

BEEFLEXIBLE[®]

SELL THE SIZZLE

STATE-OF-THE-PLATE RECIPES & IDEAS
WITH TODAY'S BEEF



Big Ideas for Small
Plates & Starters

4

Sizzling
Salads

10

Steak Sandwiches
& Beyond

16

Light Entrées with
Crave Appeal

20

On-Trend
Entrées

26

Sizzle
for Kids

32

Merchandising That
Sizzles

34

Beef
Facts

36

Cover: *Dengaku Steak Dominoes*



SELL THE SIZZLE

How do you turn a small plate into a big wow? How do you transform a salad into a sizzling best seller? How do you deliver value, nutrition and satisfaction without compromising flavor? Simple. Beef. ■ Trends come and go, and people like all kinds of things. But the simple truth is that people love beef. That's why it tops the charts as the #1 center-of-the-plate protein in foodservice year after year. And the good news for you is that today's beef is more versatile than ever, thanks to flavorful new cuts like the Beef Petite Tender, Flat Iron steak and

Ranch Steak. ■ The state-of-the-plate recipes and ideas in this book show you how easy it is to put the “crave power” of beef to work in today's hottest cuisines and serving styles. These are simple concepts with complex flavors and big-time appeal. They work because beef doesn't need all kinds of tricks and gimmicks. It holds its own and goes with everything. And its bold, beloved personality works like a Midas touch on your menu. So get ready to sell the sizzle—and the steak.

BIG IDEAS FOR SMALL PLATES & STARTERS

Steak Dolmades – Season Beef Petite Tender with sumac, salt and pepper, and then broil. Combine with a reduction of shallots, butter, meat drippings, pomegranate juice, port and lemon juice. Slice steak, then roll in grape leaves and lavash bread. Garnish with pomegranate syrup and seeds and spearmint.

Beef Petite Tender Kabobs with Preserved-Lemon Vinaigrette – Skewer chunks of Beef Petite Tender with zucchini, red onion and tomatoes. Marinate skewers in preserved-lemon vinaigrette, then grill. Wrap each skewer in a split mini pita and serve with cucumber-mint sauce.

Ranch Steak Rollatini with Rustic Olive Tapenade – Butterfly Ranch Steak, pound until thin and spread with rustic olive tapenade. Roll, tie, sear and chill. Slice into roulades, then pan-fry to order and place on warm cracked-wheat baguette slices spread with romesco sauce.

Beef Petite Tender and Truffle Butter Fonduta – Season and broil Beef Petite Tender, then let cool and cube. Create a fonduta using grated fontina and aged provolone melted in milk with egg yolks and truffle butter. Serve fonduta in a fondue pot with cubes of beef and baguette for dipping.

Chili Steak Tacones – Rub Flat Iron steak with ancho chile powder, garlic, onion powder, cinnamon, cloves and allspice. Grill and slice thin. Fry egg roll skins in cone baskets. Fill with lightly dressed shredded lettuce and meat. Serve with guacamole, pico de gallo and tomatillo salsa.

Pomegranate Beef Skewers – Marinate sliced Flat Iron steak in pomegranate molasses, lemon juice, olive oil and garlic. Skewer, grill and serve with a parsley-lemon salad in cumin vinaigrette. Garnish with pomegranate seeds.

Beef Teriyaki Sushi – Slice and sear Flat Iron steak and brush with teriyaki glaze. Make nigiri-style sushi with beef slices, sushi rice and a band of toasted nori. Serve with wasabi mayonnaise.

Cuban Steak on Tostones – Marinate slices of grilled Ranch Steak with garlic and citrus. Grill or pan-sear and serve on crispy plantain tostones (made by shallow-frying 1-inch slices of plantain until golden, then flattening and frying again until crisp) topped with an orange, red onion and cilantro salsa.

Beef Tonkatsu-Maki – Pound and thinly slice Ranch Steak, then roll around blanched asparagus. Bread with panko (Japanese breadcrumbs) and deep-fry. Cut roll in half on the diagonal and stand up on plate with the angled ends up. Serve with prepared tonkatsu sauce.

Love Me Tender Bites – Season Beef Petite Tender with a brown sugar and black pepper rub, then sear and slice. Layer slices on a sweet-potato biscuit with chutney cream cheese and watercress.



TABLE STEAKS

A great small plate has “Let’s get one for the table” appeal. Like these skewers of miso-glazed Flat Iron steak served with a creamy Japanese-style mayonnaise. Four perfect bites of beef satisfaction. Just right for sharing at today’s global tables, where the flavor stakes are higher than ever.



Dengaku Steak Dominoes

DENGAKU STEAK DOMINOES

The Elements:

Steak Skewers: Cut 6 lbs. of Beef Flat Iron steaks into 96 (1½-inch) cubes. Thread 2 steak cubes each onto 48 dengaku skewers; season with pepper. Wrap skewer handles with aluminum foil; cover and refrigerate. (Dengaku skewers are short and flat, with double prongs.)

Miso Glaze: Combine 2¼ cups shiro (white) miso, 1¼ cups water, 1 cup mirin and ¾ cup sake in saucepan; bring to a simmer. Cook 15 to 20 minutes or until thick and reduced by almost half. Cover and refrigerate until ready to use. *(Yield: 3 cups)*

Shiso Mayonnaise: Place 1¼ cups shiso leaves, ⅔ cup canola oil, ⅓ cup shiro (white) miso and ⅓ cup water in food processor. Cover; process until puréed. Add 1¼ cups mayonnaise. Cover; process until smooth. Pour into squeeze bottle; refrigerate until ready to use.

