

# 10 TIPS IN TEN MINUTES



Funded by The Beef Checkoff



A Foodservice Guide to Building Profits with Beef

## 1 THINK VERSATILITY

Beef is a cornerstone of the American menu that's always in demand. And today's beef gives you more ways to meet that demand than ever.

- ✓ Beef is a great fit for the latest menu trends and most popular cuisines, from Latin, Mediterranean and Asian to regional American. It adds steak satisfaction, perceived value and selling power like no other protein can.
- ✓ Look at items on your menu currently made with other proteins—like Chicken Caesar—and consider offering a steak upgrade, which can command a higher menu price without significantly increasing food or labor costs.
- ✓ Use the Cut Finder on the back of this brochure to match the most common foodservice beef cuts to a variety of popular menu items and cooking methods. If you serve patrons with varying budgets, be sure to menu beef items at a range of prices, so you're offering something for everyone.

## 2 STRETCH YOUR BEEF DOLLAR

There's a simple secret to delivering steak sizzle at any price point. Think beyond the center of the plate. A little beef adds big impact anywhere on the menu. A few slices of juicy grilled steak—including economical "extras" like tenderloin tips—can be the star ingredient in a profitable pasta or salad. And a few ounces of steak are all it takes to create a deluxe sandwich, small plate or starter. The bottom line: nothing adds instant "crave-appeal" like beef.

- ✓ Use rubs and marinades (see #7) to create big-ticket signature steak presentations at pennies per portion.
- ✓ Slice and fan steak, then drizzle with olive oil or an on-trend sauce or salsa; or garnish with greens, herbs or vegetable "confetti." You'll get great plate coverage and enhanced appetite appeal.

- ✓ Make the most of economical cuts like Short Ribs, Top Round and Brisket to create braised, stewed and slow-cooked comfort-food classics.

## 3 TAP INTO NEW CUTS FOR NEW PROFITS

The Beef Checkoff Program is constantly working to bring greater value and profitability to foodservice operators. Industry research has identified several tender and flavorful cuts from the Beef Chuck and Round that cook and eat like cuts from the Rib and Loin. Ask your purveyor about these outstanding options:

### PETITE TENDER 114F, PSO1

- ✓ Upscale presentation, like Tenderloin; serve as small roast or medallions.

### FLAT IRON STEAK 1114D, PSO1

- ✓ Flavorful, juicy, well-marbled; serve just like a Strip or Ribeye Steak; great for sandwiches and salads.

### RANCH STEAK 1114E, PSO1

- ✓ Similar flavor and texture to Top Sirloin; great for breakfast, lunch or dinner in combo plates, steak salads, sandwiches and more.

### DENVER STEAK 1116G

- ✓ A juicy, well-marbled cost-effective alternative to Strip Steak; serve as a steak, or slice for stir-fries, fajitas and skewers.

### DELMONICO STEAK 1116D

- ✓ Flavor and texture similar to Ribeye Steak; serve as a steak or tie and present tournedos-style.

### BONELESS COUNTRY-STYLE

### BEEF RIBS 116G

- ✓ The rich flavor of beef short ribs with the convenience of boneless beef; ideal in starters, small plates, sandwiches and entrees.

## 4 GIVE BEEF LOVERS "NUTRITION PERMISSION"

Even though beef has a great nutrition story to tell, some diners still need a little permission to order it. In fact, 2 in 3 consumers say that when ordering a meal in a restaurant, it's extremely or very important that they feel good about eating the dish and it's (almost) equally important that it have an ideal balance of good taste and nutrition.\* The good news: there are 29 cuts of beef that meet government labeling guidelines for lean and among them are some of the most popular foodservice cuts. Feature them on your menu, and you can give your guests all the reassurance they need.

- ✓ Use these cuts to create lighter options, such as salads, small plates and petite steaks.
- ✓ Fight off chicken boredom. Did you know that each of the 29 lean beef cuts have a total fat content that falls between a skinless chicken breast and a skinless chicken thigh when comparing cooked 3-ounce servings?
- ✓ Pair beef with other healthful foods, such as vegetables, whole grains and even fruit to help patrons see beef as part of a balanced, nutritious way of eating.
- ✓ Visit [www.BeefNutrition.org](http://www.BeefNutrition.org) for more valuable tools and information on how beef fits into a healthy lifestyle.

