



FLEXIBLE

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50 WAYS

TASTES CHANGE. Trends come and go. But through it all, beef remains an enduring favorite and a menu anchor you can count on. From ethnic specialties to American classics, nothing sells, sizzles or satisfies like beef.

And today's beef is more versatile than ever, thanks to flavorful new cuts like the Petite Tender, Flat Iron and Ranch Cut. They're easy to work with and easy to menu—perfectly sized and portioned to take on anything, whether it's a show-stopping small plate or an on-trend entrée.

Beef has it all. It's a nutritional powerhouse, it's infinitely adaptable, and year after year, it's what your customers crave. And for you, that means endless ways to add “wow” to your menu. Here are 50 to get you started.

Some small plates know
how to live large:
Tender Steak Tonnato

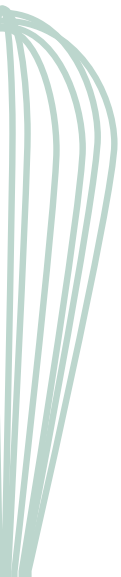


PETITE TENDER IDEAS

1 TENDER STEAK TONNATO – The Petite Tender is a little cut with big possibilities. Its rich flavor and elegantly compact size and shape make it perfect for entrées, salads or big-ticket small plates like this one. Just grill, chill, slice, drizzle with a classic Italian Tonnato Sauce, and garnish with slivered black olives, roasted peppers, parsley and capers. Now you’ve got a small plate that’s livin’ la dolce vita.

Tonnato Sauce: In blender, combine 1-1/2 cups olive oil, 15 oz. drained canned light tuna in oil, 9 Tbsp. heavy cream, 6 Tbsp. fresh lemon juice, 6 Tbsp. water, 12 oil-pack anchovy fillets, 3 Tbsp. capers, 3 egg yolks, 3/4 tsp. salt and 1/4 tsp. pepper. Purée 4 to 5 minutes or until texture is no longer grainy, stopping blender occasionally to scrape down sides. If necessary, thin with more water to achieve appropriate consistency.

(Yield: 5 cups)



2 MIGNONETTE PEPPERSTEAK SANDWICHES – Make miniature sandwiches on small Parker House rolls—each with a single pepper-crusted Petite Tender medallion, crumbled blue cheese, a dollop of horseradish cream and a sprig of watercress. Serve 2 or 3 sandwiches as a small plate or appetizer.

3 PEPITO SANDWICH – Marinate Petite Tender medallions in lime juice and sea salt, then grill and layer on a griddled French roll with guacamole, lettuce, tomato, sweet onions, and a spread made from cream cheese and chopped, toasted pumpkin seeds. Serve with refried beans in a chalupita (crispy tortilla cup).

4 MONTEREY STEAKHOUSE SANDWICH – Make a triple-decker sandwich on toasted egg bread with slices of seared Petite Tender, horseradish cream, shaved dry Jack cheese and watercress.

5 VERMONT STEAK MELT – Top crusty bread with slices of grilled Petite Tender, roasted garlic mayo, sautéed mushrooms, caramelized onions and melted white Cheddar cheese.

6 STEAK MUFFALETTA – Pan-sear Petite Tender medallions and pile into a hollowed-out sweet roll with tangy muffaletta relish (capers, olives, parsley, pickled giardiniera vegetables, olive oil, vinegar), provolone cheese and hearts of romaine. Serve with spicy steak fries.

7 ROADHOUSE ROAST BEEF SANDWICH – Coat a Petite Tender roast with black pepper and fennel seeds and roast whole. Chill and slice thin; layer on toasted baguette with herbed cream cheese, arugula and sliced tomatoes.

8 STEAK AND “OVERNIGHT TOMATO” STACK – Layer slow-roasted tomato halves with thin rounds of roasted Petite Tender and goat cheese. Drizzle with the tomato roasting juices; garnish with crispy garlic crostini and snipped chives.

9 PEPPER STEAK CRACKERBREAD – Layer slices of grilled black pepper-crusted Petite Tender, caramelized onions, sautéed mushrooms, and crumbled Roquefort on a crispy crackerbread round.

