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Tickle Your Taste Buds This Grilling Season with a Twist of Tasty Beef

Kick off grilling season with a bit of flair and new recipes touting tantalizing taste. From marinades to seasonings, this is the year to “wow” family and friends with zesty new flavors and great tasting beef. Don’t hold back –master the grill with non-traditional beef cuts and bold new twists.

“Spice rubs and marinades are a great way to play with flavors and give old grilling favorites a whole new taste,” says Chef Scott Popovic, corporate chef for the *Certified Angus Beef*[®] brand. “But no matter what flavor direction you go, true grilling gurus know to start with the best products available. Whether it’s marinades, spices, or beef – top quality products are important in delivering mouthwatering taste.”

Creativity is also key for a great grilling season. This year, try beef cuts that you may not have noticed before, Popovic shares, and it won’t be long before you’re the barbeque envy of the neighborhood. Start with premium *Certified Angus Beef*[®] brand cuts and a new spice rub or two.

Flat iron – as the second-most tender cut of beef, this relatively new cut is a hit among both amateur and experienced grillers. It originates from the chuck and is also known as the “top blade.” It only requires a little salt and pepper but is perfect for a little pizzazz. Pair it with a quick marinade or rub – like the Asian spice rub – to impart great flavor, but stay away from long marinades used to tenderize.



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Flank steak – this thinner cut of beef easily handles bold marinades and distinct seasoning profiles. It's best served when cooked to medium rare (145° F) and thinly sliced against the grain of the beef, much like common fajita meat. It's a lean cut excellent for grilling, and a favorite of many as a versatile and economical cut. Give a totally new flavor to your flank this grilling season with a delicious blueberry marinade.



Top sirloin – this more traditional steakhouse cut is well-suited for the grill. It's a versatile choice that fares well as a conventional steak or adds fun to any gathering when cubed and served as a kabob or satay. Try adding a new twist with a Mediterranean rub, featuring a soft blend of spices. Coffee, as one of the main ingredients, enhances the beef's naturally rich, robust flavor.



Sidebar: Beef-up Grilled Cuts with the Perfect Marinade, Rub

Marinades and spice rubs help broaden the repertoire of any master griller, giving beef a new look and taste the whole family will enjoy. Start with these basic tips to match the right cut with the best seasoning method:

- Spice rubs are commonly used to quickly impart flavors and should be used on beef cuts more tender in nature – think flat iron and top sirloin.
- Add your spice rub just before grilling, as the salt in the rubs will slowly pull the moisture out of the beef. There's no need for hours of preparation; just add your rub and go.
- Marinades are liquid seasonings with an acid base (like lemon juice or vinegar) that infuse flavor and help tenderize meat. The flank steak performs well with a marinating touch.
- Most often, a marinade is applied to meat and refrigerated for several hours. Be sure to keep food safety in mind, by marinating in the fridge and discarding extra marinade after the beef is put on the grill.
- The length of marinating time varies, depending on the amount of acid used and the type of beef you choose. More acidic marinades require less time with the meat because they quickly tenderize and impart flavors.

Recipes for featured cuts:

Blueberry Marinade

Ingredients

- 1 pint blueberries
- 1/3 cup red wine vinegar
- 1/4 cup peanut oil
- 2 tablespoons honey
- 1 teaspoon cayenne pepper

Instructions

Combine all ingredients in blender, mix well. Place beef in zipper locking plastic bag and pour marinade over steak, marinate overnight in refrigerator.

Makes 2 cups

Mediterranean Spice Rub

Ingredients

1 tablespoons hand crushed rosemary
1 1/2 tablespoons thyme
1/2 tablespoon coffee
1/2 tablespoon sea salt
1/2 tablespoon cracked black pepper

Instructions

Combine all ingredients and rub on beef just before grilling or cooking. Makes about 4 tablespoons, enough for 2 pounds of beef.

Asian Spice Rub

Ingredients

2 tablespoons dry chopped chives
1 tablespoon dry minced garlic
1/2 teaspoon cracked black pepper
1 teaspoon sea salt
1 teaspoon dry ground ginger

Instructions

Combine all ingredients. Rub mixture into beef just before grilling or cooking. Makes about 4 tablespoons, enough for 2 pounds of beef.

Makes about 4 tablespoons

Recipe(s) provided by Certified Angus Beef, LLC

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 information, visit www.certifiedangusbeef.com.

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EDITOR: Interviews with *Certified Angus Beef*[®] brand Corporate Chef Scott Popovic and other beef experts are available. Please call to schedule.

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