

Bryan Schaaf:

Back here on the Meat Speak podcast, powered by the certified Angus beef man, Bryan Schaaf. Joined in studio here, Meat Scientist, Diana Clark and chef, Tony Biggs. How you guys doing?

Diana Clark:

Great.

Tony Biggs:

We are fantastic. We have a great topic today, don't we.

Bryan Schaaf:

I'm super excited. So, before we get into this topic, I would like you guys to go on a journey of the mind with me. And, if you are listening to this in your car, right... First, I would like you guys to close your eyes. If you're driving, pull over to the side of the road, because this is why we have hazard lights.

Tony Biggs:

But, I got a Tesla, it drives itself.

Bryan Schaaf:

If you have a Tesla, ignore what I just said, right. Now, I would like you to let your mind drift as I read this. There is no cut of beef more majestic or as impressive as a whole prime rib. It is slowly roasted for hours until the exterior is the color of the darkest mahogany and the interior of rosy pink from edge to edge. The meat is supple and life, deeply succulent and intensely beefy and flavorful. At its best, prime rib embodies all the finest aspects of meat cooking, the hardness of a stew, the tenderness of a long braise, the bodacious upfront flavors of steak, and the salty and peppery punch of barbecue.

Bryan Schaaf:

Those words, my friends, penned by our pal Nick Solares. It sounds even cooler if you read it in an English accent. Your mind, all of a sudden, centered itself, right? It was a bit of a yoga exercise with meat for the brain.

Tony Biggs:

Can we open our eyes now?

Bryan Schaaf:

You can open your eyes now. I was worried you fell asleep on us there for a moment. In case you don't know it yet, right... here in studio, we may not know yet because we record these all ahead of time, but, today, when this actually airs is National Prime Rib Day. Right? I usually don't subscribe to food-based holidays because I will decide what food I want to celebrate each day, right?

Diana Clark:

Yeah.

Bryan Schaaf:

But, today, let's talk a little bit about prime rib, right. Specifically, it's one of those cuts that has been around forever, but like some other cuts, its reputation is waxed and waned, right? So, before we get into the story of the prime rib, Diana, let's talk about what exactly is prime rib? There are some misnomers connected with it, correct?

Diana Clark:

Yeah, so this is one that actually, it can frustrate me at times, to be completely honest. Because, someone will say, I went to the grocery store and picked out a prime rib. I'm, was it graded prime? USDA prime or Certified Angus Beef prime? Well, I don't know. But then, how do you know if you got a prime rib? You don't know. Okay, you don't know at that point. To me, a prime rib is how it's cooked. If you have a prime rib that you're sitting down and eating, it's how it's cooked. Or, you actually bought a rib that was graded prime. Either USDA prime, Certified Angus Beef prime, but it has a prime grade on it, meaning it has slightly abundant amount of marbling or more, and was 30 months of age or less. If it was USDA prime, it can be B maturity as well, so go higher than that.

Diana Clark:

But needless to say, so there's a rib that came grade prime, or there's prime rib, the traditional cooking method of doing it. But, if you're just going to do a rib roast, you can't just buy a rib roast and say it's a prime rib. It's until you're cooking it, that it becomes that prime rib.

Bryan Schaaf:

That's right. So, just because it may be called a prime rib doesn't necessarily mean it's prime. It could be a select prime rib.

Diana Clark:

It could be.

Bryan Schaaf:

Which is very confusing, right? So prime rib, I did a little homework on this, and you probably already know this, but my question was, why is it called a prime rib then, right? It goes back to, it's cooked, it is the rib primal. Right?

Tony Biggs:

Yes.

Bryan Schaaf:

But, instead of calling it a primal rib, they call it a prime rib just to-

Diana Clark:

Shorten it to make things way more confusing. Yeah.

Bryan Schaaf:

Yeah, So, if you go to a grocery store, you could find yourself selecting a choice prime rib.

Tony Biggs:

Wow.

Bryan Schaaf:

Yeah. Right. And now, we are very confused. But, Tony Biggs, you have a culinary career that goes back a few decades, right, so you have seen the rise, the fall, the rise again of the prime rib. So, talk to us about this. We may be entering another renaissance of the prime rib right now, but there was a time when this was truly king, correct?

Tony Biggs:

In a lot of places, I feel it still is king. Prime rib, it's history dates back 1000s of years and was once really reserved for royalty and winners of ancient duels. Can you do this? Can you imagine? Even when I worked for His Majesty and Her Majesty, when we had special guest over, we would have a whole prime rib at the table. And, this is why we call it Sunday dinner, right? So, Sunday dinner, in England, Ireland, France, all these great places, culinary inspired, you just have a big roast on a beautiful stainless steel table or metal table. And, that's really the star of the show. It's just amazing.

Diana Clark:

Yes.

Tony Biggs:

It is the mainstay for royalty.

Diana Clark:

Especially with bone in.

Tony Biggs:

Bone in, exactly. But, oh my gosh, I got so many stories of prime rib. You just got me going here. It was just amazing. But really, my grandmother took me to Vegas. I don't know why, she just said, okay, you're not going to gamble, you're not going to put any quarters in here. But, the marquees of prime rib were all over the town of Vegas. They were bigger than Wayne Newton. They were bigger than Siegfried & Roy. You know, Bryan, they have these animals and they do these shows, right? And, can you imagine, Sinatra over there on the corner table smoking a cigar going, hey, get those two guys a prime rib dinner. They got thick necks like this, you know?

Tony Biggs:

And, that's what they did in Vegas, right? So, imagine this, in 1997 or 90s, a big mac meal was \$4.70 in New York City. You could go to Vegas and get a prime rib dinner with all the trimmings. Okay, you're talking 16 ounce, prime rib, baked potato, sour cream, bacon bits, chives, all that kind of stuff, for 4.95.

Diana Clark:

Oh, my gosh.

Tony Biggs:

Life has changed though, now, right? You're talking to 20 years ago before all the celebrity chefs went there. And now, it's all a la carte, right?

Bryan Schaaf:

Yeah.

Diana Clark:

That's true.

Tony Biggs:

But, prime rib was the king. It was a big marquee. Hey, we have prime rib, \$10. Can you imagine, bigger than Siegfried & Roy.

Diana Clark:

That is crazy.

Tony Biggs:

Can you believe this?

Bryan Schaaf:

Right. Now, if Siegfried & Roy happen to be listening, we can debate that. We'll have to leave that open to interpretation.

Tony Biggs:

But, not only that, they served prime rib for a buffet.

Diana Clark:

Yeah.

Tony Biggs:

They served prime rib for steak and eggs. You can be broke after a night in Vegas, and still muster up 4.95 and get a prime rib dinner.

Bryan Schaaf:

Even if you had a bad night at the craps table.

Tony Biggs:

Exactly. But, I tell you, prime rib has been served in all the hotels and places that I've worked over my career. I got several stories. I had a young banquet chef, he's trying to be chef, we're grooming him, he's really energetic, he's got a lot of passion, so this is the first banquet I gave him. I said, "Okay, we have a special group here of 500." I'm not going to mention the group. Tommy, we sat down for weeks, and we talked about it how they wanted it cooked, how they want it prepared. So, simple. They want it well done. Real simple, right? Simple, simple. Well done.

Diana Clark:

That's hard to do at the same time.

Tony Biggs:

Oh, well, you know, Tom, "I got it, Chef." Who are you talking to, right? "I got it. I got it, 500." I was in meetings all day. I came back because I always plate up at night with the fellows, the crew. So, we have three stations there. I'm going to be on the station. When I get down into the kitchen, I said, "Where are the stations?" He said, "Don't worry, Chef, I have everything plated in the hotbox." 500 meals in a hotbox? 500 meals in a hotbox already? And, the dinner starts and in what, two hours?

