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<http://www.certifiedangusbeef.com/photos/5093BeefPinwheels.jpg>

**Easy, elegant, exceptional entertaining**

*New York Strip Roast makes your holiday gathering memorable*

**WOOSTER, Ohio** – Nov. 7, 2008 – The holiday season is filled with the delightful hustle and bustle of shopping, decorating and entertaining. Carving out time to share a special meal with cherished family and friends becomes a priority, and everyone wants those festive gatherings to be memorable.

This year, make it elegant, make it easy and make it exceptional. Start the party with delicious Spicy Steak Pinwheels with Pumpkin Aioli, then showcase a spectacular New York Strip Roast.

“The New York strip roast offers the same robust beef flavor as the classic steakhouse favorite, the New York strip steak,” says Chef Scott Popovic of the *Certified Angus Beef*<sup>®</sup> brand. “It makes an ideal centerpiece at a holiday dinner and is a great alternative to the traditional prime rib so popular during the season.”

What’s more, the New York strip roast is usually available at a lower price than prime rib. With its superior taste, budget-friendly reputation and easy preparation, Popovic recommends it for all families.

Cooks should plan ahead for their festive meal, placing a special order with their meat cutter for that perfect holiday roast. Consumers should ask specifically for the strip roast if it’s not already in the meat case, says Popovic, noting that any grocer should be able to accommodate the request.

“You’ll take home a novel, special cut sure to surprise and delight your guests,” he adds.

Popovic recommends seasoning the strip roast simply, with salt and pepper, and serving with roasted wild mushrooms, garlic smashed potatoes or sautéed green beans with fresh herbs and walnuts.

“When you’re entertaining, be sure to use top quality ingredients and let their flavors shine through,” Popovic explains.

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For 30 years, the *Certified Angus Beef*<sup>®</sup> 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*<sup>®</sup> 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 offered at more than 12,500 restaurants and retailers around the world. For more information, visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com).

### ***Spicy Steak Pinwheels with Pumpkin Aioli***

#### **Ingredients**

- 1 pound *Certified Angus Beef*<sup>®</sup> top sirloin, cut across the grain into 12 thin strips
- 1/2 cup mayonnaise
- 2 tablespoons canned pumpkin purée
- 2 teaspoons pumpkin pie spice
- 1 1/2 teaspoons apple cider
- Salt and cayenne pepper to taste



#### **Instructions**

1. Roll each steak strip and thread onto skewers\*. Season steak with salt and cayenne pepper; grill to desired doneness.
2. Make pumpkin aioli by combining remaining ingredients in a blender until smooth.
3. Serve skewers with aioli.

\*Chef's note: If using wooden skewers, soak in water overnight.

Serves 12

Nutritional Information per Serving: 115 Calories; 10g Fat; 2g Saturated Fat; 24mg Cholesterol; 1g Carbohydrate; 0g Dietary Fiber; 8g Protein; 91mg Sodium; 5% daily value Iron (based on 2,000 calorie diet).

### **New York Strip Roast**

#### **Ingredients**

- 5 to 5 1/2 pound *Certified Angus Beef*<sup>®</sup> New York strip roast
- 2 tablespoons extra virgin olive oil
- 2 tablespoons kosher salt
- 1 tablespoon fresh ground pepper

#### **Instructions**

1. Preheat oven to 500°F. Place roast, fat side up, in roasting pan fitted with rack. Rub roast with olive oil and leave at room temperature for 30 minutes.



2. Season all sides of roast with salt and pepper. Place in oven for about 12 minutes. Reduce temperature to 300°F and continue cooking about 15-20 minutes per pound for medium rare (when thermometer registers 135°F) or until desired doneness.
3. Loosely tent roast with foil and let stand 20 minutes. Slice roast across the grain before serving.

Serves 12 (6 oz. servings)

Nutritional Information per Serving: 307 Calories; 13g Fat; 5g Saturated Fat; 137mg Cholesterol; 0g Carbohydrate; 0g Dietary Fiber; 47g Protein; 1045mg Sodium; 29% daily value Iron (based on 2,000 calorie diet).

Recipes provided by Certified Angus Beef LLC

### Sidebar: **Make the most of your celebration**

Save time, money and stress during the holidays with these three simple tips from *Certified Angus Beef*<sup>®</sup> brand Corporate Chef Scott Popovic:

- Purchase and cook a larger roast than you'll finish during your main holiday dinner, and plan to make a second -- or third! -- exceptional meal. Don't think of it as "leftovers" -- "planned-over" meals are a great way to save time that's better spent wrapping presents or caroling during the holiday season. Thick roast beef sandwiches on crusty bread, or a fresh and healthy salad topped with strips of protein-rich beef, are just as delicious as the main event!
- Roasts make a dramatic impression and look like they require a lot of effort to prepare. In actuality, though, there aren't many dishes as simple! Start with top-quality beef and season lightly with salt and pepper. Place the roast on a rack in a shallow roasting pan, then place the pan in a preheated oven. Remove the roast when it reaches the desired degree of doneness and let it rest before slicing. With very little prep time and attention required while cooking, roasting leaves you with more time to visit with family and friends.
- Prime rib is a traditional holiday favorite, but consider choosing the New York strip roast as a healthier alternative. The New York strip roast is leaner than prime rib, yet sacrifices none of the quality or rich beefy flavor your guests crave. It's a smart choice for your waistline, especially during a season filled with so many temptations!

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