10 SAN FRANCISCO STEAK – Butterfly a Petite Tender and pound thin. Sear quickly on the grill and serve with salsa verde (a purée of capers, parsley, cornichons, lemon zest, olive oil and white vinegar) and a mound of shoestring fries.

11 ROGUE RIVER STEAK ROULADE – Butterfly a Petite Tender and stuff with walnuts, blue cheese, roasted shallots and garlic. Tie, roast, and serve as medallions with a Cabernet-blue cheese sauce.

12 AMERICAN BISTRO STEAK – Brush Petite Tender medallions with whole grain mustard and coat with breadcrumbs seasoned with garlic, herbs, mustard seeds and olive oil. Pan-broil and serve with a compound butter made with chives, parsley, capers and lemon juice.

13 STEAK MATTONE – Butterfly a Petite Tender. Roast and rub with lemon, garlic, olive oil, red pepper flakes and cracked black pepper. Cook under a brick in an iron skillet. Serve whole with roasted lemons and a potato-artichoke gratin.



14 STEAK TAGINE - From citrus to saffron, the spice-market flavors of Morocco are topping the charts. And they harmonize perfectly with beef—like this grilled Petite Tender, served over a slow-simmered Tagine Sauce of chickpeas, ginger and dates, garnished with seared lemon slices, toasted sesame seeds and cilantro sprigs. Just one more rockin' way today's versatile beef cuts let you sell the steak *and* the sizzle.

Tagine Sauce: Heat 2 cups canola oil in large

rondo. Add 7 lb. diced onions, 8 oz. minced garlic and 4 oz. minced ginger; sauté until soft but not colored. Add 18 cups beef stock, 18 cups canned crushed tomatoes with juice, 6-1/2 cups drained canned chickpeas, 2-1/4 cups fresh lemon juice, 3 lb. green beans cut into 1-inch-long pieces, 2 lb. 4 oz. chopped dates, 1 oz. chopped cilantro, 1 cup sugar, 1/4 cup ground cumin, 3 Tbsp. salt, 4 tsp. saffron threads and 1 Tbsp. chili powder. Simmer until reduced to a stew-like consistency.

(Yield: 36 cups)

Moroccan steak is more rockin' steak:
Steak Tagine





15 STEAK AND EGG SALAD – Want to take steak and eggs to new heights? The Petite Tender can get you there. Grill it, slice it, layer it with roasted potato rounds, and serve it with poached egg in a nest of arugula and frisée, drizzled with Warm Pancetta Dressing. It’s the best thing to happen to the center of the breakfast plate since the short stack.

Warm Pancetta Dressing: In sauté pan, heat 6 Tbsp. olive oil; add 12 oz. diced pancetta and cook until just crispy. Add 8 oz. chopped shallots and 1-1/2 oz. minced garlic; sauté until shallots are softened. Add 3/4 cup balsamic vinegar, 1 tsp. salt and 1/4 tsp. pepper; simmer briefly. Remove from heat; whisk in 1/2 cup coarse grain mustard and 6 Tbsp. olive oil.

(Yield: 4 cups)

16 YUCATECAN STEAK PAILLARD – Butterfly a Petite Tender and season with achiote paste, orange juice, lime juice, allspice and ancho chile powder. Grill to order and serve with whipped potatoes and a cabbage slaw made with sesame, pumpkin and cumin seeds.

17 SONOMA BISTRO STEAK – Pan-broil a whole Petite Tender and serve with a Cabernet-shallot pan reduction sauce and glazed baby onions, carrots and mushrooms.

18 TAVERN STEAK – Grill a whole Petite Tender; serve with a pale-ale-and-Cheddar sauce and a side of horseradish-scallion mashed potatoes.

19 CHIPOTLE CHILE FILET – Rub Petite Tender medallions with a sweet-spicy-smoky adobo rub of puréed chipotle chiles in adobo. Grill and serve with salsa and yuca fries.

20 FILETTO AL BALSAMICO – Marinate a whole Petite Tender with garlic and olive oil; grill, slice and plate. Drizzle with reduced balsamic vinegar syrup. Scatter pan-roasted potato balls on the plate. Serve with a wedge of grilled radicchio topped with crumbled blue cheese.

