



CAB Corner on Quality
(graphic file logo for heading
available on request)

July 2004

King of the Grill

By Deanna Walenciak, CAB Director of Sales Marketing

Americans don't need a special occasion to fire up the grill. From family reunions, weekend cookouts or Wednesday dinners, summer and grilling simply go hand in hand. Combine beef, fire and a favorite side dish and you have the perfect meal. Our fascination with great food fuels more than \$10 billion in cookbook sales each year. We purchase 3 million cookbooks each day to help answer the famous question of "What's for dinner?"

Food Technology magazine says we are a nation oriented toward "meat and potatoes," and beef demand is up about 10% for the first half of 2004. The average American is expected to consume 67 lb. of beef this year. No matter how you slice it, grill it or season it—Americans love beef. With that notion and a great deal of pride in the high-quality beef you produce, the staff at Certified Angus Beef LLC hit the streets to keep beef top-of-mind with consumers.

As America celebrated its July 4th birthday, 10 million consumers were enticed to try a *Certified Angus Beef*[®] (CAB) brisket with cherry barbecue sauce. Recipes and photographs were featured in the food sections of 425 newspapers in 46 states. Keeping beef "king of the grill" with food editors and consumers is top priority.

Photos and grilling tips about the traditional CAB steaks and hot new cuts like the flat-iron, tri-tip and shoulder tender were mailed to editors as part of a grilling season launch. To-date, these grilling items have reached more than 350,000 consumers via 12 newspapers. The Pittsburgh Post-Gazette and CAB brand corporate chef Dianna Stoffer, even created an exclusive "The 'Burgh's Best Brisket" recipe. That food section front-page feature reached more than 240,000 consumers.

Media outreach is just one avenue used to sing beef's praises. Grassroots efforts like sampling and event marketing place the CAB brand center stage for consumers. Chef Stoffer and CAB Home Economist

Sarah Donohoe have featured beef at 20 events since January, sometimes including a stop at the morning television station to share the message with thousands of viewers.

Consumer outreach and education are important to our future, says Stoffer. “Consumers often are confused at the meat counter. If they aren’t familiar with a cut or if it’s not what Mom made, they will move on to something they know—and it may not be beef,” she explains.

“Consumers may just equate *Certified Angus Beef*[®] with a quality mark or think that it represents all Angus beef, not just high quality. When they understand that only 8% of all beef will make the brand, and when we make buying great beef as simple as looking for the logo, we ensure consumers will select beef at the meat counter,” Stoffer says.

One key is sharing beef’s nutritional benefits and the high quality of the CAB brand. “Beef’s popularity is on the rise with the low-carb diets, but we position beef as part of a balanced diet for adults and kids, not just part of a trend,” Stoffer says.

Consumers rely on cookbooks, cooking shows and chefs like Stoffer for recipe ideas and cooking tips. “It’s not always about showing them a totally new cut of beef. Sometimes it may be helping them gain confidence in cooking an item like Prime rib,” she says. “Many consumers shy away because they had a bad experience, or have never cooked a whole rib or know anyone who has.”

New recipes showcase beef’s flavor and versatility. A popular favorite is Stoffer’s Latin Lettuce Wraps, delivering a festive blend of native South American and Southern European flavors as only Latin cuisine can. The recipe is great as a complete meal or as an appetizer. There’s even a low-carb version, offering dieters an inexpensive option. (Find this and other great CAB recipes at <http://certifiedangusbeef.com/food/recipes.html>, or call toll-free 1-877-2-EAT-CAB.)

This season, don’t just join the American tradition of grilling. Join the consumers trying a new CAB recipe. Better yet, share the recipe with a friend and promote the great product that starts on your farm or ranch.

EDITORS: Photo available at: www.certifiedangusbeef.com/news/photos/3010.jpg. Complete recipe follows, for your convenience, if you have the space.

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Latin Lettuce Wraps

1 pound (450 g) *Certified Angus Beef*[®] ground beef
8 plum tomatoes
Olive oil to taste
2 poblano peppers
2 garlic cloves
1 white onion
1 bunch cilantro, divided
Kosher salt to taste
2 tablespoons (30 ml) adobo seasoning
2 cups (500 ml) jasmine rice, cooked
2 limes
2 heads Bibb or Boston lettuce, washed, separated and drained



Latin Lettuce Wraps

To prepare salsa, coat tomatoes in olive oil and roast in 400°F (200°C) oven until skins begin to blacken; remove skins, core and seed. Dry-roast poblanos until skins begin to blacken, place in paper bag to cool and remove skins and seeds. Dry-roast garlic until skin loosens and browns; remove skin. Slice onion into ¼-inch (6 mm) pieces and grill until soft and slightly browned. In food processor, fitted with cutting blade, lightly chop tomatoes, onions and garlic. Chop roasted poblanos by hand and stir into tomato mixture. Add 1 tablespoon (15 ml) chopped cilantro and season with salt.

Season ground beef with adobo seasoning; brown beef and drain. Season cooked rice with finely chopped zest of two limes, juice of one lime and 2 tablespoons (30 ml) chopped cilantro.

Serves 10 to 12 as entrée, 24 as appetizer

Chef's Note: When pressed for time, substitute the salsa with a quick pico de gallo by combining finely chopped tomatoes, onions, peppers, cilantro with lime juice, and salt and pepper, or use prepared salsa.

Nutritional Information:

189.5 Calories; 8.2g Fat; 11.8g Protein; 18.9g Carbohydrate; 29mg Cholesterol; 953mg Sodium.

Latin Lettuce Wraps (Low-carb Alternative)

1 pound (450 g) *Certified Angus Beef*[®] ground beef
2 tablespoons (30 ml) finely chopped cilantro
Kosher salt to taste
2 tablespoons (30 ml) adobo seasoning
2 limes, 1 cut into wedges
2 heads Bibb or Boston lettuce, washed, separated and drained
1 jar (10-12 oz) salsa

Season ground beef with adobo seasoning; brown beef and drain. Add juice of one lime and 2 tablespoons (30ml) chopped cilantro. Serve with lettuce leaves, lime wedges and salsa.

Serves 10 to 12 as entrée; 24 as appetizer

Nutritional Information:

98.8 Calories; 5.2g Fat 10.1g Protein; 4.3g Carbohydrate; 29mg Cholesterol; 1045mg Sodium.

Recipes created by Chef Dianna Stoffer, with the CAB brand.