\*Consumer Beef Index, February 2011

### BEEF. THE FOODSERVICE "LEAN LIST"

- |                                |                      |
|--------------------------------|----------------------|
| • Tenderloin                   | • Bottom Round       |
| • Petite Tender                | • T-Bone             |
| • Top Loin (Strip)             | • Top Sirloin        |
| • Top Round                    | • Eye of Round       |
| • Shoulder Pot Roast, Boneless | • Brisket, Flat Half |
| • Tri-Tip                      | • Flank Steak        |
|                                | • Ranch Steak        |

Note: for a complete list of lean beef cuts, visit [beefnutrition.org](http://beefnutrition.org)

## 5 KNOW THE SCORE ABOUT BEEF GRADING AND AGING

- ✓ The price of a beef cut varies according to quality grade (i.e., USDA Prime, Choice, Select) and yield grade. Be sure you are comparing the same quality and yield grade when pricing beef cuts.
- ✓ A cut's quality grade is based on marbling, the visible flecks of fat within muscles that affect the flavor and juiciness of cooked beef. Prime, the highest grade, is the most marbled. Beef that has less marbling and less trimmable fat (such as Select grade) should be cooked for shorter periods of time or prepared at lower cooking temperatures than more marbled grades (such as Choice or Prime).
- ✓ Aging allows the natural enzymes in beef to break down specific proteins in muscle fibers. As this occurs, the meat is tenderized naturally and its flavor is improved. There are two commercial methods for aging beef: wet and dry. *Wet aging* is far more common and occurs in vacuum bags under refrigerated temperatures of 32°F to 34°F. Dry aging is not as common because it is a more complex method and results in yield losses due to dehydration. It is used primarily by upscale and specialty beef purveyors. *Dry-aged* beef produces distinct flavors and aromas perceived as too intense by some consumers, yet highly desirable by others.

## 6 SERVE SMALL PLATES FOR BIG PROFITS

- ✓ Tap into the appeal of beef with today's popular, globally-inspired small plates, tapas, bar-food and starters, and you'll add major profit potential to your menu mix.
- ✓ Think small: That steak you're serving center-of-the-plate at \$20 can be cut into thirds and turned into three sizzling small-plate presentations, priced at \$8 to \$10 each.

## 7 TAKE BEEF'S FLAVOR OVER THE TOP

To bring out the best in beef, it helps to know the best ingredients to pair it with. Research shows that many of the most popular ingredients in beef dishes contain naturally occurring, flavor-enhancing *umami* (oo-MAH-mee) compounds—just as beef does. A 50-50 mixture of two umami compounds can produce eight times as much flavor as either one of the compounds alone.

## THE TOP 20 INGREDIENTS THAT ENHANCE THE FLAVOR OF BEEF

- |   |                    |
|---|--------------------|
| • Onion                                   | • Garlic           |
| • Tomato*                                 | • Oregano          |
| • Beef Broth/Stock/Bouillon*              |                    |
| • Wine (mainly red)*                      | • Bay Leaves       |
| • Cheese (mainly Parmesan, Cheddar, Blue) |                    |
| • Sugar                                   | • Cream            |
| • Bell Pepper                             | • Flavored Vinegar |
| • Thyme                                   | • Parsley          |
| • Cayenne                                 | • Mushroom*        |
| • Soy Sauce*                              | • Cumin            |
| • Mustard                                 | • Ginger           |

\*umami-rich ingredients

## 8 SELL MORE BEEF, SELL MORE WINE.

More than most foods and beverages, beef and wine are sensual, emotional and all about pleasure and satisfaction. And the good news is, they have the power to sell each other. In fact, 57% of operators say steak has a positive impact on red wine sales.\* Train your staff to see a beef order as a potential wine upsell.

- ✓ Feature wine recommendations on the menu, adjacent to beef menu items.
- ✓ Conduct wait staff tastings of great beef and wine pairings.
- ✓ Encourage staff to offer wines by the glass with beef dishes, and provide plenty of descriptive language for them to use: "We've got a really juicy, fruit-forward zinfandel that will be perfect with that."
- ✓ Offer a taste of a by-the-glass wine when you bring a beef dish to the table. Tasting the wine with the beef will likely lead to a sale.