21 PETITE “TENDOORI” – Marinate a whole Petite Tender in yogurt, cumin, ginger, garlic, lemon, paprika and cardamom. Skewer lengthwise, roast in a very hot oven and slice. Serve over a cashew-chutney rice pilaf drizzled with a minted yogurt raita sauce.

22 SHABU ZEN SALAD – These days, the pure, fresh simplicity of traditional Japanese cuisine is making news on all kinds of menus. To make this Japanese-inspired composed steak salad, stack thin slices of Shabu Steak. Serve with a mixed green salad topped with shiitake mushrooms, asparagus, daikon radish, onions, tomatoes and sprouts, with a creamy soy-sesame Shabu Dressing on the side for dipping. So simple. So Zen. So now.

Shabu Beef: Season 10 pounds of Petite Tender with 2-1/4 tsp. salt and 1 tsp. pepper. Combine 2-1/2 cups canola oil with 1-1/4 cups lite soy sauce, 5 oz. minced garlic and 5 oz. minced ginger in large non-reactive container. Add beef; turn to coat. Cover and refrigerate 2 hours. Heat 1/2 cup canola oil in sauté pan; add beef and sear on all sides. Finish in 400°F oven 10 to 12 minutes for medium rare to medium doneness. Cool beef; wrap each roast tightly in plastic wrap and refrigerate overnight. *(Yield: 6 pounds)*

Shabu Dressing: In blender, combine 2 cups canola oil, 1/2 cup mayonnaise, 1/2 cup lite soy sauce, 1/2 cup rice vinegar, 2 tsp. minced ginger, 2 tsp. Asian sesame oil and 1 tsp. salt; blend until smooth. *(Yield: 3 cups)*

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That was zen,
this is now:
Shabu Zen Salad



23 SPICY THAI STEAK SALAD – Why is the Flat Iron Steak showing up everywhere? Because this menu-friendly marvel has it all—flavor, tenderness, versatility and value. Marinate* it in a sweet-spicy Thai Dressing (reserving half the dressing), then grill. Now, toss a salad of mixed lettuces and julienned green cabbage in the reserved dressing and top with a tangle of Thai basil, cilantro and mint. Slice beef and fan around salad; garnish with sliced cucumbers, red and green onions, julienned green

papaya, fried shallots and chopped peanuts. Steak and salad—all Thai’d up in no time flat.

Thai Dressing: Whisk together 6 cups fresh lime juice, 3-4 cups** nuoc nam (Vietnamese fish sauce), 1 lb. 5 oz. light brown sugar, 2/3 cup nam prik pao (Vietnamese chili bean paste), and 2/3 cup Vietnamese chili garlic sauce until blended.

(Yield: 12 cups)

*Marinate at least 20 minutes but no longer than 2 hours.

**Due to variance in brands, start with 3 cups of fish sauce and add more to taste.

There’s nothing like steak to
Thai a salad together:
Spicy Thai Steak Salad



FLAT IRON IDEAS

24 POBLANO STEAK SANDWICH – Pile slices of warm grilled Flat Iron Steak on a bolillo roll. Top with roasted poblano and onion strips, roasted tomatillo salsa and manchego cheese. Serve with onion rings dusted with chipotle powder.

25 BAHN MI BAGUETTE – Marinate Flat Iron Steak in soy sauce, garlic and black pepper. Grill and serve on a baguette with pickled julienned daikon and carrot, cucumber, chilies, cilantro, mayonnaise, butter and soy drizzle. Garnish with crispy fried lotus chips.

26 BISTRO STEAK SANDWICH – Marinate Flat Iron Steak in garlic, shallots and red wine. Sear, slice and serve on a baguette with Gruyère cheese, sweet onions and sauce gribiche (a French-style tartar sauce made with mayonnaise, capers, cornichons, mustard and chopped hard-boiled eggs).

27 TEX-MEX TORTA – Marinate a Flat Iron Steak in olive oil, lime juice, garlic, cilantro and cumin. Pan-broil and serve on a torta bun with tomatillo salsa, Jack cheese, refried beans, roasted poblano peppers, lettuce and tomato.