(Yield: 3 cups)

The Build:

Brush 2 Steak Skewers with 4 tsp. Miso Glaze. Grill to medium rare to medium doneness. Sprinkle top faces of steak cubes with toasted white sesame seeds, toasted black sesame seeds or finely snipped fresh chives, so that top faces of cubes on each skewer have a different coating. Drizzle 2 Tbsp. Shiso Mayonnaise on plate; arrange skewers on top. Garnish with fried shiso leaves.

Beef Yakitori – Marinate strips of Flat Iron steak in soy sauce, mirin, vinegar, garlic and ginger. Skewer, grill and sprinkle with shichimi togarashi (Japanese seven-spice seasoning). Serve on a wooden sushi tray with two Japanese salads: cucumber-seaweed with sesame seeds, and julienned shiitake mushrooms with ginger.

Thai Chile Steak Salad Bites – Marinate Flat Iron steak in lemongrass, lime, fish sauce and brown sugar, then grill and slice thin. Toss with a salad of mint, Thai basil and watercress in a sweet Thai chile dressing. Serve the tangle of steak slices and herbs on crispy shrimp chips (green, pink and white) topped with chopped peanuts. Serve three pieces on a small plate.

Steak Socca – Make crispy Provençal-style chickpea-flour socca pancakes. Top with warm slices of grilled Beef Petite Tender that have been marinated in olive oil and herbes de Provence. Garnish with a drizzle of aioli and a sprinkling of paprika.

Char Siu Steak – Marinate whole Beef Petite Tenders in char siu barbecue sauce (made with hoisin, soy sauce, ketchup and sugar), then hang on hooks and roast. Slice beef and shingle on a small plate with a sprinkling of toasted black and white sesame seeds and sliced scallions.

Mezze Steak Sticks – Marinate Flat Iron steak strips in yogurt, lemon juice, mint, allspice, white pepper and garlic. Skewer, grill and spear into a stack of mini pitas. Accompany with small dishes of baba ghanoush, tahini, cucumber salad and harissa (Moroccan chile sauce).

Tobiko “Steak and Egg” Roll – Marinate Flat Iron steak in soy sauce and ginger; grill, chill and slice on the bias into ribbons. Spread ribbons lightly with wasabi and tobiko caviar, then roll up and turn spiral side up. Top each roll with a small mound of tobiko and a scattering of nori strips. Serve on a sushi tray with wasabi, pickled ginger and soy sauce.

Sesame Beef Bites – Marinate Beef Petite Tender medallions in soy sauce, sesame oil, garlic, minced scallion and corn starch. Dip each medallion in sesame seeds, pan-sear and finish in the oven. Serve with a pickled ginger-mayo dipping sauce.

Yucatecan Steak Panuchos – Top crisp-fried mini masa cakes with refried black beans, avocado, chunks of carne asada (grilled Ranch Steak marinated with lime juice, garlic and oil), roasted tomato salsa and pickled red onions (marinated with orange juice, lime juice and salt).

Potato Bistec Bocabillos – Layer slices of marinated, grilled Beef Petite Tender, manchego cheese and caramelized onions between roasted potato planks to make mini “potato sandwiches.” Spear each sandwich with a decorative pick and serve warm, three to a plate, with aioli.

Chipotle “Chipped” Beef – Serve cumin-seasoned, grilled, sliced Flat Iron steak on chipotle-Cheddar corn chips with spicy ranchera sauce, salsa verde and lime sour cream. Garnish with herb salad scattered on top.



SIZZLING SALADS

Asian Steak and Water Spinach Salad – Marinate Ranch Steak in rice vinegar, hoisin, ginger and soy sauce, then pan-sear. Slice and arrange over a salad of Chinese greens, water chestnuts and lotus root that has been tossed in a hoisin vinaigrette. Garnish with yellow garlic chives.

Smoky Chipotle Beef and Jicama Salad – Season Ranch Steak with chipotle purée, then sear, slice and arrange over a jicama, orange and radish salad dressed in a spicy citrus vinaigrette.

Thai Taste Beef Salad – Marinate Flat Iron steak with fish sauce, tamarind paste, lime juice and jalapeños, then grill and toss with watercress and grilled white onions in a sweet white wine–lime juice dressing. Garnish with a sprinkling of toasted rice powder and fried shallots.

Mexican Beef Salad Bowl – Fill a crispy tortilla bowl with spicy corn and black bean salad, slices of grilled Flat Iron steak marinated in achiote paste, and a dollop of pico de gallo.

The New Garden Salad – Toss slices of herb-rubbed, grilled Ranch Steak with grilled seasonal vegetables, field greens and crunchy raw vegetables. Garnish with edible flowers and herb sprigs.

Sabana Steak Salad – Butterfly and grill a Beef Petite Tender. Arrange a watercress and jicama salad dressed in chimichurri vinaigrette over the steak and top with a fried egg.