Diana Clark:

Oh, my gosh.

Tony Biggs:

"Yeah, you know what I did, I put like, a million sternos in each box to heat it up so hot that it's going to be well done by the time the dinner starts.

Diana Clark:

Oh, my gosh.

Tony Biggs:

I went over, I opened the hotbox, I took off the plate lid, and everything was raw. He had put medium to rare pieces of meat with the au jus, hoping it would get up to temperature at that time, right? 500, 500. So, of course, I had a serious anxiety attack, Bryan, and Di. So, I started taking dinners out. But, that time, it was time to serve. So, I had to serve some of these meals. And lo and behold, they started coming back down. We want it well done. It was a disaster. And, I learned something.

Diana Clark:

500.

Tony Biggs:

500. Yeah, that was pretty crazy. Oh, wow.

Bryan Schaaf:

Chef, you touch on something and I'm curious to know your thoughts on it, as you've looked at the migration away from things like prime rib, you could also probably throw things like a steamship round in this, right. These were things served traditionally on buffet styles, feeding a lot of people. Do you think those uses may be played into the negative reputation that a lot of these big cuts have had over the years? Not necessarily by the high end places, but if you go to weddings or places like this, they maybe aren't necessarily cooking it the way that would necessarily do it justice.

Tony Biggs:

When I came back to the States, in 2010, I noticed a huge change in culinary. Food around this country, especially, grew in such different levels. I just feel, today, the extern, or the graduate or people working

at hotels have gotten away from those big cuts of meat, like you're mentioning, like the steamship round. I don't think they just know how to do it.

Diana Clark:

That's what I think, too.

Tony Biggs:

I just think they don't know how to do it. So, when we have a show, like remember when, which is coming up, maybe in a few weeks or months, we're going to talk about those old cuts, bringing those cuts back, because history repeats itself. I did prime rib for my son's wedding. I said, we're going to have prime rib, sliced to order. But, now, you've got to be able to prepare it well.

Diana Clark:

Yes.

Tony Biggs:

People overseason in it, they put into a hotter oven than normally, they don't take the right temperature, they don't let the meat rest, like we do and preach here at Certified Angus Beef. So, it can go down real quick. It can go down in flames.

Diana Clark:

I think so. It's a hit or miss, to me, if you go to a restaurant and order prime rib. They're either doing it right or they're doing it wrong. And when it's wrong, it's wrong.

Tony Biggs:

Yeah.

Diana Clark:

So, I feel like there is just that fear behind it. And, they just don't want to try it because of it.

Bryan Schaaf:

Yeah, you've got a lot of money invested up front. This is not a cheap cut. This is the rib.

Tony Biggs:

So, when I was in Chicago, somebody invited me to a great restaurant. You all know it, and they have restaurants in LA and Dallas and Chicago. Our friends, Lawry [inaudible 00:12:08].

Diana Clark:

Fantastic place.

Tony Biggs:

I started using that Lawry seasoning in the 70s, okay. I love it, on prime rib. They are the experts in prime rib.

Diana Clark:

Yeah.

Tony Biggs:

Right. When I first dined there, I just couldn't believe my eyes. This thing from space rolls up.

Diana Clark:

I know, right?

Tony Biggs:

There's a Gary Don. It's just amazing. I've been trying to find who makes it, there's nobody. You cannot even find out who makes this. So, when you have Chefs on, please ask where they get these beautiful Gary Don's. But anyway, they have steam in them. They have steam cabinets, you can keep your cream corn, your mashed potatoes, your roux jus. And, of course, you open it up and you can fit a whole prime rib inside of there. It's got a little light and the chef comes out with his [foreign 00:13:01] medal and he's slicing that prime rib. How thick do you want it, Sir? How thick, how thin? You can have an English cut or a king cut, right? So, I was blown away by this. Just the presence of this Gary Don.

Bryan Schaaf:

Yeah, it's a throwback and that's why Lawry's Prime Rib, amazing. And we're super excited. If you are listening, if you didn't read all the things that are going on in the little disclaimer, we do have coming up here in a couple minutes, our pal, Nick Solares and Ryan Wilson, the CEO and Chef of Lawry's Prime Rib is going to be joining us here to talk about some of those traditions. They're a beast, man. They are historic. They've been around for almost 100 years and if you want to go to talk about prime rib, who better than have the Lawry's people come in.

Tony Biggs:

Did you know that in their 80 year history, the Beverly Hills flagship, served 10 million pounds of prime rib in their 80 years. Okay. Okay, with prime rib, you need sides of dishes.

Diana Clark:

Oh, yeah, of course.

Tony Biggs:

This is every month, the LA Lawry's, they serve 1500 pounds of creamed corn, 1000 pounds of cream spinach, 1900 pounds of baked potatoes. That's not with a sour cream, we even got there. And, 9750 pounds of mashed potatoes. Can you imagine this?

Diana Clark:

Goodness.

Bryan Schaaf:

That sounds like a lot, but we know better. We know that's a family gathering in the Biggs household, right?

Tony Biggs:

Yes, and the Clark and the Schaaf household, too.

Bryan Schaaf:

We got a wedding coming up. You know what, on that note, let's pick right now to take a break. We will be back in a little bit. Coming up next, our pal Nick's Solares, food writer, photographer. And, in case you're wondering how he fits in, just google his name, he is the man who honestly has a lot of credit due to him for bringing prime rib back into what is en vogue, right? Look him up, Meat Life Media. Of course, Ryan Wilson, the CEO and Chef behind Lawry's Prime Rib, going to be joining us here next on the Meat Speak podcast, powered by the Certified Angus Beef brand.

Bryan Schaaf:

Back here on the podcast powered by the Certified Angus Beef brand, Bryan Schaaf joined here via Zoom. Today, we are celebrating all things succulent, slow roasted pieces of prime rib because it's National Prime Rib Day and joining me, via Zoom, from honestly from where I'm at right in the middle of the country, from about as far west as you can get and about as far east as you can get, two gentlemen who, when I think of prime rib, they are honestly the first two that popped to mind and how grateful am I that we were able to get them both here at the same time.

Bryan Schaaf:

First, coming to us, our first guest is making his second appearance on the podcast. He's a noted food writer, photographer, TV presenter and all around meat expert, even launching his own meat-centric media company in 2018 called Meat Life media. You've probably caught his work across a variety of YouTube videos from his days hosting Eater's, Meat Show, or from his photography, and writing work with Serious Eats. He's the man who's made it his life's work to bring succulent prime rib back into the fore of mainstream food culture. Please welcome back to the podcast, the John Keats of the kulat, Mr. Nick Solares. How you doing, sir?

Nick Solares:

Hello, and thank you for having... Sorry, I thought I was muted there. I do apologize. Let's do that again. Hello. Thank you so much for having me. Happy Prime Rib Day, everyone.

Bryan Schaaf:

It's just like Christmas. It's a beautiful thing. Excellent. Our next guest is the great grandson of the man who founded restaurant Bastian Lawry's Prime Rib. We're talking serious prime rib royalty here. A chef by trade, who's worked in some of the best known kitchens around the world, including Michelin starred Quince in San Francisco, La Toque in Napa and Gramercy Tavern in New York City. He returned to his iconic family restaurant group, started by his great grandfather in the early 1900s, and was recently named its Chief Executive Officer in 2020.

