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Downloadable photos available at:

<http://www.certifiedangusbeef.com/photos/3037AllAmericanBurgerA.jpg>

<http://www.certifiedangusbeef.com/photos/3040PortabellaSwissBurger.jpg>

Be a back yard burgermeister

Build your best burger with signature toppings and custom grinds

Every grilling guru has a signature entrée to impress guests – burgers often top the list. Forget secret ingredients and wild ideas, though. With a few tips and a trick or two you'll be serving the best burgers on the block.

Great taste begins with the grind ... and we're not talking your daily cup o' Joe. Chef Michael Ollier of the *Certified Angus Beef*® brand offers these tips:

Tip No. 1: Use the best ingredients. Choose cuts of beef with generous marbling. Those little white flecks throughout the beef ensure optimum flavor and juiciness.

Tip No. 2: Experiment with various cuts. The flavor of a specific cut of beef depends on the amount of fat it contains. Brisket has a higher fat content than a lean cut like sirloin. "Adding brisket to a burger grind would produce a bold, beefy flavor," Ollier says. "Sirloin yields burgers with a milder taste." There is no right or wrong when making ground beef. For custom flavor, ask your butcher to mix various cuts in the grind until you find a flavor that suits your taste buds.

Tip No. 3: Be creative. Add layers of flavor to the ground beef. Mix in spices when forming patties or stuff the burger with favorite ingredients – try cheese, onions, mushrooms, hot peppers or a combination of flavors. And don't forget to top it off. Cheeses, vegetables, sauces – even fruits like pineapple can add crowd-pleasing flavors that garner rave reviews.

Now let's talk technique. Handle less and never press.

Tricks of the trade:

- Gently and quickly shape ground beef into a circle about ¾-inch thick.
- Make an indent in the center of the patty to prevent burger bulge while cooking.
- Do not press or flatten the burger with a spatula. You'll squeeze out the juices.
- Cook for several minutes before turning the burger. Flip only once.

-more-



Chef Michael's Mix:

Ask your butcher for a custom grind. Try a ground beef mix of half brisket, half chuck. And remember, use the best ingredients. Premium *Certified Angus Beef*[®] brand cuts boast generous marbling and deliver mouthwatering flavor, tenderness and juiciness in every bite. For tasty burgers recipes with fabulous flavor, visit certifiedangusbeef.com.

The *Certified Angus Beef*[®] brand is the best Angus beef available and a cut above USDA Prime, Choice and Select. Ten standards ensure its premium quality and incredible flavor, tenderness and juiciness in every bite. It is proudly featured by more than 12,300 restaurants and retailers around the world. For more information, visit www.certifiedangusbeef.com, or follow the brand on Facebook and Twitter.

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