Spaghetti Squash Steak Salad with “Pesto” – Make a pesto with cilantro, vegetable broth, olive oil, garlic and edamame. Marinate Ranch Steak with olive oil and garlic; grill and cut into long, thin strips. Bake spaghetti squash and remove from skin. Toss spaghetti squash and steak with toasted coconut and cilantro pesto. Top with freshly grated Parmesan cheese.

Ranch Steak Salad – Pound out Ranch Steak $\frac{3}{8}$ - to $\frac{1}{2}$ -inch thick. Dip steak in beaten egg whites and herbed breadcrumbs. Pan-fry until golden. Toss arugula in olive oil and lemon juice. Plate greens and fan sliced steak over them. Top with shaved Pecorino Romano cheese and halved grape tomatoes.

Beef Panzanella – Toss cubes of seared Ranch Steak, crunchy rustic-bread croutons, cherry tomatoes and basil in a tapenade vinaigrette.

Frico Flat Iron Steak Salad – Make a frico bowl by melting grated aged Montasio cheese in a small amount of olive oil in a pan until golden, turning once. Invert over a small bowl while still warm. When cool, fill with chopped romaine tossed in balsamic-Caesar dressing. Top with slices of warm grilled Flat Iron steak and paper-thin sautéed garlic crisps.

Churrasco Chopped Steak Salad – Marinate Flat Iron steak in chimichurri sauce, then grill. Toss cubes of warm steak with chopped romaine lettuce in a chimichurri vinaigrette with warm, crispy plantain and sweet-potato “croutons.” Garnish with chopped, hard-cooked egg yolk “mimosa.”

ROMAINE IN SPAIN

The Elements:

Marinated Steak: Combine 6 cups olive oil, 1/2 cup chopped garlic and 1/4 cup pimentón (Spanish smoked paprika) in large non-reactive container. Add 9 lbs. of Beef Petite Tendons; turn to coat. Refrigerate, covered, 20 minutes to 2 hours.

Sherry Vinaigrette: Place 3/4 cup sherry vinegar, 1 cup pimientos, 1/4 cup Dijon mustard, 2 Tbsp. chopped garlic, 2 Tbsp. Worcestershire sauce, 1 Tbsp. pimentón and 2 tsp. kosher salt in blender container. Cover; process until smooth. With motor running, slowly add 3 cups olive oil, processing until emulsified. Refrigerate, covered, until ready to use. *(Yield: about 5 cups)*

Garlic Croutons: Brush 48 six-inch baguette slices (1/2-inch thick) with olive oil; grill on both sides. Rub garlic cloves, cut in half, over both sides of grilled bread. Cut each slice in half diagonally.

The Build:

Grill 1 Beef Petite Tender to medium rare to medium doneness. Carve into 1/4-inch-thick slices. Cut 1 romaine heart and 1 head radicchio di Treviso lengthwise into quarters; brush with olive oil. Grill on cut sides to make grill marks; season with kosher salt and pepper and arrange on plate. Insert 4 Garlic Croutons upright between romaine and radicchio. Fan beef slices next to salad. Drizzle 3 to 4 Tbsp. Sherry Vinaigrette over all. Garnish with 1 Tbsp. diced pimientos, 1 Tbsp. diced tomatoes and 2 Tbsp. shaved manchego cheese.

SPANISH CLASS

Today's lesson: Salad Transformation. Grill some hearty greens, like romaine and radicchio. Serve warm with slices of garlicky grilled Beef Petite Tender, a Spanish-style pimentón-sherry vinaigrette and shaved manchego cheese. See? Beef makes it easy to add a little Spanish class to any menu.



Romaine in Spain

MISO MEETS MEAT

Asian foods are all about contrast. Like hearty cubes of grilled Ranch Steak, marinated with miso, sake and ginger and paired with tender field greens, pea shoots, edamame and spicy wasabi peas. All tied together with a creamy miso-mustard dressing. It's the perfect marriage of yin and yum.



Osaka Steak Salad

OSAKA STEAK SALAD

The Elements:

Marinated Steak: Combine 1½ cups shiro (white) miso, 1½ cups sake and 6 Tbsp. grated fresh ginger in large non-reactive container. Add 9 lbs. of Beef Ranch Steaks; turn to coat. Refrigerate, covered, 20 minutes to 1 hour.

Miso-Mustard Vinaigrette: Place ¾ cup water, ½ cup shiro (white) miso, ¼ cup rice vinegar and 3 Tbsp. Dijon mustard in blender container. Cover; process until smooth. With motor running, slowly add ¾ cup canola oil and ½ cup Asian sesame oil, processing until emulsified. Season with ½ tsp. salt and ½ tsp. white pepper. Cover and refrigerate until ready to use. *(Yield: 2½ cups)*

Spiced Macadamia Nuts: Toss 3 cups whole jumbo macadamia nuts with 1 Tbsp. canola oil in large bowl. Sprinkle with 1 Tbsp. chili powder; toss again. Spread on parchment-lined sheet pan. Bake 10 minutes in 400°F oven or until nuts are fragrant and toasted.

