

for immediate release **NEWS**

Executive Office

206 Riffel Rd.

Wooster, OH

44691-8588

Phone: 330/345-2333

Fax: 330/345-0808



Manhattan Office

1107 Hylton Heights Rd.

Manhattan, KS

66502-2822

Phone: 785/539-0123

Fax: 785/539-2883

Japan Office

Japan Business Center

WBG Marive East 14F

Nakase 2-6 Mihama-ku

Chiba-shi, Chiba 261-7114

Japan

Ph.: 011/81-43-297-3363

Fax: 011/81-43-297-3374

www.

certifiedangusbeef

.com

Contact:

Jennifer Schertz

Certified Angus Beef LLC

330-345-2333, ext. 283

jschertz@certifiedangusbeef.com

Downloadable photos available at:

http://www.certifiedangusbeef.com/photos/5126_LouisMartiniStriploinRoast.jpg

http://www.certifiedangusbeef.com/photos/7025_StandRibWCran.jpg

<http://www.certifiedangusbeef.com/photos/5032.jpg>

How to Rule the Roast

The feast of kings will delight your royal family this holiday season

Hear ye, hear ye! A delicious roast is what people look forward to most at a holiday dinner – and better yet, it’s also extraordinarily simple to prepare. All you need is the right cut and a few minutes in the kitchen to deliver a regal roast that will occupy a noble place at your table.

First, pick a roast that’s well-suited for your kingdom’s celebration. Chef Michael Ollier with the *Certified Angus Beef*® brand recommends the strip roast, rib roast or top sirloin roast.

“Each one of these cuts will be tender and juicy, with robust beef flavor,” he explains. “If you don’t see them in your meat case, ask your butcher – these roasts are all widely available, but may go by slightly different names.”

- **Strip roast**, which may also be called the New York strip roast or a strip loin roast, is lean, tender and full of flavor. It’s got a firmer “bite” that steak lovers will appreciate – in fact, this cut is often sliced and sold as strip steaks for grilling.
- **Rib roast**, or standing rib roast, offers a majestic presentation and is tender, juicy and full of beefy flavor. It’s also available without bones, labeled as prime rib or ribeye roast. Both versions are delicious, but experts recommend the bone-in variety for extra flavor and the most regal appearance.
- **Top sirloin roast** is versatile, juicy and delicious. With plenty of robust beef flavor, this lean roast will satisfy your subjects. It’s a great choice for a rub, glaze or other festive flavor addition.

Also, start with the best quality. Marbling, the little white flecks within the red meat, is what gives beef the best flavor, juiciness and tenderness. Look for the *Certified Angus Beef*® brand, which has generous marbling and must meet 10 quality standards, as a guarantee of great beef.

How to entertain at your castle

There’s no need to spend hours in your kingdom’s kitchen when it comes to roasting – it’s one of the easiest cooking methods.

-more-

After seasoning your roast, place it on a rack in a roasting pan, and cook at high heat for about 15 minutes to develop a flavorful, browned crust. Reduce the oven temperature and continue roasting until beef reaches the desired doneness. (Allow approximately 12 to 15 minutes per pound for medium-rare.)

Check the roast with an instant-read thermometer, and, once it reaches your desired temperature, let it rest about 15 minutes before carving to allow all the juices to redistribute.

A regal holiday roast – and a feast fit for the king!

Garlic & Rosemary Strip Roast

Ingredients

- 1 (4-pound) *Certified Angus Beef*[®] strip roast
- 3 cloves garlic, minced
- 1 teaspoon dried rosemary
- 1 teaspoon kosher salt
- 6 cloves garlic, split in half lengthwise
- 8 fresh rosemary sprigs, cut about 1 1/2-inches in length
- 1 tablespoon extra virgin olive oil
- Additional kosher salt and freshly ground pepper to taste



Instructions

1. Mix minced garlic, dried rosemary and 1 teaspoon salt in small mixing bowl. Cut approximately 20 slits evenly spaced around roast, about 1-inch deep using a paring knife. Rub mixture evenly all over roast and refrigerate overnight.
2. Preheat oven to 500°F. Remove roast from refrigerator and wipe clean with a paper towel. Rub roast with olive oil and season all sides with additional salt and pepper to taste. Place fat side up, in roasting pan fitted with rack.
3. Place roast in oven for about 15 minutes. Remove from oven and reduce temperature to 300°F. Insert halved garlic cloves and rosemary sprigs evenly into pre-made slits. Place roast back in oven and continue cooking about 45-60 minutes depending on desired doneness.
4. Remove roast from oven, place on cutting board and loosely tent with foil. Allow to rest 15 minutes before slicing roast across the grain.

Serves 8

Standing Rib Roast

Ingredients

- 1 (8-pound) *Certified Angus Beef*[®] rib roast (3 to 4 ribs)
- Salt and pepper to taste

Instructions

1. Preheat oven to 500°F. Season roast with salt and pepper. Create a rack, by placing roast bone-side down in pan.

-more-



2. Place beef in oven and roast 10 minutes. Turn heat down to 350°F and continue roasting about 2 hours for medium (when thermometer registers 140°F before resting) or until it reaches desired doneness.
3. Transfer roast to cutting board; loosely tent with foil and let stand 15 to 20 minutes. Slice roast across the grain.

Serves 10 to 12

Cranberry Roast

Ingredients

- 1 (3 to 3 1/2 pound) *Certified Angus Beef*[®] top sirloin roast
- 3 cloves garlic, minced
- 1 cup chopped cranberries
- 1/2 cup chopped fresh parsley
- 1 teaspoon lemon zest
- 1 (10.5 ounce) jar cranberry chutney or relish



Instructions

1. Preheat oven to 500°F.
2. Rub roast with garlic. Combine cranberries, parsley and lemon zest. Rub roast with mixture. Place on rack in roasting pan.
3. Bake uncovered for 10 minutes. Reduce heat to 350°F; bake 50 minutes for medium (when thermometer registers 140°F) or desired doneness.
4. Loosely tent roast with foil and let rest for 15 minutes. Slice roast across grain. Serve with cranberry chutney.

Serves 6

Recipes provided by the *Certified Angus Beef*[®] brand

For more than 30 years, the *Certified Angus Beef*[®] brand has been world-famous for its exceptional quality and generous marbling. The *Certified Angus Beef*[®] brand is a cut above USDA Prime, Choice and Select. Ten strict scientific standards ensure each bite is full of mouthwatering flavor, tenderness and juiciness. It has offered consumers quality, consistency and integrity since the first pound was sold in 1978 and is proudly featured by more than 13,600 restaurants and retailers around the world. For more information or to order, visit www.certifiedangusbeef.com. Follow the brand on Twitter: www.twitter.com/CertAngusBeef or become a fan of: “*Certified Angus Beef*[®] brand” on Facebook.

###