Bryan Schaaf:

With domestic locations in Beverly Hills, Dallas and Las Vegas, as well as international locations across Asia, and a bevy of other concepts underneath his domestic umbrella. Please welcome to the podcast, Chef and Chief, Ryan Wilson. How you doing, sir?

Ryan Wilson:

Fantastic. Thank you all. Great to be here. Great to talk about something as delicious, and special to many people, as prime rib.

Bryan Schaaf:

There was a piece that I read and it was so eloquent, it actually brought a tear to my eye. And, when I looked at who wrote it, it was, of course, penned by Mr. Solares from 2014, and Eater article called In Defense of Prime Rib. Before we get into that, Nick, I'll go ahead and throw it to you first, talk us through... because you were a walking prime rib dictionary, talk to us about the history of the prime rib. You once said, all prime rib is roast beef, but not all roast beef is prime rib.

Nick Solares:

Well, that's actually correct. It's also more correct that I am literally walking prime rib considering it's probably, I would say, at least 25% of my body mass and probably about 92% of my fat mass is prime rib.

Ryan Wilson:

I'm impressed.

Nick Solares:

Yeah. So, what prime rib is, in the modern world is not really what it is if you think about it classically. And classically, a prime rib was a center cut roast of beef, the center ribs, right? So really, if you're looking at it, it looks almost like a New York Strip, because there's no spinalis, right, they've taken that out. Now, thankfully, what we consider prime rib in the current day, is basically the whole rib primal, slow roasted. So, then you're getting the seventh and the eighth bones, which have that lovely cap on them.

Nick Solares:

But, I think if you look at what prime rib is, to me... I think a steak is the most elemental form of meat cooking, but I think that once we developed a way to completely surround a piece of meat with heat and to retain it, that's when roasting came in. I think that, to me, it's the most civilized way to cook a piece of beef. Sure, you can put it in a plastic bag and dunk it in water and you'll get some effects. But, to me, slow roasting a piece of prime rib, it's such a commitment to the oven space, to the time, to the money that you've spent on it. I would eat prime rib every day of the week if I could. It is meant to be a special feast, right?

Nick Solares:

But, coming from England, the Sunday roast was kind of, the most important meal of the week. And, that is often roast beef. Not always prime rib, it might be silverside, or rump roast or a different cut of beef, but a large joint of meat cooked in the oven. And, the origins of that, on Sunday, the whole village would get together, they would get their joints of lamb or mutton, or beef, or whatever it was, they put them in pots, take them down to the local baker, who was not baking during the week, but would keep the ovens going on weekends. Everybody would put their roasts and joints in the oven. They would cook while people went to church and then you come out, you take your roast back home, and you'd have your Sunday feast.

Nick Solares:

Thanksgiving, to me, is often what a lot of Sunday dinners look like in England every week, because you'll have lamb with stuffing and mint jelly and two different types of potatoes and parsnips and turnips and cabbage and brussels sprouts and this whole array of... It is a celebratory food, it's Sunday, it's the Lord's day, you eat the best food. And, to me, prime rib is very much an extension of that tradition, but brought into America, it just has become something that you can really do any day of the week. That's the beauty of it. I'll say this much, there's a reason that when you go to a restaurant, especially a steakhouse in the States, you get the quote, unquote English cut, it's three thin slivers of beef. Then, you get what's considered the American card, and it's like, 32 ounces with a whole bone.

Ryan Wilson:

Cadillac.

Nick Solares:

Like everything else, America has taken civilized, restrained traditions and just made them way better. Just blowing it up. To give you an example, when I moved here, I was a teenager. I moved here when I was 15 and I went to Katz's Deli and Katz's Deli serves you about a three and a half pound sandwich. So, when I went back to England, my mom was, oh, there's some pastrami in the fridge. So, I made myself a sandwich. She looked at me, she was like, "For everyone." So, you'll see a prime rib and you show it to an English person, they're like, that's the whole roast, right? No, that's just one bone.

Bryan Schaaf:

Historically speaking, I would suggest that what you just described is exactly why we beat the Redcoats in the [inaudible 00:22:39] War. It all makes sense now.

Nick Solares:

It's also a reason I decided to emigrate here. I was, wait, what are we doing here? Do you want sheets of paper or do you want the whole ream? But, getting into the American tradition, we don't have to tell you guys, beef is king in America, right? Beef is large. It is the most celebratory. It is the one protein that is so tied to the American legend, right? You think about Cowboys, you think about the stockyards, you think about this interstate commerce system. Some of it, it's based on these trails, where the beef used to go for the Midwest and from you guys all over to where I am and over to where Ryan is, right.

Nick Solares:

To me, prime rib, it's a commitment. It's a commitment, not just if you're doing it at home, but it's a commitment on the restaurants part, right, because you can sell a really nice piece of roast beef one night or lose money on a roast beef sandwich the next, right. Or, roast beef hash or whatever you do. Coming here in the 80s, it was still a pretty big tradition there. You would see roast beef carts like they have at Lawry's. At that time, my favorite restaurants, [inaudible 00:24:01] would do like 8 or 9 ribs a night. It lost currency. And, I think a lot of it was that people started worrying about... there was a whole lean 90s with the California cuisine. I'm not holding that against you, Ryan.

Ryan Wilson:

Oh, no.

Nick Solares:

People were eating leaner foods. And, prime rib fell out of favor and it got to the point where Smith & Wollensky was only doing 1 or 2 ribs a night. I always found it to be the best reason to go. Any idiot can cook a steak, let's be honest, it's a simplest thing to do, right? But, cooking prime rib, that is real cooking, right? As I said, at the restaurant level, even then it's an expensive joint of meat. You're putting that in the oven and if anything goes wrong with that, you've essentially ruined that whole piece of beef.

Ryan Wilson:

Yes.

Nick Solares:

So anyway, my love for prime rib is the whole basis for my career. I wouldn't write about food if it wasn't for prime rib. I've been to Lawry's many times, especially the one in Chicago, it's so sad that it's gone. But yeah, it was such a magnificent room. But, huge fan of Lawry's. And, what I see in Lawry's is very much the strongest link to the English tradition of eating roast beef or prime rib, Yorkshire pudding, the au jus, the gravy, the sides, the hospitality, the regal nature of everything, the dining room, the wood paneling. It's such a magnificent experience. And, it's also, at the same time, so American. It really is a uniquely American experience. So anyway, I love prime rib as you may have just heard.

Bryan Schaaf:

Well, it's funny, we talk about the history of prime rib and you can't really go down that history without dedicating a significant portion of that discussion to Lawry's. Looking at Lawry's and its history, it's a rabbit hole between where it would have started with Ryan's great, great grandfather or great grandfather.

Ryan Wilson:

Great grandfather, Lawrence.

Bryan Schaaf:

Great grandfather. Yeah, what, he and his brother in law opened a restaurant that's still in existence called Tam O'Shanter. And, years later, they opened Lawry's. From your perspective, give us that history of Lawry's because there is so much to absorb?

Ryan Wilson:

Absolutely. So, the history actually begins back in 1915 in downtown Los Angeles. When Lawrence Frank and cousins, the Van de Kamps opened up a potato chip stand on Flower Street in downtown Los Angeles. And, they sold what was called, the Saratoga chip. I think it was some brilliant marketing, but their idea was that this is a healthy potato chip. It was something that they say was sold at the Saratoga Springs spas up in New York. And, they brought it to Los Angeles. We have some amazing old photographs of them selling these potato chips out of this little storefront.