The Build:

Grill 1 Ranch Steak to medium rare to medium doneness. Cut into ¾-inch cubes. Toss 2 cups field greens, 1 cup pea shoots, ¼ cup julienned daikon, 2 Tbsp. julienned red bell peppers, 2 Tbsp. julienned yellow bell peppers, 2 Tbsp. julienned red onion and 2 Tbsp. diced tomatoes with 1 Tbsp. Miso-Mustard Vinaigrette. Mound on plate. Scatter beef cubes on top; drizzle with 1 Tbsp. vinaigrette. Garnish with 2 Tbsp. shelled edamame, 2 Tbsp. Spiced Macadamia Nuts and 1 Tbsp. wasabi peas.

STEAK SANDWICHES & BEYOND

Steak and Cheddar Biscuits – Marinate Beef Petite Tender in soy sauce, vinegar, ketchup, paprika and garlic. Broil, slice and arrange on white Cheddar-black pepper biscuits to create mini sandwiches. Serve with tomato slices fried in cornmeal.

Panino Kabob – Split a piece of focaccia and flip the halves so the cut sides are facing out. Layer with sliced grilled Ranch Steak, roasted peppers, fontina cheese and balsamic-roasted onions. Brush the sandwich with olive oil and toast on the griddle. Cut into six cubes and skewer them as on a kabob. Serve balsamic-sweet pepper mayo on the side.

Ultimate Steak Sliders – Split three small dinner rolls and fill each with a grilled Beef Petite Tender medallion with a square of white Cheddar melted over it, cheeseburger-style, and diced caramelized onions.

Steak Bagnat Sandwich – Hollow out the top of a round loaf of rustic bread, moisten with vinaigrette and fill with thin slices of grilled Ranch Steak, chopped cornichons, capers, chopped hard-boiled egg, sliced tomatoes and niçoise olives. Chill for several hours. Slice the loaf into single-serving wedges.

Beef Banh Mi – Serve a Vietnamese-style sandwich made with grilled Flat Iron steak marinated in soy sauce, brown sugar and chiles, layered on a toasted baguette with lettuce, fried shallots and pickled shredded vegetables.

French Onion Steak Tartines – Layer long, oval baguette slices with caramelized sweet onions and shredded Gruyère. Broil and top with ribbons of warm grilled Flat Iron steak sprinkled with chopped parsley and chives. Serve open-faced with au jus sauce on the side.

Sabana Steak Torta – Layer a thinly pounded and grilled Beef Petite Tender on a bolillo roll with caramelized onions, roasted peppers, jack cheese and chimichurri sauce.

Cowboy Coffee Steak Sandwich – Season Ranch Steak with a coffee-brown sugar rub, then grill, slice and pile on a kaiser roll with caramelized onions. Serve with a side of thick-cut ranch fries dusted with chili powder.

Flat Iron “Frankie” – Offer an open-faced Indian street sandwich on griddled roti bread piled with grilled, masala-seasoned Flat Iron steak, lime juice, cilantro, onions, chiles and mango chutney. Serve with yogurt-cucumber sauce.

Criollo Crunch – Serve an open-faced Chilean sandwich on grilled country bread with melted provolone, smoky black bean spread, grilled red and yellow peppers and Flat Iron steak marinated with oregano and cilantro. Top with a colorful vegetable salsa.

High Steaks Roller – Arrange thinly sliced seared Ranch Steak open-faced on griddled Parker House rolls and top with white Cheddar and a colorful grilled-vegetable vinaigrette.



TIKKA MASALA NAAN

The Elements:

Marinated Steak: Combine 1½ cups plain whole-milk yogurt and 1½ cups prepared tikka masala paste in large non-reactive container. Add 9 lbs. of Beef Flat Iron steaks; turn to coat. Refrigerate, covered, 20 minutes to 2 hours.

Curry Mayonnaise: In small sauté pan, heat 1½ Tbsp. Madras curry powder in 1½ Tbsp. canola oil just until fragrant. Whisk into 1½ cups mayonnaise. Cover and refrigerate until ready to use. *(Yield: 1½ cups)*

Mango Chutney: Whisk 3 cups Major Grey's mango chutney and ½ cup orange juice until blended. Cover and refrigerate until ready to use. *(Yield: 3½ cups)*

The Build:

Grill 1 Flat Iron steak to medium rare to medium doneness. Carve into ¼-inch slices. Grill 1 small plain or whole wheat tandoori naan or microwave until softened. Top naan with ½ cup shredded romaine lettuce, steak slices and 3 mango wedges. Drizzle with 2 Tbsp. Mango Chutney and 1 Tbsp. Curry Mayonnaise. Sprinkle 1 Tbsp. cilantro chiffonade on top.

NEW DELI

These days, Indian-style street snacks are on a roll. Or in this case, a naan flatbread. We're talking grilled Flat Iron steak marinated in tikka masala paste, layered with curry mayo and mango chutney. Not your average sandwich. But of course, beef's always been a bit of a naan conformist.



Tikka Masala Naan

LIGHT ENTRÉES WITH CRAVE APPEAL

Flat Iron Steak with Meyer Lemon Farrotto – Cook farro (or barley) risotto-style with beef stock, then add cubed, seared Flat Iron steak and shallots. Toss greens and sautéed wild mushrooms in Meyer lemon vinaigrette and combine with farro. Garnish with Meyer lemon zest.

All the Raj – Offer a warm Indian rice salad with basmati and black forbidden rice, creamy curry-yogurt dressing, dried currants, grilled mango, tomatoes, mint, cilantro and black and white poppy seeds. Top with warm slices of garam masala-blackened Ranch Steak and serve on a banana leaf.

