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Downloadable photos available at: <http://www.certifiedangusbeef.com/photos/5121.jpg>

Rediscover your primal side

On Father's Day or any day, enjoy a beefy bone-in steak

Take a step back in time and enjoy the smells and tastes that early man did – when foraging was a way of life and the only way to cook meat was over a roaring open flame with juices dripping off the bone.

Chef Michael Ollier of the *Certified Angus Beef*[®] brand invites you to mimic that primal way of preparing food in your back yard this summer. The perfect way to start is by leaving the bone in your favorite cut of beef.

“There’s something carnal, something primordial, about grilling beef with the bone in,” Ollier said. “It plays on our natural instincts in a manner that not many things can.”

Ollier says, though, that in addition to the visual presentation, there are actually practical reasons for choosing bone-in cuts over boneless.

“There is a lot of flavor that comes from the bone,” Ollier said. “Whether you’re grilling a steak or making stock, so much of that robust beef flavor is because of the bone.”

Ollier recommends the T-bone or the Porterhouse steak, as both are readily available in most meat cases, but also suggests consumers ask their butcher to try Cowboy steaks (bone-in ribeye) or bone-in strip steaks.

To ensure success, remember this: always start with the best ingredients. Steaks should be well-marbled with lots of little white flecks that melt during cooking and baste the steak from the inside. Premium *Certified Angus Beef*[®] brand steaks boast generous marbling and deliver mouthwatering flavor, tenderness and juiciness in every bite.

Bone-In Strip Steaks with Fennel Pepper Rub

Ingredients

- 2 12-ounce *Certified Angus Beef*[®] brand bone-in New York Strip steaks
- 1 1/2 teaspoons crushed fennel seed
- 2 teaspoons oregano
- 1 teaspoon paprika



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- 1 teaspoon salt
- 1 teaspoon freshly ground black pepper
- 1/2 teaspoon ground red pepper flakes

Instructions

1. Combine fennel seed, oregano, paprika, salt, pepper and red pepper in small bowl. Sprinkle both sides of strip steaks with seasoning and rub into the surface. Cover in plastic wrap and refrigerate for 45-60 minutes.
2. Grill to desired doneness.

Serves 2

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

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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