\*2008 Technomic, Inc., "Volumetric Assessment of Beef in Foodservice"

## 9 SELL THE SIZZLE

Try these simple, yet powerful merchandising ideas.

- ✓ When naming beef dishes, call out intriguing ingredients, e.g., "The Black Truffle Filet," or "Honey-Pomegranate BBQ Beef Ribs" Test different names for the same dish to see what sells best.
- ✓ Run limited-time offers and specials such as steak "flights"—samplers that let patrons try various steaks and sauces.
- ✓ Invest in professional food photography to add mouthwatering appeal to menus, menu boards and table tents.

- ✓ Add bursts and call-outs to your menu or menu board, e.g., "add an extra beef patty to any burger for \$X"

## 24 WORDS THAT SELL

Give your menu a "steak-over" with these sizzling descriptors:

- |                |                  |
|----------------|------------------|
| • Tender       | • Fork-Tender    |
| • Juicy        | • Succulent      |
| • Sizzling     | • Savory         |
| • Moist        | • Mouth-Watering |
| • Lean         | • Seared         |
| • Grilled      | • Fire-Roasted   |
| • Spit-Roasted | • Herb-Crusted   |
| • Oven-Roasted | • Oven-Braised   |
| • Smoked       | • Marinated      |
| • Pan-Broiled  | • Glazed         |
| • Seasoned     | • Hand-Carved    |
| • Basted       | • Infused        |

## 10 TAP INTO BEEF RESOURCES

America's cattle farmers and ranchers offer a full portfolio of culinary, educational and marketing resources, including:

- ✓ On-trend recipes and themed recipe collections by cut, ethnicity and more.
- ✓ *BEEFfoodservice Quarterly*<sup>SM</sup>: an email newsletter for professionals with the latest news, ideas and pricing information.
- ✓ *Beef Facts for Foodservice*: a user-friendly reference kit.
- ✓ *Beef Cuts for Foodservice*: a handy guide to the most popular foodservice cuts.
- ✓ *Beef U*: a comprehensive, customizable "train the trainer" program featuring the latest foodservice beef product information and knowledge.
- ✓ *Beef Storage & Handling*: a guide for operators.
- ✓ *Beef & Wine*: A guide to pairing for profit, with advice from renowned wine expert Karen MacNeil.
- ✓ *Building Menus to Maximize Profit*: Menuing and pricing strategy from hospitality consultant Clement Ojugo.
- ✓ "Creating Crave" booklet
- ✓ [BeefFoodservice.com](http://BeefFoodservice.com)