Gomae Steak Rolls – Marinate Flat Iron steak in miso, sake and ginger; grill, chill and slice thin. Blanch fresh spinach; squeeze and roll into a log using plastic wrap. Slice spinach into short cylinders and wrap a steak slice around each. Drizzle a dressing of ground sesame seeds, soy sauce, sake and sugar over the cylinders. Garnish with a sprinkling of ground sesame seeds.

Churrasco Steak Cubes – Marinate Ranch Steak in chimichurri sauce, then grill and cut into cubes. Toss warm steak with chopped romaine lettuce in a chimichurri vinaigrette with warm, crispy plantain and sweet-potato “croutons.”

Mid-east-West Steak Platter – Line a plate with thin grilled slices of eggplant and mound charred tomato and grilled pepper salad on top. Pile slices of grilled Flat Iron steak marinated in chili flakes and garlic over the tomato-pepper salad. Drizzle with pomegranate molasses and pomegranate seeds.

Pollo-Fried Steak – Pound Ranch Steak until thin, dip steak in beaten egg whites and herbed breadcrumbs and pan-fry until golden. Toss greens in olive oil and lemon juice; scatter over steak and top with shaved Pecorino Romano.



Sesame Tender Bento – Roll Beef Petite Tender in black and white sesame seeds. Sear, then slice and serve with cucumber-pickled ginger slaw and multigrain rice, each in its own compartment of a bento box.

Steak Carciofini – Toss thinly sliced artichoke hearts, hearts of palm, celery hearts and fennel hearts with lemon juice, olive oil and sea salt. Grill Beef Petite Tender, slice into thin medallions and fan over vegetables.

Spa Steak – Grill Ranch Steak, slice thinly and toss in a balsamic-soy vinaigrette with tamari-seasoned almonds, golden raisins, broccoli sprouts, marinated vegetables and fresh herbs. Serve on a cedar plank or bamboo plate.

FANTASY THAILAND

Tropical is back, and this time around it's got the sophistication of Southeast Asian ingredients and flavors, from lime juice and fish sauce to lemongrass, palm sugar and fresh chiles. Perfect partners for the big taste of beef. So go ahead. Crack open a coconut and get ready to bowl 'em over.

BEEF AND COCONUT NOODLE SALAD

The Elements:

Marinated Steak: Combine 1½ cups fish sauce, 1½ cups lime juice, ½ cup palm sugar, ½ cup minced lemongrass and ¼ cup crushed red pepper in saucepan; heat until sugar dissolves. Cool; pour into large non-reactive container. Add 9 lbs. of Beef Flat Iron steaks; turn to coat. Refrigerate, covered, 20 minutes to 2 hours.

Cellophane Noodles: In large stockpot, bring water to a boil; add 3½ lbs. cellophane (mung bean) noodles; simmer 5 minutes. Drain and rinse with cold water. Toss noodles with ½ cup canola oil. If noodles stick, rinse in warm water before using.

Coconut Dressing: Place 4½ cups coconut milk, ¾ cup fish sauce, ½ cup lime juice and 6 Tbsp. palm sugar in food processor. Cover; process until smooth. Refrigerate, covered, until ready to use. *(Yield: 6 cups)*

The Build:

Brown 1 Flat Iron steak on both sides in 1 tsp. canola oil. Roast in 400°F oven to medium rare to medium doneness. Carve into ¼-inch slices. Toss steak slices with ¼ cup Coconut Dressing, 1½ cups Cellophane Noodles, 1 Tbsp. toasted shaved coconut, 2 Tbsp. julienned red onion, 1 Tbsp. torn fresh basil leaves, 1 Tbsp. torn fresh mint, 1 Tbsp. thinly sliced jalapeño pepper rings and 2 tsp. cilantro leaves. Mound salad in coconut shell or bowl. Garnish with 1 Tbsp. coconut and 1 Tbsp. chopped toasted peanuts.



Beef and Coconut Noodle Salad

CHIRASHI SCATTERED STEAK SALAD

The Elements:

Marinated Steak: Combine 3 cups shiro (white) miso, 3 cups sake and $\frac{3}{4}$ cup grated fresh ginger in large non-reactive container. Add 9 lbs. of Beef Petite Tenders; turn to coat. Refrigerate, covered, 20 minutes to 2 hours.

Pickled Lotus Root: In a saucepan, heat 3 cups water and 2 Tbsp. seasoned rice vinegar to a simmer. Add 1 lb. lotus root, peeled and sliced $\frac{3}{16}$ -inch thick; cook 10 to 15 seconds. Drain and cool. Combine $\frac{1}{2}$ cup seasoned rice vinegar and $\frac{1}{2}$ cup mirin in non-reactive saucepan; bring to a boil. Pour over lotus root; add 3 small dried red chili pods, sliced into thin rings. Refrigerate, covered, 2 hours or overnight.

Marinated Shiitakes: In a saucepan, heat $\frac{1}{2}$ lb. stemmed shiitake mushrooms, 3 cups sake and 2 cups reduced-sodium soy sauce to a simmer. Place a parchment paper round on surface of mushrooms. Simmer 30 to 40 minutes or until tender. Drain and cool; cut mushrooms into quarters. Refrigerate until ready to use.