Ryan Wilson:

That business ultimately became Van de Kamp's Bakery, which through the 30s through 50s was a major operation up and down the West Coast, both with brick and mortar coffee shop bakery stands. Also, they had a retail outlet in grocery stores. It was a big business. And yet, alongside that, my great

grandfather, Lawrence, loved restaurants, loved theater. He actually had some time being a vaudevillian performer. He was a character. Never graduated past junior high school. He was one of those incredible characters of that era. In 1922, opened up the Tam O'Shanter. Originally, it was called Montgomery's Country Inn. It's still standing today on what we know today as Los Angeles Boulevard in Los Angeles.

Ryan Wilson:

And, that was a neighborhood coffee shop. It also served as the commissary for the bakery facility which was a couple miles away. He then, in 1938, finally decided to open a restaurant entirely based around what he thought was the greatest meal in America, the standing ribs of beef. Something that we think he served fairly often on Sunday with his family. It was the typical idea, as Nick, you said, of bringing the family together on a Sunday roast. They would cook a joint a beef and my great grandfather loved tinkering around in the kitchen, loved bringing his family together, loved the ceremony of all of it, and loved prime rib.

Ryan Wilson:

And initially, he was stubbornly focused on opening a restaurant. This was his second restaurant, around one entrée. He just wanted prime rib as the only thing you could get in the restaurant. He had many friends advised him otherwise. So, they actually opened the restaurant with the full menu. A full menu for 1938 standards, right? So, it had broiled pineapple on it, it had a side of cottage cheese and, I think, lamb chops for 35 cents or something amazing. And, that lasted all of about six months where he said, nope, I'm leaving behind the full menu and we're going to go 100% to prime rib.

Ryan Wilson:

Prime rib, with our spinning bowl salad and our side dishes and Yorkshire pudding and the full meal, as we know it today. That menu, it's focused really on prime rib, really stayed true until the mid 80s when we started offering some fish dishes and a couple other items. Yeah. I remember, my great grandfather Lawrence was so stubborn on this limited menu that my uncle always tells the story, he came into the company in the early 80s, and he advised management at the time to add sour cream to being available for our baked potatoes.

Ryan Wilson:

At the time, my great grandfather said absolutely not, no sour cream. That's a terrible thing to put on a potato, I won't allow it. And, people were bringing sour cream into the restaurant to put on their own potatoes. I think it was an early management victory of my uncles to say, let's just bring that sour cream in, please. So anyways, yeah, Lawry's Prime Rib, opened 1938. That's our flagship. It's actually on the same piece of real estate as when it was opened. We operated across the street from about 1946 until 1992, and then moved over to where we are today. It's been an amazing run. And, we opened up the second location in Chicago in 1974.

Ryan Wilson:

My great grandfather, Lawrence, always wanted Lawry's to be a unique experience. Only one location. And, my grandfather, Richard Nathan Frank, he saw there to be an opportunity in growing Lawry's experience. And, he always had an argument with my great grandfather saying, you're not going to open up a second one. And yes, I am. And, it ultimately ended with, over my dead body. And, my grandfather signed the LOI in Chicago six months after his father passed away. He waited, he was respectful, and then opened up Chicago in 1974.

Ryan Wilson:

Then, we opened in Dallas, and then Las Vegas and some international stores after that. So, it's a very proud tradition, and something we are really excited about maintaining today. I think the last 12 months has been an amazing moment for our country, and certainly for our industry. And, in the last month, as we fortunately have been able to start opening our restaurants back up, in California, the goodwill that we have created and maintained over many generations of dining, I think really speaks to our commitment to hospitality, and, adding on what Nick was saying, our commitment to prime rib.

Ryan Wilson:

And, to me, it is so much more than a piece of meat, it is so much more than that delicious and really spectacular anatomy of the animal. But, it's about all the ceremony and all the traditions that families have created for generations, centered around bringing this big joint of beef in and either taking the time to take care of it, make that investment in time and dollars and nurture it in your oven, whether it's the restaurant or otherwise. There's so much richness. I use that word with the dual meanings to the primary of experience.

Bryan Schaaf:

It's amazing. It seems like, especially over the past year, there's always this kind of longing to be able to go back. In the industry, especially, I would imagine. One of the things that I love about places like Lawry's, places like Tropical Acres in Florida, these restaurants that have withstood the test of time, is, it always seems like no matter what else is going on in the world, you guys are the great time keepers of the world. It's not that they don't change, but it's that they still maintain that nostalgic feel that makes the dining experience so special. As fourth generation at the helm of this, how much do we really want to tweak this institution going forward and the pressures that come along with them?

Ryan Wilson:

Sure, it's a really good question and we can talk at length about it. I've been with the company since 2008. And, I've run a number of our restaurants, repositioned a number of our restaurants, had some successes and had some failures. I definitely stubbed my toe on a couple of them. I think, the strategic philosophical idea behind it is that I need to maintain that tradition, I need to maintain the emotional connection that people have with coming to Lawry's.

Ryan Wilson:

There are so many little details that people consider when they come into our restaurants. And, it's about so many little details and it's always a question of whether you're going to pull that last brick out or change things to change the wall, so to speak. So, it's maintaining some of that emotional connection, but also giving people options of doing something different if they want to. To me, there's something different about making change and making the same thing. They're not mutually exclusive, in the end. I think we need to make sure that we're always committed to an exceptional dining experience and food quality and the hospitality and the condition of our spaces. But, we also need to be able to give guests, those that want to have something different, a couple different options.

Ryan Wilson:

As we've moved the menu forward a little bit, we have always and we will always keep the classic Lawry's experience core and unchanged. We have so many guests that come in and that never open the

menu. They know exactly what they want, they want the same pace, they want the same server, they want the martini; they don't even open the menu. And, that will always be sacred. I want the guests to come in and be able to have that great tableside Lawry's experience with no change. But then, also for those that want to come in and have some of our fantastic Certified Angus Beef prime steaks, we've got some really good other items on there.

Ryan Wilson:

We've developed some fantastic seafood items. We actually have a little bit of seasonality on the menu. But, those are options for people that want something different. But, if you want something 100% the same and the same as when your grandfather brought you to the restaurant in the 60s, absolutely, we got that for you.

Bryan Schaaf:

Nick, I just saw your Instagram story before we went live here with your celebratory reservation at Smith & Wollensky's. I assume, you already probably know who your servers going to be when you go in?

Nick Solares:

Oh, yeah. And, they're already holding the prime rib for me. They actually pull mine out a little early because I like it extra rare.

Bryan Schaaf:

They know. So, Nick talk to me about... we talk about the institutions, the places like the Lawry's, the places that have maintained this excellence over the decades. But, while Lawry's was doing their thing, the reputation of prime rib waxed and waned. And, when I think about it, a kid in the 80s, when I grew up thinking about prime rib... of course, I'm thinking about buffets. You read a lot about the 5.99 prime rib buffet on the strip in Vegas, things like that, what are the different things, factors that would have gone into the reputation kind of, suffering through the 80s and maybe some of the 90s?

Nick Solares:

Well, certainly what you're mentioning is a lot of people's first exposure to prime rib because it had really disappeared from average restaurant menus, is that it was a heat lamp induced desiccation of some gray stuff that they carved and there's splinters and shards of beef flying everywhere at a wedding or a buffet somewhere, right? Prime rib itself is fairly robust in as long as you're maintaining its temperature and its moisture correctly, you can cart that stuff around all night, as you see at Lawry's. Everything they cut off, even the well done stuff is succulent, right?