28 STEAK TIKKA POCKET – Marinate Flat Iron Steak in a spicy blend of garlic, cumin, turmeric, coriander, ginger, lemon and yogurt. Grill, cut into cubes and wrap in Indian nan flat-bread with lettuce and spicy yogurt sauce.

29 BLACKENED STEAK SANDWICH – Rub a Flat Iron Steak with blackening spices, pan-broil, slice and serve on a sesame seed bun with a spicy rémoulade sauce (mayonnaise, mustard, capers, Cajun seasoning mix and cornichons), peppers, caramelized onions and Cheddar cheese.

30 COWBOY STEAK WEDGE SALAD – Cut a wedge of iceberg lettuce and drape with thick-cut slices of warm grilled Flat Iron Steak. Drizzle with hot sauce-spiked ranch dressing and garnish with a crispy onion-string “tumbleweed.”

31 SOUVLAKI SALAD – Marinate Flat Iron Steak in olive oil, lemon juice, garlic, ground cloves, cumin and cinnamon. Grill and cut into cubes. Serve over salad greens with feta, tomatoes, olives, red onion and cucumber, dressed with a hummus vinaigrette. Garnish with pita croutons and minced fresh oregano.



Need Asian inspiration?
Stick with steak:
Steaky Situation

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32 STEAKY SITUATION – These days, steak on a stick is a no-fail proposition, especially when it's prepared Asian-style. Grill Sticky Skewers of marinated Flat Iron Steak and brush with Southeast Asian-style Sticky Sauce. Serve with jasmine rice and a salad of greens, Thai basil, cilantro and mint, sprinkled with green onions, diced tomatoes, sesame seeds and toasted coconut.

Sticky Skewers: Make 1/2 batch of Thai Dressing (see page 13) to use as a marinade. Cut 9 lb. Flat Iron Steaks into 1/4-inch strips (about 144). Add to

marinade; turn to coat. Cover and refrigerate 20 minutes, turning once. Thread 3 strips onto each of 48 lemongrass skewers.

(Yield: 48 skewers)

Sticky Sauce: Combine 1-1/2 cups lite soy sauce, 1-1/2 cups water, 9 oz. light brown sugar, 3 Tbsp. nuoc nam (Vietnamese fish sauce), 1-1/2 Tbsp. minced ginger and 1 Tbsp. minced garlic in saucepan. Simmer over medium heat, stirring occasionally, until sugar dissolves. Mix 1-1/2 Tbsp. cornstarch with 1/4 cup water; add to sauce. Simmer until sauce thickens. Cover and refrigerate.

(Yield: 3-1/2 cups)

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33 BEEF & BEEFSTEAK SALAD – Top slabs of juicy beefsteak tomato with thin slices of grilled Flat Iron Steak and a cucumber-watercress salad. Sprinkle with crumbled manchego cheese and a sweet sherry vinaigrette.

34 STEAK PANZANELLA – Skewer and grill cubes of Flat Iron Steak. Remove warm steak cubes from skewers and toss with hand-torn chunks of Italian country bread, tomato, cucumber, celery, onion, olives, basil, oregano, olive oil, walnut oil and white balsamic vinegar.

35 GIDDYUP! STEAK 'N' POTATOES – Pound a Flat Iron Steak thin and season it with powdered ranch dressing mix, then sear in butter. Pile Yukon gold home fries and Vidalia onions on top and serve with a ketchup-flavored hollandaise.

36 STEAK PUTTANESCA – Marinate a Flat Iron Steak in white wine, garlic and olive oil. Pan-sear, slice and serve with a spicy puttanesca sauce made right in the pan with white wine, fresh tomatoes, garlic, red pepper flakes, capers, olives and chopped anchovies.

37 STEAKHOUSE FLAT IRON ALFREDO – Grill and slice a Flat Iron Steak, sprinkle grated Parmesan cheese on top and brown quickly under salamander. Serve steak slices on a bed of Fettuccine Alfredo.

