

ADVERTISEMENT

LEAN BEEF FLAVOR BOOSTERS

AS SEEN IN *FOOD NETWORK MAGAZINE*

Everyone knows that beef makes the barbecue. With such an expansive selection of lean cuts to choose from, you'll find it's always easy to grill up something that's both delicious and healthy. And while most cuts taste great with just a pinch of salt and pepper, the chance to boost flavor with a host of savory rubs, marinades and drizzles invites exploration.

FEATURING
OVER 30
BIG FLAVOR
RUBS, MARINADES
& DRIZZLES



Funded by The Beef Checkoff

FILET

MIGNON IS JUST FANCY TALK FOR MOUTHWATERING.

29 LEAN CUTS. ONE POWERFUL PROTEIN.



You've gotta love the most tender lean cut of them all. And don't let a little French fool you, this all-American classic will tantalize every last taste bud at the table.

Learn to love all 29 tantalizing cuts of lean beef at BeefitsWhatsForDinner.com.



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Pepper-Rubbed Strip Steak

RUBS SPICE IT UP

Rubs are seasoning blends applied to the surface of roasts, steaks and burgers. These quick mixtures add flavor to beef, but do not tenderize.

- Dry rubs consist of herbs, spices and other dry seasonings.
- Paste-type rubs, which are perfect for roasts, contain small amounts of wet ingredients, such as oil, crushed garlic or mustard.
- Rubs can be applied just before cooking or up to two hours in advance. Just refrigerate treated beef until cooking time.
- Simply combine the ingredients and apply evenly to all sides. Cook beef to desired doneness.

DRY BBQ RUB

- 2 tbsp chili powder
- 2 tbsp packed brown sugar
- 1 tbsp ground cumin
- 2 tsp minced garlic
- 2 tsp cider vinegar
- 1 tsp Worcestershire sauce
- ¼ tsp ground red pepper

SMOKY PAPRIKA RUB

- 2 tbsp smoked or Spanish paprika
- 1½ tsp sugar
- 1½ tsp chili powder
- 1 tsp ground black pepper
- ½ tsp ground red pepper

ESPRESSO RUB

- 2 tbsp finely ground espresso coffee beans
- 1 tbsp garlic pepper
- 2 tsp brown sugar
- 1 tsp ancho chili powder

ANCHO-CHOCOLATE CITRUS RUB

- 1 tbsp ground ancho chili powder
- 3 cloves garlic, minced
- 1½ tsp dried oregano leaves, crushed
- 1 tsp unsweetened cocoa powder
- 1 tsp freshly grated orange peel
- ½ tsp ground cinnamon

MUSTARD-PEPPERCORN RUB

- ¼ cup chopped fresh parsley
- 2 tbsp Dijon-style mustard
- 1 tbsp mixed black, white, green and pink peppercorns or black peppercorns, cracked
- 2 large cloves garlic, minced
- 1 tsp salt

LEMON-PEPPER RUB

- 2½ tsp lemon pepper
- 1½ tsp dried oregano
- 3 large cloves garlic, crushed

FLAVOR BOOSTERS

Sauces, pestos, salsas and glazes added to your steak can pull the entire meal together. No matter what taste you're looking for or what colorful sides you want to serve, these options are sure to boost the flavor on your plate! The possibilities are endless.

DUSTS, CRUSTS AND SHAVINGS

Porcini Dusted: Process dried porcini mushrooms in food processor until a fine powder forms. Dust over steaks.

Parmesan Crusted: Melt grated Parmesan cheese over steak.

Shaved Truffles: Top steak with paper-thin truffle shavings.

EASY STEAK TOPPERS

Blue Cheese Crumbles
Pico de Gallo
Grilled Corn Salsa
Mango Salsa
Guacamole
Basil Pesto
Sautéed Bell Peppers
Sautéed Mushrooms

QUICK DOLLOPS

Curry Aioli: Combine small amount of curry powder with mayonnaise

Wasabi Aioli: Combine wasabi paste with mayonnaise

Dijonaise Sauce: Combine country Dijon-style mustard with mayonnaise

Creamy Cucumber Yogurt: Combine yogurt with chopped cucumber, minced garlic, chopped fresh mint and chopped fresh parsley

Cumin-Lime Butter: Combine softened butter, fresh lime juice and ground cumin

GLAZES, DRIZZLES AND SAUCES

Balsamic Syrup: Drizzle prepared balsamic syrup over steaks

Teriyaki Glazed: Brush steak with prepared Teriyaki sauce

Spicy Peanut Sauce: Combine peanut butter, milk, lime juice, soy sauce, sugar, ginger and ground red pepper

Bourbon Sauce: Bring bourbon and beef broth to a boil. Stir in cream and ground black pepper



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TOP SIRLOIN

IT SIZZLES WITH SO MANY DIFFERENT DISHES
IT HAS A "REPUTATION."