Wasabi Mayo: Whisk 2 cups mayonnaise, 1 cup water and $\frac{1}{3}$ cup wasabi paste in bowl until blended. Refrigerate until ready to use. *(Yield: 3 cups)*

Sushi Rice: Cook 8 cups sushi rice with 10 cups water in rice cooker. Spread out hot rice in shallow bowl. Add 2 cups seasoned rice vinegar gradually, folding gently with spatula until rice is cool and vinegar is absorbed. Cover; do not refrigerate. *(Yield: 24 cups)*

The Build:

Brown 1 Beef Petite Tender in 1 tsp. canola oil. Roast in 400°F oven until medium rare to medium. Carve into $\frac{1}{4}$ -inch slices. Mound 1 cup Sushi Rice in center of place. Place 1 Tbsp. Marinated Shiitakes over rice. Fan beef slices around rice. Scatter 1 Tbsp. julienned tamago (Japanese omelet), 1 Tbsp. julienned, blanched sugar snap peas, 1 Tbsp. julienned daikon, 2 tsp. pickled ginger and about 5 pieces Pickled Lotus Root over and around beef. Drizzle with 2 Tbsp. Wasabi Mayo; sprinkle with 1 tsp. julienned nori.

ZEN-TER OF THE PLATE

Today's beef is all about balance, and today's center of the plate is, well, more centered than ever. Consider sushi rice, topped Japanese-style with a scattering of classic sushi ingredients and slices of pan-roasted, miso-marinated Beef Petite Tender. The zen of sushi meets the yen of steak.



Chirashi Scattered Steak Salad

ON-TREND ENTRÉES

Fennel-Crusted Flat Iron “Roast” – Sear a Flat Iron steak that has been coated in a mixture of ground fennel seed, coriander and pimentón (Spanish smoked paprika). Slice and fan steak atop a slow-braised mixture of fennel, barley, carrots, onion and garlic. Garnish with a fennel frond.

Tea-Smoked Petite Filet with Jeweled Golden Rice – Marinate Beef Petite Tender in rice wine, ginger and soy sauce, then wok-smoke with Lapsang Souchong tea, star anise, cloves, apple slices and orange peel. Serve with brown basmati rice made with saffron, honey, orange, ginger and dried cherries.

Steak Marseille – Roll a Beef Petite Tender in cracked black pepper, herbes de Provence and fennel seeds, then roast and slice. Plate around a salad of heirloom tomatoes, roasted shallots and parsley. Drizzle beef with a Pernod-beef stock reduction.

Shiso Steak – Sear Flat Iron steak and serve with shiso butter and soy-simmered shiitake mushrooms. Present over rice, topped with nori strips and shiso-leaf tempura.

Wok-Seared Chili Beef on a Noodle Pillow – Marinate Ranch Steak in cinnamon, soy sauce and chili. Sear, slice and serve on a pan-fried Chinese noodle pillow, scattered with wok-seared scallions, peppers and asparagus.

Bistro Steak Galette – Serve horseradish-crusting Beef Petite Tender medallions on slices of creamy, crisp-topped potato galette, drizzled with chive oil.

Steak-zotto – Prepare a red wine risotto with Arborio rice, radicchio and roasted shallots. Top with slices of seared peppered Flat Iron steak. Finish with a dollop of mascarpone, a drizzle of truffle oil and a sprinkling of deep-fried shallots.

Steak Tapas Tepee – Skewer thick Flat Iron steak “sticks,” seasoned with pimentón (Spanish smoked paprika), lengthwise and broil or grill. Serve the sticks upright, tepee-style, with a caramelized onion and pimentón mayo.

Pancetta-Wrapped Pan Steak – Coat a whole Beef Petite Tender Roast with duxelle mushrooms and wrap in thinly sliced pancetta. Pan-sear and roast in a hot oven, then slice and serve over warm cannellini beans simmered with garlic and herbs. Top with fried sage leaves.

Steak Alpino – Marinate Flat Iron steak with garlic and thyme, then grill and cut into cubes. Scatter the cubes of warm steak over a plate of soft polenta topped with a creamy wild mushroom ragout. Garnish with a sprinkling of crumbled Gorgonzola and a sprig of flowering thyme.

Peruvian Steak Stir-Fry (Lomo Saltado) – Marinate strips of Flat Iron steak with red wine, soy sauce, lime, cumin and chiles. Stir-fry with onions, tomatoes, bell peppers and potatoes and serve over a two-layer black bean and rice cake.



RUB ME BELLY BEEF

The Elements:

“Jerk” Beef: Combine 6 Tbsp. Jamaican jerk seasoning and 2 Tbsp. pimentón (Spanish smoked paprika); press evenly onto 9 lbs. of Beef Ranch Steaks. Cover and refrigerate until ready to use.

Honey-Lime Yogurt Dressing: Microwave 3 Tbsp. palm sugar until softened, or grate if using disks. Whisk sugar with 3 cups Greek-style or drained plain yogurt, $\frac{1}{4}$ cup lime juice, $\frac{1}{4}$ cup honey and 1 tsp. Jamaican jerk seasoning until blended. Refrigerate, covered, until ready to use.

