

for immediate release
NEWS



30TH ANNIVERSARY

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Grill Once, Eat Twice

Enjoy two (or more) easy family meals in one

When the "dog days" of summer are upon us, there's nothing better than grilling outdoors to keep the heat out of the kitchen. Extend the life of your grill and plan a whole meal on the barbeque, making a few leftovers for the next day's cool, quick fix. Start with seasonal, fresh ingredients like homegrown sweet corn or fresh pineapple and turn any meal into a mouthwatering feast!

"Choose a cut of beef, like the flat iron, that's perfect for grilling once and eating twice," suggests Chef Scott Popovic, corporate chef for the *Certified Angus Beef*[®] brand. "And capitalize on the season. This is a great time of year for locally grown produce and fresh fruit, which can be a tasty treat on the grill."

Kick-off your barbeque menu with a seasoned flat iron and a dipping sauce that offers a little extra kick, Popovic shares. Start with high-quality beef, like the *Certified Angus Beef*[®] brand, and grilling will be a breeze. And be sure to plan ahead for leftovers, so you and your family can enjoy the American Beef Dip sandwich with a little extra zing, but not much time.

Seasoned Flat Iron

Ingredients

2-1/2 pound *Certified Angus Beef*[®] flat iron (optional tri-tip steak)
3/4 teaspoon dried oregano
3/4 teaspoon dried thyme
1/2 teaspoon dried rosemary
1/2 teaspoon dry mustard
1/2 teaspoon coarsely ground black pepper
Kosher salt to taste

-more-

Instructions

1. In a small bowl, combine herbs, mustard and pepper.
2. Evenly sprinkle herb mix on all sides of beef. Place in airtight container in refrigerator for four hours or overnight.
3. Preheat grill on high. Season both sides of steak with salt, reduce heat to medium high and grill to an internal temperature of 145°F for medium rare.
4. Remove from heat; place steak in a sheet of aluminum foil. Add 1/4 cup of dipping sauce, close foil, and allow to rest 5 minutes before slicing and serving.

Serves 4 (6-ounce portions)

Dipping Sauce with Attitude

Serves 4

Ingredients

- 1 cup dry red wine
- 2 cups beef broth
- 2 tablespoons Worcestershire sauce
- 4 tablespoons butter, cut in half-inch cubes, kept cold
- 1 teaspoon Dijon mustard

Instructions

1. In a large saucepan bring red wine to a boil; reduce by half.
2. Add beef broth and Worcestershire. Bring back to a boil, reduce heat to a simmer and reduce to approximately 1 1/4 cup.
3. Remove from heat, whisk in butter and Dijon.

*Chef's suggestion: use leftover steak and dipping sauce for the American Beef Dip recipe below.

American Beef Dip

Ingredients

- One pound *Certified Angus Beef*[®] flat iron, thinly sliced
- Beef Dipping Sauce with Attitude (see recipe)
- Eight slices firm, home-style white bread
- 1/4 cup mayonnaise or prepared horseradish sauce
- Seasonal greens (optional)



Instructions

1. Reheat sliced beef by adding to a saucepan with the beef dipping sauce.
2. As beef is heating, lightly butter both sides of bread; toast front and back of all pieces in frying pan.

3. Spread toasted bread with mayonnaise or horseradish sauce.
4. Remove beef from pan with a slotted spoon, layer on toast slices; top with remaining toasted bread.
5. Slice each sandwich into quarters; secure sections with picks. Arrange each sandwich on a plate with fresh, seasonal greens and small portion of dipping sauce

Serves 4 (4-ounce servings)

Recipes provided by Certified Angus Beef LLC

Sidebars:

Toppings and side dishes add a finishing touch

Add pizzazz to your American Beef Dip, and top it off with any of the following:

- Horseradish sauce
- Swiss, blue, Munster or goat cheese
- Caramelized onions
- Pickled slaw
- Roasted red peppers
- Sundried tomatoes
- Herb sour cream or mayo
- Different breads such as rye, pumpernickel, focaccia, or flat bread

If time is of the essence, round out dinner by creating or picking up one of these sides for an easy meal solution.

Cold sides:

- Coleslaw
- Green bean salad
- Pasta salad
- Fresh fruit kabobs
- Cucumber tomato salad

Hot Sides:

- Grilled sweet corn
- Grilled squash
- Sweet potato fries
- Baked beans
- Rice pilaf

For 30 years, the *Certified Angus Beef*[®] brand has been world-famous for its exceptional quality and generous marbling. Ten strict scientific standards ensure each bite is full of mouthwatering flavor, tenderness and juiciness.

The *Certified Angus Beef*[®] brand is a cut above USDA Prime, Choice and Select. It has offered consumers quality, consistency and integrity since the first pound was sold in 1978. Less than 8% of beef can achieve the brand's benchmark standards. It is proudly featured by more than 13,500 restaurants and retailers around the world. For more tips, recipes or information, visit www.certifiedangusbeef.com.

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Note to Editor: Interviews with *Certified Angus Beef*[®] brand Corporate Chef Scott Popovic and other beef experts are available upon request. Please call Beth Barner to schedule.