29 LEAN CUTS. ONE POWERFUL PROTEIN.



You've gotta love this lean romancer of recipes. Cubed for kabobs, stripped in stir-fry or succulent steak, sirloin is the cut that really gets around in the kitchen.

Learn to love all 29 tantalizing cuts of lean beef at BeeffltsWhatsForDinner.com.



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MAGICAL MARINADES

There are two reasons you might want to use a marinade: to help add flavor or to tenderize. When marinating, it's important to know your beef cut and to plan ahead. While the two different types of marinades may contain similar ingredients, the key is the length of marinating time.

If you're just looking to add flavor to a tender steak like T-Bone or Ribeye, you only need to marinate for 15 minutes to 2 hours. Flavor-enhancing marinades may include fresh herbs, oils and spices.

Some cuts, like Top Round or Skirt steak really benefit from a tenderizing marinade.

The key to tenderizing these cuts of beef is time and ingredients. You'll want to marinate your steak for 6 to 24 hours. A tenderizing marinade must contain an acidic ingredient (such as lemon juice, vinegar, wine) or a natural tenderizing enzyme (found in papaya, ginger, kiwi, pineapple, figs).



Filet Mignon with Argentinean Marinade

ADD FLAVOR.

Place all ingredients in food-safe plastic bag with steak for 15 minutes to 2 hours.

Balsamic-Mustard Marinade

- $\frac{2}{3}$ cup prepared balsamic vinaigrette
- 2 tbsp Dijon-style mustard

Argentinean Steak Marinade

- $\frac{1}{2}$ cup finely chopped onion
- $\frac{1}{3}$ cup spicy steak sauce
- 4 cloves garlic, minced
- 4 tsp dried oregano leaves

Lime-Jalapeño Marinade

- $\frac{1}{2}$ cup red currant jelly, warmed
- $\frac{1}{2}$ cup fresh lime juice
- $\frac{1}{4}$ cup chopped, seeded jalapeño peppers
- 2 tbsp chopped fresh cilantro
- 1 tsp salt
- 1 clove garlic, minced
- $\frac{1}{4}$ tsp ground allspice





TENDERIZE.

Place all ingredients in food-safe plastic bag with steak and refrigerate for 6 to 24 hours.

Ginger-Soy Marinade

- 1/3 cup soy sauce
- 2 tbsp fresh lemon juice
- 2 tbsp honey
- 1 tsp minced garlic
- 2 tsp minced fresh ginger
- 1 tsp freshly grated lemon peel

Red Wine-Herb Marinade

- 1/4 cup red wine vinegar
- 1/4 cup water
- 2 tbsp olive oil
- 2 cloves garlic, minced
- 1 tsp chopped fresh thyme or
- 1 tsp dried thyme leaves, crushed
- 1/2 tsp crushed red pepper

Simple Southwest Marinade

- 1/2 cup Italian dressing
- 1/4 cup fresh lime juice
- 1 tbsp honey
- 1 1/2 tsp ground cumin

Chili-Cilantro Marinade

- 2/3 cup prepared Italian dressing
- 2 tbsp coarsely chopped fresh cilantro
- 1 tbsp chili powder

Orange-Cumin Marinade

- 1/2 cup lime juice
- 1/2 cup orange juice
- 1 tsp ground cumin
- 1 tsp minced garlic
- 1/2 tsp salt
- 1/2 tsp chili powder

MORE QUICK TIPS ON MARINADES



- Always marinate in the refrigerator, never at room temperature.
- Allow 1/3 to 1/2 cup of marinade for every pound of beef.
- Marinate in a food-safe plastic bag or in a non-reactive container such as glass or plastic. Turn or stir the beef occasionally to allow even exposure to the marinade.
- Before cooking, remove beef from marinade and pat dry with a paper towel to promote even browning and prevent steaming.
- If a marinade is to be used as a baste or sauce, reserve a portion of it before adding to the beef. Marinade that has been in contact with uncooked meat must be brought to a full rolling boil for at least one minute before it can be used for basting or as a sauce. Never save and reuse a marinade.



TRI-TIP

THIS TRIFECTA OF TASTY, TANTALIZING AND TENDER ALWAYS PAYS OFF.

29 LEAN CUTS. ONE POWERFUL PROTEIN.



You gotta love a good one, two, three. A lean and flavorful cut that's as tender as any around and comes ready to grill at a moment's notice.

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