Nick Solares:

But, storing it horizontally on a heat lamp, not carving correctly, all of those things, has just done things to its reputation that didn't help it. But, at the same time, look, there was a huge shift away from red meats. There was the whole, the other white meat and chicken and chicken and chicken and more chicken, right. So, all the way from the late 80s into the 90s and well into the mid aughts, there was a genuine revulsion for fat. And then, we had the Atkins revolution which, for whatever, it's a ludicrous diet because you can't have Yorkshire pudding. What's the point, right?

Nick Solares:

But, the fact is, it got people back into eating fatty meat. We began to realize, hey, maybe, it's actually the sugar that we're consuming in mass quantities and not all this fat that's actually bad for us. So, we started seeing a resurgence in hamburgers and steaks, right? And, I've just always been an advocate for prime rib. To me, it's the finest example of cooking meat. And, you get so many different aspects to it. So, you get that salty beefiness of the steak, right? You get that nice exterior crunch.

Nick Solares:

But then, the inside is as tender as barbecue or a braised meat or a stew. The flavor, to me, is the most complex of any way of cooking meat. You've coddled that eye so much, right, you've tenderized it over time, you're maximizing those internal flavors. It's like nothing else. And quite honestly, I don't even know if... My favorite thing, maybe, the very next day, very thin slices of cold roast beef on white bread with Colman's mustard. That might be my death row meal. I want the prime rib the night before I get executed and then have that [crosstalk 00:39:39] meal.

Ryan Wilson:

I haven't tried that. That sounds like a spectacular flavor profile. I'm going to put that on the menu.

Nick Solares:

You should actually [crosstalk 00:39:47] go at the end, they give you a box of sandwiches. But then, we saw that there was been a reappraisal of prime rib as it has been of many dishes and many of the way that we used to eat at the turn of the 19th century versus the 20th century. So, you're seeing things like oyster dishes and Crab Imperial and all these things that you thought was so out of Vogue, and they're coming back and there's a resurgence of people.

Nick Solares:

Like, the big restaurant that opened here a few years ago was 4 Charles Prime Rib, which is a prime rib restaurant, and it was the hottest thing in town and you couldn't believe that people wanted to go there more than a sushi restaurant or the latest macrobiotic, organic, plant-forward, pizza place. So, I think there's been a serious redemption of prime rib at the more high end restaurant level and a lot of people will be doing it as specials on Sundays and stuff.

Nick Solares:

Smith & Wollensky's always sell prime rib. Obviously, Lawry's, their whole business has been based on prime rib. And, I think that in those cases, they were almost immune to the fits of trends and the whims of the public because institutions like that house the prime rib in San Francisco. It's not just that they're doing something perfectly over and over again, right, it's that people have genuine profound memories and experiences that happen in those places. And, that's way beyond food. It has nothing to do with food. You go to these institutions to celebrate. What I love about when you go to Lawry's on any given day, there's weddings and anniversaries, and there's like a 95 year old and there's a five year old and they're both celebrating birthdays, right. But, it's always joyous, right?

Nick Solares:

Lawry's, more than any other restaurant, even more than your average Steakhouse, it's always a celebration. That meal is always a celebration. And, that's what I love about it.

Bryan Schaaf:

Excellent, well said.

Ryan Wilson:

Brilliantly said.

Bryan Schaaf:

All right, Ryan, I got to ask this question because I would be remiss and Chef Tony has knives. So Chef Tony, if you have never met him, Chef Tony Biggs is our Director of Culinary Arts. He's also a co-host on this podcast. One of the great-

Nick Solares:

And, apparently an editor.

Bryan Schaaf:

That's right. One of the great mysteries, that Chef Tony has not been able to unravel, is the carts that you guys serve [inaudible 00:42:44]. Tell us about these carts. He has searched eBay, he has searched high and low. He wants a Lawry's cart, but-

Nick Solares:

They're custom made.

Ryan Wilson:

Yes, they're custom made.

Nick Solares:

Yes. What do they cost? They're like \$100,000 each, or something insane, right?

Ryan Wilson:

No, half that right now, to make one. But still, it's an expensive piece of equipment.

Nick Solares:

Yeah, but if CAB wants one, it'll be 100,000.

Ryan Wilson:

Yeah. Take it in prime rib. Yeah, the history of the cart, if you remember the first cart was made back in the 30s. And, at that time, quote, unquote, technology allowed for craftsmen to bend that steel and to make those carts and it was always a foundational piece of the experience that my great grandfather wanted to do it tableside. He was inspired by, but actually never visited a couple of restaurants in London, Simpson's on the Strand and Wiltons, both of whom do tableside service, well off of Gary Don's, and he took that premise in the 30s and designed this incredible Art Deco styled cart.

Ryan Wilson:

He had a couple different manufacturers in Southern California. In part, we think they were in Southern California because, at the time, there was a lot of aircraft manufacturing being done here. And, that same technology of bending that steel was what went into making aircraft callens, the surroundings of the engine, back in World War 2 era aircraft. And, fast forward to today, I guess, it was probably three years ago, we went through an exhaustive multi-year search to try and find anyone who had that technology to be able to do that.

Ryan Wilson:

And, we've identified a company in Arizona that can continue to do it, but you basically have to make a concrete mold. And then, you have another device that presses and shapes and bends the steel around it. But, there's about a 30% failure rate to bending that steel to make sure it comes out properly to get those domes built and structured as they should. The carts themselves are actually filled with water in the late-morning every day. And then, we charge that water basin up to about 190 degrees to keep all of our side dishes and the meat itself warm. An ambient temperature. And then, the carts, yeah, go out on the floor, and we monitor the temperature and the water on the side dishes throughout the evening. And, they work incredibly well.

Ryan Wilson:

Up into the late 90s, the carts actually were heated with coal. So, our restaurants used to have coal rooms. I grew up in Northern California, and would only come visit the restaurants maybe one once or twice a year as a little kid, but I remember seeing an inferno in these coal rooms that was terrifying. And now, they've been converted into linen rooms. But, to think that, until fairly recently, we used to have these trays of hot coal that would slide in underneath the water basin to keep the water warm. And, for a variety of reasons, obviously, we had to pull that out. If nothing else, you can't have that much carbon monoxide moving through a dining room. Yeah.

Bryan Schaaf:

Oh, that's amazing. So, the carts from the Chicago location, we have to ask... Tony, write this down. So, were you able to reuse those, ship them to some other locations?

Ryan Wilson:

Your ears must have been burning, we actually just had a management call this morning, and we were talking about it. All those carts are currently in Las Vegas, and they're there because the manufacturer and the refurbisher is based in Vegas. So we're going to take those Chicago carts, basically strip them down, rebuild them, and have them ready to go back into service in our restaurants and be ready to go back into service in future Lawry's locations, both in the States and overseas.

Bryan Schaaf:

Excellent. Be on the lookout because I am envisioning Chef Tony Biggs pulling off an Ocean's 11 type heist in the near future.

Ryan Wilson:

They weigh about 500 pounds so be sure to do your stretches before you want to try and move too quickly.

Bryan Schaaf:

So, before we wrap and I really appreciate you guys taking time, especially, within all the business that's going on, especially while... full disclosure, today is not Prime Rib Day that we're recording this, but it will air on National Prime Day.

Ryan Wilson:

Yeah, we're getting ready for it.

Bryan Schaaf:

That's right. We'll pretend that it is, right. Before we go, I wanted to get your opinions on... And Ryan, a video on YouTube that I watched of you was what really tipped me off was, you talked about slicing prime rib and the correct way to do it, wrong ways to do it. And, it set my mind down, between the two of you, when you see prime rib, what are some of the biggest missteps that you see happening either in how it's prepared, how it's slice, served with the wrong au jus, or a horseradish cream or however you want to go?

