernandez gets ready to unload 45 cases of Casa Hernandez Salsa for families in need.

Casa Hernandez brings salsa to food distribution

The owner of Casa Hernandez Salsa, David Hernandez, showed up at last week’s Carpinteria emergency food distribution with 45 cases of salsa—enough for 500 families.

Hernandez had seen the lines of cars waiting for a prior food distribution at Carpinteria High School. Over the years, Hernandez has donated numerous times to the Foodbank of Santa Barbara County, but Covid-19 impacts in Carpinteria offered him an opportunity to get more involved locally. “I thought, gosh this would be a nice thing to do in my own community,” said Hernandez, who decided, “I’ll donate enough so that every family gets a jar of salsa.”

In addition to bringing 504 jars of the shelf-stable salsa, Hernandez helped the distribution organizers—Foodbank, Carpinteria Children’s Project and United Boys & Girls Clubs—pack the 500 bags of groceries.

“It was rewarding for me because I’m in a position now where I can help,” he said. “There was a time when I was a kid when my mother was alone raising seven of us. We had to ask for help and go to Catholic Charities. I remember it being so embarrassing for me as a kid, I don’t want anyone to feel like that.”

The Casa Hernandez salsa is made from a family recipe and the image on the label honors the memory of Hernandez’ mother Lupe. Jars of Casa Hernandez are sold in groceries and stores from Santa Maria to Thousand Oaks and Simi Valley. For Trader Joes, Hernandez produces a



The Casa Hernandez salsa is made from a family recipe and the image on the label honors the memory of Hernandez’ mother Lupe.

private label of Trader Joe’s Fresh Salsa sold in refrigerators nationwide.

Fortunately, Hernandez’ business is holding up despite recent economic disruptions. Sales are fine, said Hernandez, who thinks the year-long shelf life of the jars might be alluring when people are stocking their pantries. “You can buy three and have it on the shelf and not worry about it going bad until you open it, and then you need to refrigerate,” said Hernandez. Trader Joe’s also continues to order.

“People are still eating,” Hernandez said, “and it’s cool to know that people are still eating salsa.”

Hernandez plans to do another big donation for Carpinteria families in the near future.

In Carpinteria, you can purchase Casa Hernandez salsa at Albertsons or reach out directly to Hernandez at (805) 455-3674 and srsalsa@cox.net.

—Debra Herrick



Simon Dixon delivers a senior groceries in the Beach Neighborhood. To learn more about Foodbank deliveries to seniors and people over 55 with a disability, call 2-1-1.

Food distribution sites

Senior Lunch

Noon, Monday through Friday
Veteran’s Hall
941 Walnut Avenue

Community Action Commission of Santa Barbara County will provide seniors with bag lunches Monday through Friday at the Veteran’s Hall, 941 Walnut Ave. To enroll in the program, or for more information, call (805) 964-8857.

Carpinteria Emergency Food Distribution

4:30 to 5:30 p.m. Wednesdays
Carpinteria Children’s Project
5201 8th St.

Anyone in need is welcome, bags of food will be brought out to cars. Organized by Foodbank of Santa Barbara County, Carpinteria Children’s Project, Carpinteria Unified School District, United Boys & Girls Clubs and Rotary Club.

Senior Home Food Delivery

Foodbank of Santa Barbara County offers free home food delivery to all seniors over 60, and to all residents over 55 who have any disability. To sign up, call 2-1-1. Operators are available in English or Spanish.

Free lunches for all kids

Noon to 1 p.m. Monday through Friday
Canalino School, Aliso School and Monte Vista Park

Sack lunches will be distributed curbside for all children under the age of 18.

Pacific Village

Carpinteria

A SENIOR CARE HOME

Beautiful 4 Bedroom Home • Organic Vegetable Garden • Lovely Neighborhood

Contact Cathy Miller 805.729.8347 or 805.220.6234

License Facility # 425801797

Join the conversation.



Coastal View News welcomes your letters

Letters must include your name, address, phone number and signature. Letters are subject to editing. Letters over 300 words will be edited in length. Submit online at coastalview.com