

How to Enjoy the Best Beef

Identifying, selecting and preparing the best beef is simple:

- **Logo** – Only the best Angus beef, which meets the *Certified Angus Beef*[®] brand's 10 quality standards, can earn its distinctive logo. The brand name and trademarks are assurances of quality for consumers worldwide.
- **Appearance** – The color of beef depends largely on whether it has been exposed to oxygen. A purplish or grayish cast is not in itself a concern, while bright cherry-red beef is the standard that many consumers seek. Fresh beef should not have any strong or unusual aromas. Cook and consume, or freeze, beef by the date on the package.
- **Marbling** – The little white flecks within the lean red meat melt when cooked and deliver quality beef's signature flavor and juiciness. The more marbling, the better, and the *Certified Angus Beef*[®] brand requires a lot of it.
- **Cuts** – The “best” choice depends largely on how it will be prepared. Some cuts, particularly steaks from the loin and rib, are best when cooked quickly, as on a grill. Other cuts, like roasts from the chuck and round, are ideal for cooking “low and slow” in a slow cooker or Dutch oven. When in doubt, ask a butcher or chef for advice.
- **Doneness** – Beef experts typically prefer to cook steaks to medium rare (a warm, red center) for optimal juiciness and tenderness, but doneness is largely a personal preference. Ample marbling helps ensure that beef cooked to higher temperatures remains juicy and flavorful. The USDA recommends steaks and roasts be cooked to 145°F and then rested for at least 3 minutes. To ensure food safety, ground beef should be cooked to a minimum 160°F. Be sure to check with a thermometer, as color alone is not a foolproof indicator.

Detailed information about beef cuts, cooking techniques, degrees of doneness and other preparation tips are available at CertifiedAngusBeef.com, as well as thousands of chef-developed and tested beef recipes.

Packed with flavor and nutrition

Like all beef, *Certified Angus Beef*[®] brand cuts are nutrient-rich and can fit easily into any healthful, balanced meal plan.

There are many lean cuts of beef, which include choices to satisfy every craving, including steakhouse mainstays and family mealtime favorites. Just look for “loin” or “round” in the name.



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Serving for serving, there aren't many foods that can match everything beef has to offer:

- **Protein** – helps keep you energized and regulate body processes
- **Iron** – helps carry oxygen to cells and aids in brain development
- **Zinc** – needed for many of the body's essential functions
- **B Vitamins**, including riboflavin and thiamin – promote growth and maintain health
- **Conjugated Linoleic Acid (CLA)** – a fatty acid that may play a role in cancer prevention and contributes to heart health
- **Selenium** – an antioxidant that helps prevent damage to cells
- **Choline** – plays a vital role in cognition and memory

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