Ryan Wilson:

So, for the home cook out there, I would say, the number one piece of advice is give yourself ample time. By that I mean, not hours, but days to plan and prepare for this feast. It makes the experience, I think, that much more special. And, it gives you more opportunity to enjoy it and it does justice to the piece of meat. So, in the restaurant, it's almost a three-day process between seasoning overnight, we believe, in a very long, low slow cook time. So, anywhere from three and a half to four hours at a low temperature.

Ryan Wilson:

Then, I want almost that same amount of rest time for the restaurants, at minimum an hour to let that cooked piece of meat relaxed and all the juices to settle. But, I think that's critical. When you're picking your meat, get as good a quality as you can afford. Certified Angus Beef is something we really believe in because it delivers a great consistent experience for our guests. But, also try and find something with a good amount of age on it. We don't serve anything under 30 days. And, for National Prime Rib Day, we're going to be doing a promotion with dry aged prime rib where we do some wet portion and then we move into a dry aging to get it up to 45 days of age.

Ryan Wilson:

But again, it's about that time, it's taking your time and it's not pushing, rushing that piece of meat because it is truly something special.

Bryan Schaaf:

Outstanding. Nick, your thoughts?

Nick Solares:

On Prime Rib Day?

Bryan Schaaf:

On places where you see things going wrong.

Nick Solares:

Well, yeah, I think that's exactly right is that, time is the most important thing when it comes to aging meat, when it comes time to cooking meat, and when it comes time to resting meat. People ask me, how long should I cook for something? The answer is, you should cook until it's ready. And, the way you know that is through a thermometer. Because, that's the ultimate test of things, right? If you want your meat to be 135 degrees, right, I don't know what your oven is, I don't know how dense or how much fat is in that chop, but I can tell you this much, if you cook it to 125 and let it rest, the internal temperature will come up to 135 degrees by the time it comes to slice that joint.

Nick Solares:

I think, I'm a huge proponent of dry aging. But funnily enough, I don't think it's actually as necessary for prime rib because prime rib has its own aging process. You are slowly roasting that meat to develop textures and flavors that you can't get in any other way. There's no way to rush that. You can't sous vide it. It's something about the moisture, the allowing things to escape from the meat, you're driving out moisture, but you're concentrating flavor. So, I think that what I do is, even if it's fresh, in other words, wet aged beef, I will actually let that sit out in my fridge for three or four days. And, I'll season it, for a really thick joint, maybe a day or two ahead of time.

Nick Solares:

So, I got the Lawry's home kit which I should-

Ryan Wilson:

Oh, yeah.

Nick Solares:

And, it's very interesting that they say, don't actually season the sides of the joint, just all the way around. I was, that kind of, makes sense because you're doing it enough that it's going to penetrate the cap, it's going to penetrate the fat layer, you want it to work its way through. But, on the outside, you don't want that three dimensional input because you're almost going to taint the eye, almost. That was my feeling. I was, that's a really good way to do it. Especially if you're not doing a whole roast. If you're not doing every bone, if you're doing like three or four bones.

Nick Solares:

So what I like to do is, leave it in the fridge uncovered, you're allowing moisture to escape. It's not true dry aging, because you're not really developing flavors. There's not much of an enzymic process happening in that short of a time period. But, you are priming that surface to get a better sear. And, what I do is, I do the reverse sear. So, I'll do it that way, I'll season it a day ahead or two, put it back in the fridge, let that seasoning penetrate. It's a very thick chop. You want the Lawry's seasoning, the salt, the pepper, whatever you're using, then I put it in the lowest oven temperature that I have, wherever I am. If I'm in a really good kitchen, it might be 150 degrees. But, I think most residential ovens in a place like New York City, we have a lot of gas here, I think it's about 175.

Nick Solares:

I just put it in there for low and slow. The old cliché, it's there for a reason. If it can break down tough pork butts with all those into connective tissues, it's going to do wonders for a piece of prime rib that has essentially three muscles, which are all fatty and delicious on their own, right. But then, it's really about letting it reach that internal temperature that you want. I happen to like it at about 125 degrees. So, I'll bring it to 115, I'll pull it out and I'll wrap it and I'll just let it sit off to the side of the oven for... What I'm really looking for is... actually, so when I put my hand on it, it's still warm, but it's not hot. So, it might be an hour or two. And then, I crank the oven to 500 degrees.

Nick Solares:

I make my Yorkshire puddings, pull them out and then I put the thing in. It can take about five minutes at that temperature. It just sears the outside. To me, there's just no better way to prepare that piece of beef. There's no better thing to eat on earth. And, if you can pull off a really good prime rib, that is the way to impress a crowd. You can sit there and flambe stuff and do souffles and all of this stuff. And, it's like nothing is going to impress people like a prime rib with Yorkshire pudding.

Bryan Schaaf:

Well said. Guys, before we turn you loose, Ryan, can you give us some plugs? What's happening with Lawry's? You just mentioned the Lawry's at home project that's going on. But yeah, can you tell us what's going on and tell us where people can find you guys on social as well?

Ryan Wilson:

Yeah, absolutely. You know I can. So, a couple things for National Prime Rib Day. If you're near one of our restaurants, come on in, we're doing a dry aged special so you can come in and get our traditional wet age prime rib. We also have some fantastic dried age Certified Angus Beef on the carts. So, that's one. And, two, yeah, we've just launched back in December. We launched Lawry's at home, which is an e-commerce offering where you can order through our website and have shipped you via FedEx, the classic Lawry's experience. The meals come in three different portions. A third of a full roast, a half of full roast, and then the full seven bone roast that we serve in the restaurants. Exact same meat as what we sell in the restaurants. The kit as we call them, come with all of the accompanying side dishes, ready to go in your home kitchen.

Ryan Wilson:

It's a fantastic experience. Great way to bring people together. Great gift option also with Mother's Day and Father's Day coming up. I'm actually, in another month, coming out to spend some time with the great people of Certified Angus Beef to work on some outdoor cooking options for prime rib. So, with summertime coming up, get your Big Green Egg's, your Traeger grills, your Weber's fired up and play around with some slow and low prime rib cooking outside. It goes great with a nice cold beer on the lawn.

Ryan Wilson:

So yeah, come and enjoy our restaurants, we certainly really appreciate all the support. It's been an incredible year for us. And, we're still out there delivering a great dining experience for all of our guests in Beverly Hills, Dallas, and Las Vegas. So, thank y'all, thanks for the time.

Bryan Schaaf:

I think I just saw Nick booking his flight for the wet aged, dry aged in the [inaudible 00:56:12].

Nick Solares:

I was drooling also.

Ryan Wilson:

I think the other thing there, it's a really fun opportunity to get a portion of each and do a little bit of side by side flavor profile. I think, as Nick said, dry aging, I think, is critical for steaks. It's a little different for prime rib and I think there's a good option for people to try side by side.

Nick Solares:

I actually find that I like my steaks aged 35 to 45 days. That's way too long for prime rib. I think a 21 day age is perfect. Because, remember that when you're slow roast or something like that, you are basically moving that flavor all the way through the meat. It's going to taste like beef on the inside. When you cook a steak, that funk is on the outside but the inside is still going to taste like a piece of beef. With prime rib, with the super A stuff, the whole piece of meat becomes the same flavor. It's almost monosyllabic, you don't really want that. You want that nuance, you want those flavor differences.

Ryan Wilson:

And, I think when you push the age that far out also, it's lost a lot of moisture and the mouthfeel is not the same either, which, to me, is one of the critical pieces of enjoying a good prime rib. It's all the different textures you get.