(Yield: 3 $\frac{1}{2}$ cups)

Tropical Fruit Salad: Grill 3 $\frac{1}{2}$ lbs. mangoes and 3 $\frac{1}{2}$ lbs. pineapples, both peeled and cut into $\frac{3}{4}$ -inch wedges; cut into $\frac{3}{4}$ -inch dice. Combine with 3 $\frac{1}{2}$ lbs. kiwi fruit and 3 $\frac{1}{2}$ lbs. strawberry papayas or dragon fruit, both peeled and cut into $\frac{1}{2}$ -inch dice. Cover and refrigerate until ready to use.

(Yield: 24 cups)

The Build:

Grill 1 Ranch Steak to medium rare to medium doneness. Carve into $\frac{1}{4}$ -inch slices. Form 1 banana leaf (5 x 10 inches) into cone shape, securing with wooden pick; place on plate. Spoon 1 cup Tropical Fruit Salad into cone; drizzle with 2 Tbsp. Honey-Lime Yogurt Dressing. Fan steak slices next to fruit salad. Garnish with 1 Tbsp. toasted chopped macadamia nuts and 1 Tbsp. toasted shaved coconut.

JAMAICA ME HUNGRY

See what happens when you give steak salad island eye appeal and a carefree Caribbean attitude? Grilled, jerk-spiced Ranch Cut Steak, mango, pineapple, kiwi and papaya, drizzled with honey-lime dressing. All wrapped up in a banana leaf with toasted coconut and macadamia nuts. Hungry, mon?



Rub Me Belly Beef

MOROCCAN MODERN

Grilled Flat Iron steak, brushed with pomegranate molasses. Fluffy golden couscous topped with sweet-spicy fruit chutney and toasted pine nuts. A sprinkling of tangy sumac and a hint of mint. It's like eating your way through a Moroccan marketplace—without ever leaving the center of the plate.



Marrakech Express

MARRAKECH EXPRESS

The Elements:

Dried Fruit Chutney: Combine $\frac{3}{4}$ cup sherry vinegar, $\frac{3}{4}$ cup chopped dried apricots, $\frac{3}{4}$ cup dried tart cherries, $\frac{3}{4}$ cup chopped pitted dates, $\frac{3}{4}$ cup chopped pitted prunes, $\frac{1}{4}$ cup water, $\frac{3}{4}$ tsp. ground cinnamon, $\frac{3}{4}$ tsp. ground ginger and $\frac{1}{2}$ tsp. ground cardamom in medium saucepan; bring to a simmer. Remove from heat. Let stand, covered, 15 minutes. Season with kosher salt.

(Yield: 3 cups)

Couscous: Combine 2 quarts vegetable stock, $\frac{3}{4}$ cup olive oil, 2 tsp. kosher salt and $\frac{1}{2}$ tsp. saffron threads in saucepan; bring to a boil. Stir in 5 cups quick-cooking couscous, 2 cups golden raisins and 2 cups dark raisins. Cover; remove from heat. Let stand 5 minutes. Fluff with fork; keep warm.

(Yield: 24 cups)

The Build:

Season 1 Beef Flat Iron steak with kosher salt and pepper. Grill to medium rare to medium doneness. About 1 minute before steak is done, brush each side with 1 tsp. pomegranate molasses. Carve into $\frac{1}{4}$ -inch slices. Mound 1 cup Couscous in center of plate; top with 2 Tbsp. Dried Fruit Chutney. Fan steak slices around couscous; sprinkle $\frac{1}{4}$ tsp. ground sumac over steak. Drizzle 2 tsp. molasses over plate. Garnish with 2 tsp. pomegranate seeds, 1 tsp. toasted pine nuts and 1 tsp. mint chiffonade.

SIZZLE FOR KIDS

Mac 'N Cheese Steak – Pound Ranch Steak and spread with cooked macaroni and cheese. Roll up to form a cylinder and bake. To serve, slice the steak into rolls and spear, three to a skewer.

Steak-etti – Instead of meatballs, use cubes of grilled Flat Iron steak to top a classic spaghetti tomato sauce.

Beef in a Baked Potato Boat – Scoop out halved baked potatoes and fill with slices of grilled Ranch Steak and melted cheese. Warm in the oven or salamander.

Steak-Tac-Toe – Arrange a grid of oven-roasted Beef Petite Tender O's and french fry X's, using ketchup and mustard to create the lines.

Pizza Steak – The steak is the “crust.” Quickly pan-sear a thin, round-shaped, pounded Ranch Steak, then top with pizza sauce, pepperoni slices and grated mozzarella. Place the pan under the broiler to melt the cheese, and slice the steak into wedges before serving.

“Baby Cakes” – Bake phyllo pastry in muffin tins to create cups. Fill with Cheddar mashed potatoes and cubes of seared Ranch Steak. Sprinkle shredded jack and Cheddar cheese on top.

Wafflesteak Sandwich – Make a waffle batter using potato pancake mix, milk, sour cream, shredded reduced-

fat Cheddar and chives. Layer cooked waffles with pounded, grilled Beef Petite Tender, cheese sauce and sautéed onions to make a sandwich.

Tube Steak Sandwich – Cut thick strips of Ranch Steak, season with barbecue spices, skewer and cook on the griddle. Place steak on a grilled hot dog bun, top with melted cheese and serve in a paper hot dog boat with a sauce made from barbecue sauce, mustard and mayo.