38 STEAK POMODORO – Grill a Flat Iron Steak, top with prosciutto, roasted sweet peppers and fresh mozzarella. Melt cheese under salamander. Top with a bruschetta salsa of diced fresh tomato, basil and extra virgin olive oil.

39 BISTEC CON QUESO – Bread a Flat Iron Steak with crushed corn tortilla chips. Pan-fry, then top with shredded Jack cheese and quickly melt cheese under salamander. Serve with tomatillo salsa and guacamole.

40 SZECHUAN PEPPER STEAK – Marinate Flat Iron Steak in soy sauce and rice wine, coat with a blend of ground Szechuan peppercorns, green peppercorns and chili flakes. Grill and serve with taro root fries with a ginger-soy dipping sauce.

41 STEAK AND MUSHROOM TARTINE – Top an individual puff pastry tartlet with melted Gorgonzola cheese and sautéed wild and cremini mushrooms. Top with sliced grilled Flat Iron Steak and garnish with fresh thyme leaves.

RANCH CUT IDEAS

42 RANCH HANDS – Everything they love about steak salad, all stacked up on a single, pick-up-and-dig-in leaf! Top small romaine leaves with slices of warm Ranchero Steak, a creamy sauce made with crumbled blue cheese in ranch dressing, diced tomatoes, Crispy Onion Strings and crumbled blue cheese in ranch dressing. It's a hands-on, hands-down winner.

Ranchero Steak: Season 24 (4 oz.) Ranch Cut Steaks with 1 Tbsp. salt and 1/2 tsp. pepper. Combine 2 cups olive oil and 2 oz. minced garlic in non-reactive container. Add beef; turn to coat. Cover and refrigerate 20 minutes to 2 hours, turning once. For each serving, to order, grill 1 steak to medium rare to medium doneness; carve into thin slices. *(Yield: 24 servings)*

Crispy Onion Strings: Slice 1 lb. yellow onions very thin and toss with 1 tsp. salt. Let stand 15 minutes; drain well. Toss onions with 1-1/2 cups flour; shake off excess. Deep fry in hot oil (350°F) 1 minute or until golden and crisp. Drain on paper towels. *(Yield: about 12 cups)*

43 “STEAKED” POTATO SANDWICH – A great steak sandwich without the processed carbs. Instead of bread, fill two halves of a baked russet potato shell with warm slices of Ranch Cut Steak (marinated with garlic, olive oil, salt and pepper), lettuce, tomato, sautéed mushrooms, and a drizzle of horseradish sour cream.

44 PAPPADAM STEAK TACO – Pile slices of seared Ranch Cut Steak (marinated with garlic, yogurt, lime juice, onion, fresh ginger, paprika, cumin, cinnamon, mace, cloves and nutmeg) on a crispy pappadam (a paper-thin Indian lentil-flour flatbread). Top with shredded lettuce, chutney and a sweet-spicy mint-chili drizzle.

45 STEAK YAKITORI SALAD – Slice Ranch Cut Steak and marinate in soy sauce, honey, garlic, ginger and peanut oil. Stir-fry and serve over a salad of baby greens, soy-glazed cashews, tomatoes, crispy fried noodles, sliced red and yellow bell peppers, cilantro and a honey-mustard-sesame dressing.



Hold the steak—literally:
Ranch Hands

46 ANCHO RANCHO STEAK – Season Ranch Cut Steak with a spicy toasted ancho chile and roasted garlic rub; grill and serve with smoky campfire beans and cornbread.

47 PICK-UP STEAKS – Skewer slices of Ranch Cut Steak marinated in vinaigrette. Grill and serve in a take-out “boat” over a spinach and tomato salad.

48 JALAPEÑO STEAK SKILLET – Pan-sear slices of Ranch Cut Steak with white onions. Toss in a red wine, Worcestershire and salsa pan-reduction sauce. Serve in a skillet with creamy pinto beans and flour tortillas.

49 TAPAS STEAK SKEWERS – Skewer slices of Ranch Cut Steak marinated in olive oil, garlic and lime. Grill and serve with roasted peppers and onions accompanied by a cumin aioli.