Nick Solares:

Yeah, very much so. It's less important on a steak because you're cooking it so quickly. But, slow cooking something and really rendering it down like that, you will lose a bit of that 10 style suppleness.

Ryan Wilson:

Cool. I'm glad I work in a restaurant, I can just go downstairs and have a cold prime rib sandwich to some Colman's mustard.

Bryan Schaaf:

You can make this happen real quick.

Nick Solares:

The best bread is Japanese milk bread.

Ryan Wilson:

I had a great katsu sandwich yesterday and yeah, I think I'm going to have to go have a little bit more.

Nick Solares:

Damn it, I'm hungry now. Well, by the time that this is airing because obviously we're busy on Prime Rib day, so we had to do this before, I will be eating and walking you guys through how I prepared my Lawry's at home feast. I have a large chop of CAB rib that's in my fridge right now, it's uncovered. I'm

aging it. I'm actually going to age of quite a bit of time. And, I'm going to inundate that... Excuse me, I'm going to a season that with the Lawry's a couple days before. And then, I'm thinking, actually, I'm going to bust out the sous vide machine, not for the roast which I'm going to cook in the oven the way that I just described... but, I think I'm going to sous vide all of the other sides because it comes perfectly sealed. I'm sure it's season ahead of time-

Ryan Wilson:

Yeah, ready to go.

Nick Solares:

Hats off to whoever did the packaging on it. It is so superb. It comes with a kit. It's got it comes with a thermometer. It comes with the Lawry's seasoning salt, it comes with the salad dressing. I have to figure out how I'm going to get the ball to spin but that's my problem. I love it. It's the only salad I'll eat. But then, it comes with all of the sides. The [inaudible 00:59:22] spinach, the corn, the mashed potatoes, the au jus, the gravy, the Yorkshire pudding batter, all in these perfectly flattened vacuum-sealed packets. It's so perfectly done. So yeah, I can't wait to walk everyone through it. So, listen to this podcast and then go and watch and drool and get yourself a Lawry's at home kit.

Ryan Wilson:

Fantastic.

Bryan Schaaf:

Well said. On that note, we are going to let these gentlemen return to their regularly scheduled lives as we go. I do invite you though, go back to season one, look up the episode called Meat Life Media. You can catch everything you wanted to know about Nick Solares' story and, of course, his fantastic media production company. So, we are going to turn it back Chef Tony and Diana Clark, going to join us back here in studio. But, before we roll, Ryan Wilson, CEO, Chef of Lawry's Prime Rib, fourth generation in the family, thank you so much. Nick Solares, Meat Life Media. Guys, thank you so much for celebrating with us here on National Prime Rib Day on the Meat Speak podcast, powered by the Certified Angus Beef brand.

Bryan Schaaf:

Back here on the Meat Speak podcast powered by the Certified Angus Beef brand. Bryan Schaaf, Meat Scientist, Diana Clark, Chef Tony Biggs. Guys, we're talking prime rib today. And, when you think about prime rib, when you think about beef fabrication, right, who is it, Cat Stevens who originally penned the phrase, the First Cut Is the Deepest, right? When you are fabricating a side of beef, guess what, it's exposing the rib. The first cut truly is telling us, how much quality is in that carcass, right? It's the mothership of all beef, it's the rib primal. We're talking about that today.

Bryan Schaaf:

First, let's get into the science here. Seven bones?

Diana Clark:

Yep, seven bones, traditionally. Sometimes you can find more, but-

Bryan Schaaf:

If you're in areas of large nuclear fallout, you might have a few more. But, roughly 20 to 30 pounds is what we're talking.

Diana Clark:

Yeah.

Bryan Schaaf:

Ish?

Diana Clark:

Yeah, you usually see they have their average splits. So, you have your heavies and your lights. Your lights are going to be 14-ish and down. 14, 15. And then, you can have up 16, 20 pounds. Yeah, that'd be your heavies.

Bryan Schaaf:

Okay. So, as we talk about this, I'm going to tell you my own personal experience here, Chef, is, one of the reasons that I stopped getting prime rib... or maybe, I was never that excited about it. And, after chatting with Nick, honestly, about a year ago, his take on prime rib, it sort of, reinvigorated me to try it again. But, it is the idea of when I eat steak, when I beef, I like that textural difference, right, between soft and a crispy exterior, right? That Maillard reaction which the difference between a rib steak and prime rib is, there's not as much of that surface area that goes in there, right.

Bryan Schaaf:

But, let's talk about that. Let's talk about the differences between a rib steak. Let's talk about the difference between that and a prime rib as you would [inaudible 01:02:31].

Tony Biggs:

You mentioned that crust. So, I don't know if you younger viewers have seen this cut, the 109 netted rib. Okay, 109. It's netted. And, there is a fat cap. The fat cap, we're not talking about the spinalis now, we're talking about the fat cap is not removed. So, when they do fabricate it, it is removed. Then, it is placed back on.

Diana Clark:

Yeah.

Tony Biggs:

Okay. In some portions of the world, they actually take the bone off the rib, and they put it back on. That's called cradling the prime rib. So, after all that's been done with the fat cap back on, they net it, and then we would season as chefs, we would season it, right, and get it all crusty for Bryan, right. And then, roast it off beautifully medium rare. And, when it came out, we untie it. But, during the cooking process, the string on the prime rib gets really tight, right? And, when you cut it, all that rosemary, black pepper, salt... I had a nice white jacket and now I'm covered in spices. Okay. This is why you don't have that anymore. No, I'm kidding. Okay.

Bryan Schaaf:

That actually sounds like me after Thanksgivings.

Tony Biggs:

But, this is kind of, like what Prudhomme did, who really became famous for this Cajun prime rib? He took that fat cap off. And, he put seasoned onions with his Creole seasoning or his New Orleans style seasoning. Put the fat cap back on, tied it up, roasted it for 45 minutes at 500 degrees. Really charred for 45 minutes to an hour. He put it back in the refrigerator overnight. Okay, let it calm down. It's not cooked because we all know a rib takes 3 to 4 hours depending on how you like it, right.

Tony Biggs:

The next day, he would cut rib chops out of it, taking those onions off, put his blackened seasoning on and then put it back in those ribeye steaks, like you're talking about.

Diana Clark:

It's like the best of both worlds for you. It's got the rib roast and then the extra char from the grilling.

Bryan Schaaf:

Yeah, so it is. It's a bit of a hybrid between a prime rib and rib steak.

Tony Biggs:

It really is. He really nailed it. I don't know if that was his intention, but he did discover something that was pretty cool.

Diana Clark:

Yeah, I'd say that's pretty awesome.

Tony Biggs:

We're going to make that actually. I've got one, we're going to do, in about 5 or 6 days.

Bryan Schaaf:

Glorious. Call me when it goes down.

Tony Biggs:

I'm going to call you.

Bryan Schaaf:

Excellent. I appreciate that. Okay, so let's talk about that one more time, just for a little clarity, you're talking about the 109, right? That's your NAMP guide number.

Diana Clark:

Yeah, NAMP. So, you have different numbers for all your cuts. So, if you ever want to know exactly what you're getting, you could actually reference it by number. You could have a 109, you have a 112A. So,

109, traditionally, you can actually have... so, you have this... they call it a rib cap, which has a cap and wedge meat. So, it's your rib lifter meat, and then there's another... your multifidus muscle, and trapezius muscle, if you want to look it up to be specific, but what they used to do is, actually, come and peel that rib cap off, and take those muscles out. And then, they put the fat back on and tie it.