Smashed Steak “Tacodillas” – Top soft corn tortillas with thin slices of grilled Ranch Steak and jack cheese; roll and press flat under a bacon press on a griddle. Cook, flipping once, until crisp and golden. Combine prepared salsa and sweet-corn kernels to serve on the side.

Texas Steak Stars – Layer slices of grilled Ranch Steak and white Cheddar between slices of Texas toast cut in the shape of stars. Dip in egg and milk, and griddle, French toast-style. Serve in a paper-lined basket with barbecue sauce for dipping.

Steak Dippin' Stix – Spear Ranch Steak “fingers” on individual skewers, grill and serve in a paper boat with three dipping sauces: marinara, nacho cheese, and sweet and sour sauce.

Steak-a-Saurus – Use a mound of mashed potatoes to make a dinosaur “body.” Place triangular slices of grilled Ranch Steak on the potatoes to make “fins.” Use vegetables to make the legs and face.

Kool Kids' Steak Cups – Fill small iceberg lettuce cups with crispy onion strings. Top with cubes of grilled Ranch Steak and honey-mustard dressing.

Teriyaki Taco Tots – Fill small, crispy taco shells with shredded lettuce and teriyaki-marinated grilled Ranch Steak. Top with shredded mozzarella and ketchup mixed with teriyaki glaze.

MERCHANDISING THAT SIZZLES

10 SIZZLING MERCHANDISING IDEAS

- 1. Add bursts and call-outs** – E.g., “Add an extra beef patty to any burger for \$3.”
- 2. Romance the beef** – Use descriptors (see page 35) or supplier names to describe beef items.
- 3. Name strategically** – Call out intriguing ingredients when naming beef items, e.g., “The Black Truffle Filet” or “Blood Orange BBQ Beef Ribs.” Test different names to see what sells best.
- 4. Add a “steakhouse corner”** – Include a box on the menu highlighting featured steaks and sides.
- 5. Cross-sell with beverages** – Include wine or beer pairing suggestions.
- 6. Go local** – Highlight local ingredients; use familiar regional place names. Create signatures: Use proprietary ingredients, e.g., adding your own microbrewed beer to a steak marinade.
- 7. Host events** – Hold winemakers’ dinners, at which beef is paired with special wines.

SAY IT WITH SIZZLE: 60 WORDS THAT SELL

Give your menu a steak-over with these sizzling descriptors that help you tap into the crave appeal of beef.

Marinated	Savory
Herb-crusted	Basted
Juicy	Braised
Succulent	Shredded
Moist	Broiled
Tender	Char-broiled
Fork-tender	Pan-broiled
Lean	Wood-fired
Hand-carved	Smoked
Hand-cut	Grilled
Pan-fried	Wood-smoked
Sizzling	Skillet-grilled
Mouthwatering	Char-grilled
Seasoned	Aged
Infused	Dry-aged
Glazed	Wet-aged
Seared	Classic
Pan-seared	Rubbed
En Croute	Dry-rubbed
Grill-smoked	Old-fashioned
Blackened	Home-style
Roasted	Sliced
Oven-roasted	House-made
Spit-roasted	Stuffed
Fire-roasted	Hand-selected
Slow-roasted	Bistro-style
Pan-roasted	Bone-in
Smothered	Crusted
Wok-seared	Stir-fried
Sautéed	Butterflied

- 8. Run LTOs** – Run steak specials and limited-time offers, such as steak “flights”—samplers that allow customers to try various steaks and sauces.
- 9. Say it with pictures** – Invest in professional food photography; use a menu board or table tents to showcase steak offerings.
- 10. Rally the staff** – Train front-of-house staff in suggestive selling techniques, provide “conversation-starter” buttons for them to wear and conduct a contest to sell profitable beef items.

BEEF FACTS

BEEF. A NUTRITION POWERHOUSE.

Healthy menu options are here to stay. That's great news for beef, because it's packed with important nutrients and can be part of a healthy diet.

ZIP + B

This acronym is an easy way to remember the most important nutrients found in beef: zinc, iron, protein and B vitamins.

Beef Nutrient Equivalents:

Zinc: 3 oz. beef = 40 oz. salmon

B₁₂: 3 oz. beef = 22¹/₂ oz. skinless chicken

Iron: 3 oz. beef = 2³/₄ cups raw spinach

Riboflavin: 3 oz. beef = 13¹/₂ oz. white tuna meat

B₆: 3 oz. beef = 6¹/₂ cups raw spinach

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

CUT INFORMATION

- 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
- 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

BEEF PETITE TENDER



IMPS/NAMP 114F, PSO1,
Beef Shoulder "Petite"
Tender (whole, denuded)

[Note: 114F Purchasing Specification Option 1 is a code change as reflected in the 2006 edition of the "Meat Buyers' Guide" published by the North American Meat Processors Association (NAMP).]

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

RANCH STEAK



IMPS/NAMP 1114E, PSO1,
Beef Shoulder, Arm
"Ranch" Steak

- Second most tender muscle in beef carcass
- Juicy, flavorful 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
- Best when cooked to medium rare to medium doneness

FLAT IRON STEAK



IMPS/NAMP 1114D, PSO1,
Beef Shoulder, Top Blade
"Flat Iron" Steak (IM)

For more beef recipes and information,
visit www.beeffoodservice.com



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