50 STEAK BRACIOLA – Pound thin a Ranch Cut Steak and roll with orange zest, fennel and ricotta salata cheese; tie rolls, brown in olive oil, then braise in a fresh tomato and white wine sauce.

PETITE TENDER

IMPS/NAMP 1114F

- A tender, juicy muscle that rests on the shoulder near the top blade
- Prepare and serve whole, cut across the grain into medallions, or slice for ingredient use



- Serve as a petite roast; can be merchandised to serve two
- Portion as medallions and grill, pan-broil or sauté like Filet Mignon
- Tender and flavorful; slice thin for sandwiches, salads and pastas
- Best when cooked to medium rare to medium doneness

FLAT IRON STEAK

IMPS/NAMP 1114D

- Juicy and well-marbled
- Grill or pan-broil just as you would a Strip or Ribeye Steak
- Resembles a Flank Steak in shape



- Slice into strips and marinate for ingredient use
- Grill and slice thin for salads, sandwiches, fajitas and tacos
- Second most tender muscle in beef carcass
- Best when cooked to medium rare to medium doneness

RANCH CUT STEAK

IMPS/NAMP 1114E

- Similar in flavor and texture to Top Sirloin
- Ideal as a breakfast or luncheon steak
- Use as part of dinner combo plate



- Quick-cooking and great on the grill
- Slice into strips for stir-fries or skewers
- Cut into cubes and marinate for kabobs
- Best when cooked to medium rare to medium doneness

BEEF. IT'S A NUTRITION POWERHOUSE

Your customers crave the satisfaction of beef. Year after year, it remains the #1 center-of-the-plate entrée in foodservice. And packed with nutritional value, beef is right at home on healthy menus.

ZIP + B

This acronym is an easy way to remember the most important nutrients found in beef:

Zinc, **I**ron, **P**rotein and **B** vitamins

ZINC

The body needs zinc for many essential functions, including growth and development, maintaining the immune system and appetite control. Beef is the number-one source of zinc in the American diet. Just 3 ounces of beef provides 38% of the zinc most people need in a day.¹

IRON

Iron is a mineral that helps carry oxygen to body cells and tissues, assists in making new red blood cells, aids in brain development,

and supports the immune system. And meat consumption at a meal has been shown to increase the body's absorption of iron from plant foods two- to four-fold—an effect known as “the meat factor.” Beef is the number-three source of iron in the American diet, following iron-enriched breads and cereals.

PROTEIN

Proteins support the immune system and can serve as a vital source of energy. The body needs protein daily to support growth and maintenance of tissues. Just 3 ounces of beef provides 51% of the protein recommended daily.¹

B-VITAMINS

The body needs B-vitamins to “unleash” the energy in food. Calorie for calorie, beef is one of the best sources of many essential B-vitamins.

For more beef nutrition information, visit www.beefnutrition.org

¹U.S. Department of Agriculture, Agriculture Research Service, 2004. USDA Nutrient Database for Standard Reference, Release 17. Nutrient Database Laboratory Home Page, www.nal.usda.gov/fnic/foodcomp. Daily values based on a 2,000-calorie diet.

BEEF NUTRIENT EQUIVALENTS

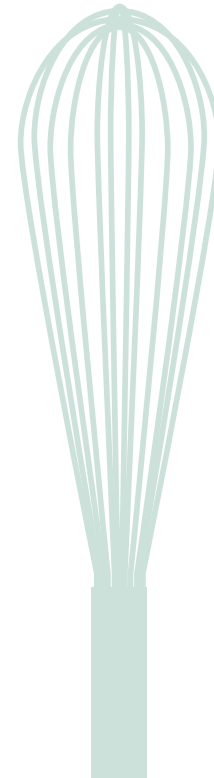
Zinc: 3 oz. Beef = 43-1/2 oz. salmon

B₁₂: 3 oz. Beef = 19-1/2 oz. skinless chicken breast

Iron: 3 oz. Beef = 3 cups of raw spinach

Riboflavin: 3 oz. Beef = 13-1/2 oz. skinless chicken breast

B₆: 3 oz. Beef = 6-1/2 cups of raw spinach



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