Diana Clark:

I'm fairly certain, the main reason why they put the fat back on is because they used to have the grade of the rib on there. So, if it was USDA choice, USDA prime, USDA select, that stamp would be rolled on the carcass. So, that way, if a chef is purchasing it, he then sees, yes, I did get what I'm ordering, I got my USDA prime on there. Well, now we have those vacuum-packaged bags, it's all on the bag. So, that's why they really don't worry about that. You don't pay for that extra fat, you just get your traditional 112A, would be your boneless two inch, your 2 by 2 lip, on the rib. But, it all does serve its purpose, and it's kind of neat to have that extra fat like... there's a lot of flavor there.

Bryan Schaaf:

At the end of the day, it's protecting the spinalis, right?

Diana Clark:

Yeah, it's going to be extra padding on the spinalis, really. It's going to have that extra fat on there, for sure. Now, I wouldn't recommend even using that for dry age specifically, because you pull that fat off and then put it back on, you're going to have air pocket within there. But, it is just an extra protection on there. So, while you're cooking, you're really just really protecting that spinalis during the cooking process.

Bryan Schaaf:

Interesting.

Diana Clark:

Yeah.

Tony Biggs:

That fat really, is great for your beef fat potatoes.

Diana Clark:

Oh, yeah.

Tony Biggs:

And, Yorkshire pudding, when you're serving that when your prime rib.

Diana Clark:

That's pretty awesome.

Tony Biggs:

I've done that with the fat that's leftover from that. And, that's our Yorkshire pudding. That's delicious.

Diana Clark:

That's a great idea.

Bryan Schaaf:

Yorkshire pudding.

Tony Biggs:

Yorkshire pudding, Bryan. You can't have any beef unless you eat your pudding.

Bryan Schaaf:

Before we put a wrap on this, Nick is one who will talk a lot about it, and it was honestly the nugget of prime rib that made me kind of, rethink what I think of prime rib, is the idea of dry aged prime rib. And, those notes that you can impart, Nick will wax poetically about. Smith & Wollensky in New York City, they do a lot of their dredging right on premise. That's his gold standard for prime rib. But, when you dry age, you're getting something extra in there, aren't you?

Diana Clark:

Yeah, you're getting a lot. So, you're condensing that beefy flavor ahead of time, because you're already pulling out some moisture during that dry age process. And then, you're getting those different notes, those beefy blue cheesy type. And, so when you're roasting it, it's really bringing all that together, which is amazing. And then, if you think about the fat that you already have in there, the marbling, it's all going to be a bigger punch, because since you've lost some of that moisture, your marbling is really going to be the main drive of flavor and it's going to coat your mouth in just that fantastic way.

Diana Clark:

That's going to be the beauty of switching over to having a prime rib dry aged prime rib roast, because you can get that English cut sliced then. I think, even a thin slice of it is going to pack on a ton of flavor.

Bryan Schaaf:

Excellent. Well said. Chef, what are your thoughts on au jus.

Tony Biggs:

Au jus, au jus, au jus, au jus, [inaudible 01:09:04].

Bryan Schaaf:

We just need choreography with it.

Tony Biggs:

Oh, my gosh. But, before I go into au jus-

Bryan Schaaf:

Yeah.

Tony Biggs:

One of the things we have really spearheaded to the chef's out in the world is, a deconstructed ribeye. Okay. So, one day we were thinking, what can we do different here with the ribeye, and we just took it apart, right? We took the spinalis apart, we took the rib off, and we had the fillet of rib leftover and then we created dishes with each separate item there. And, just amazing. Served that with wine or bourbon dinner. Amazing. Amazing. Amazing. We take those back ribs to that have been roasting on the prime rib. That is magical. I tell you, if you just cut those and then dip those in a little bit of barbecue sauce and keep roasting those, ah... Yes, right.

Tony Biggs:

But, au jus, is really the drippings of the prime rib, with a little bit of essence of rosemary and different herbs. You can just do it plain, just au jus. I've seen people add a little cornstarch or arrowroot to it, just to give that coating, just to give that extra flavor of juiciness to that prime rib. But, you know what I like to do on my rib? I'll tell you how I like to do my rib.

Diana Clark:

I want to know.

Tony Biggs:

Okay, I'm going to tell you. So, a lot of folks put it into a very hot oven very quickly, right? Well, I like to season mine with rosemary, salt and pepper. I love Lawry's seasoning, I've used it all the time. And, I start at 200. I start it low.

Diana Clark:

Okay.

Tony Biggs:

Okay, and I let that go to 3 to 4 hours, 20 minutes per pound. 15 to 20 minutes per pound. Then, the last 45 minutes, I'll jack the oven up to 500 and get that crust that Bryan wants on that fat.

Diana Clark:

Yes.

Bryan Schaaf:

Bless you.

Tony Biggs:

Bless you, right, that's what you want, that crust. Let it rest for one hour. Always take that temperature. I take it out about 121, 125. I let it rest for one hour. Tent it. Right, tenting. You know what it is. Tenting. I'm not going to mention the city. Okay, Bryan. And, tent it and then one hour you have beautiful slices of rare medium rare prime rib. Bon appetit.

Diana Clark:

Gosh, that sounds good.

Bryan Schaaf:

Lord, have mercy. On that note, it is time to put a bow on National Prime Rib Day at least as far as this podcast is concerned. I would like to give a big thanks to Nick Solares and Ryan Wilson, CEO and Chef from Lawry's Prime Rib. Also, another nugget that I stumbled upon is another restaurant in the Lowery's family is in Los Angeles called Tam O'Shanter. It's an old-time Scottish Steakhouse. Next year, it'll turn 100 years old. I feel like every restaurant when they make it to 100 years, they should get Willard Scott coming on and saying something about them. Especially after this past year, restaurants making it to 100 years, man, that's awesome.

Tony Biggs:

There's a place in San Francisco called The House of Prime Rib.

Bryan Schaaf:

Yeah.

Diana Clark:

Really.

Tony Biggs:

They actually do a lot of dry aging plus regular, but they coat their ribs in salt before they bake them, right? So, that's what gives it the really great flavor, like 10 days packed in salt.

Diana Clark:

Gets absorbed in there.

Tony Biggs:

Yeah, House of Prime Rib, San Francisco.

Bryan Schaaf:

Nice.

Diana Clark:

I think we should go to Tam O'Shanter.

Bryan Schaaf:

I completely agree.

Diana Clark:

Do a live show there.

Bryan Schaaf:

Right. I'll get a kilt for that.

Diana Clark:

I think we need to.

Bryan Schaaf:

Not shaving my legs though, I'll tell you that. Not again. On that note, if this is your first time listening to the Meat Speak podcast powered by the Certified Angus Beef brand, please know that you can find us across all of your major podcasting platforms, Google Play, Apple, Spotify, and a whole bunch of other ones that every week, I'm, huh, never heard of that one, or you can visit us by going to certifiedangusbeef.com/podcast. Until next time, for Chef Tony Biggs, Meat Scientist, Diana Clark, I'm Bryan Schaaf, tonight, go home and have a delicious slice of prime rib with some cream spinach on the side. And, Chef-

Tony Biggs:

Horse radish sauce, Yorkshire pudding, cream spinach.

Bryan Schaaf:

You know what, just for old times sake, since we are talking like a cut of yesteryear, put on your best duds as well. Dress up for this.

Tony Biggs:

Exactly.

Bryan Schaaf:

It's National Prime Rib Day, people.

Tony Biggs:

Pay it homage.

Bryan Schaaf:

Right. I'm going to jump out of a cow to celebrate National Prime Day. Until next time, thanks for listening to Meat Speak podcast powered by the Certified Angus Beef brand.