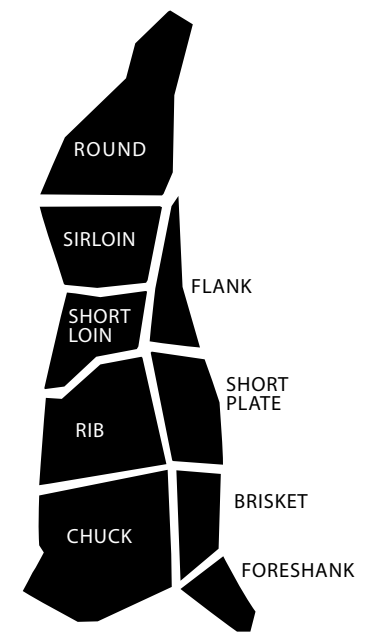
BEEF CUT	IMPS/NAMP#	Beef Ribs	Fajitas	Filet Mignon / Chateaubriand / Tournedos	French Dip / Italian Beef Sandwiches	Hash	Kabobs / Fondue	London Broil	Pasta Toppings, Grilled	Philly Cheese Steak	Pot Roast (Moist Heat)	Prime Rib	Roast Beef (Economy)	Roast Beef (High Quality)	Beef Sandwiches	Salad Toppings, Grilled	Shredded Beef (Mexican / Barbecued Beef)	Skewered Steak / Satay
Rib, Roast-Ready	109, 109A, 109D, 109E	✘			✘	✘				✘		●		●	●			
Rib Blade Meat	109B		●			*		*	●	*						●	*	●
Ribeye Roll	112, 112A				✘	✘	*		*	*		●		●	●	*		*
Chuck Shoulder Clod	114, 114A, 114B, 114C				✘	✘					●				*		●	
Chuck Shoulder Clod, Top Blade Roast	114D					*					*							
Chuck Shoulder Clod, Arm Roast	114E				●	✘	*	●		*	*			●	●		*	
Chuck Roll	116A				●	*				*	●		*				●	
Boneless Country-Style Beef Ribs	116G	●				●			●		●				●	*	●	
Brisket	120				*	●					●				●		●	
Skirt Steak	121C, 121D		●						*						●	*		*
Beef Short Ribs	123, 123A, 123B, 123C, 123D, 130	●									*							
Beef Back Ribs	124, 124A	●																
Diced Beef/Beef for Stewing	135, 135A					*												
Round Rump & Shank Partially Off, Handle On (Steamship)	166B				✘	✘						●	*		●			
Knuckle	167, 167A, 167D		*		*	✘		*		●	✘		●	*	●		✘	*
Top (Inside) Round	168, 169, 169A		*		●	✘	*	●	*	*			●	*	●	*	*	*
Bottom (Gooseneck) Round	170, 170A				*	✘					*		*				●	
Outside Round (Flat)	171B				●	✘				●		*					●	
Eye of Round	171C				*	✘				*	*		*		*	*		
Short Loin, Short-Cut	174					✘												
Strip Loin, Boneless	180					✘	*		●					●	●	●		*
Top Sirloin Butt	184, 184A, 184B		●		*	✘	●	●	●	●			*	*	●	●		●
Top Sirloin, Cap	184D		*		*	✘	*	●	●	*			*		●	*	●	*
Bottom Sirloin Butt, Flap	185A		●		*	*	*	*	*	*						*	*	●
Bottom Sirloin Butt, Ball Tip	185B		*		●	✘			*	*	*				*	*	*	*
Bottom Sirloin Butt, Tri-Tip	185C		*		●	✘	*	*	*	*	*		●	*	●	*	*	*
Full Tenderloin	189, 189A, 190, 190A			●			●		●					●	●	●		*
Flank Steak	193		●				●	●	*						●	●		●
Ribeye Cap Steaks	1112D		*						●		●			●	●	●		
Flat Iron Steak	1114D, PS01		*		●	✘	*	*	*	*	*			*	●	●		●
Ranch Steak	1114E, PS01		*		●	✘	*	*	*	*	*			*	●	●	*	●
Petite Tender	114F, PS01		*		●	✘	●	●	●	*	*			●	●	●		●
Round Petite Tender cut from Beef Round (inside) Side 169C	1169C		●		*		●		●	✘					●	●		*
Delmonico Steak	1116D								✘						●	●		
Denver Steak	1116G		●				●		●	*					●	●		●

Sliced Beef in Gravy / BBQ Sauce	Soup	Steak (Economy—Marinating Recommended)	Steak (High Quality)	Steak, Breakfast (Marinating Recommended)	Steak, Cubed / Chicken Fried / Fingers	Steak, NY Strip / Strip Steak	Steak, T-Bone / Porterhouse	Smoked	Rotisserie / Spit-Roasted Beef	Steak, Swiss	Stew / Pot Pies / Turnovers	Stir Fry (Marinated)	Stroganoff
✘			●	✘				●	●				
	*			●	●					●	*	●	●
✘			●	*				●	●				
*	●			*	●					●	●		
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			●	*				●	●			●	●
			●	*					*			●	●
			●	*					*			●	●
			●	*					*			●	●
			●	*					*			●	●

### Cut Finder

Use this at-a-glance guide to help identify the best beef cuts to use for the most common foodservice applications.

- Indicates cuts that are highly recommended for certain types of menu items; these cuts will produce optimal results
- \* Indicates alternative cuts that produce acceptable results
- ✘ Indicates uses for leftovers of these cuts listed in numerical order by IMPS/NAMP



For more information, please visit [www.BeefFoodservice.com](http://www.BeefFoodservice.com)



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