

KNOW YOUR BEEF



BEEF GRILLING

Grilling Has Never Been More Popular

That's why restaurants across North America have taken the grilling method and made it a cornerstone of their menus. But savvy guests want a lot more than the basic grilled steak with BBQ sauce that passed for the gourmet dining experience of years past. For the operator, higher customer expectations and educated tastes mean developing a fresh menu that offers choice, range and interest.

Modern grilling menus take effort and imagination, but Canada Beef has made it easier for you by putting together some flavour and presentation suggestions that you can try on your menu. Use them to keep your grilling section sizzling!

canadabeef.ca

GRILLING GOES MAINSTREAM

Today’s guest wants bold flavours, and beef can certainly deliver. Health-conscious guests are also looking for alternatives to fried items. For the operator, this means that the grill becomes a more important component of a successful menu.

When it comes to grilling beef, don’t feel bound by tradition. Guests look for a few key things from a good grilled item:

- 1. Correct doneness
- 2. A tender eating experience
- 3. Innovative flavours and presentations

These might sound simple, but there are a few factors operators need to address to make good grilling work:

Correct Doneness – This plays a big role in the way guests perceive the quality and ability of the restaurant to deliver a dining experience worth returning for. Ensuring correct doneness is a team effort and takes good communication – but well worth it in terms of guest satisfaction.

The server is your front line in getting the doneness right. Checking with the guest when the order is placed, and using standard descriptors for the various levels of doneness, can avoid problems. Remember: The industry definition of medium rare may be very different from a guest’s definition!

The kitchen staff needs to work towards a consistent level of doneness, and this takes time and experience. The steak needs

to be thick enough to allow for correct cooking, so think about this when planning the menu. Timing is also an issue, as the steak continues to cook after it leaves the grill. A little resting time is good; too long and you risk an over-cooked steak.

Managing Tenderness – A tender steak is a combination of factors – where the cut comes from, the grade of the cut, the aging and finally how it is handled.

Purchase Quality Beef – Your reputation is based on customer satisfaction. Remember that a quality steak can represent one of the largest contributors to your bottom line, and growing these sales makes financial sense. That’s why quality beef is a good investment.

Consider these quality factors when purchasing your beef supply.

Marbling: Minimum AA or higher grade. Marbling scores above AA have proven to provide higher levels of customer satisfaction. Some programs will sort specific grades such as AAA only, some will sort within specific grades such as the top end of AAA grade only.










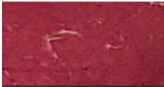


Aging: Beef, like fine wine, improves with age. Look for a minimum of 21 days of age for popular steak cuts such as Strip Loin, Rib Eye and Tenderloin.

Quality Assurance in the Kitchen –

Handling and cooking are the two most important factors for a great grilled item. If you are cutting your own steaks, make sure they are being cut correctly; go to www.canadabeef.ca and view “Foodservice cuts” to see step by step instructions for portioning all the major middle meats into steaks including strip loin, tenderloin, rib steaks and top sirloin.

When it comes to handling, it’s all about care and attention. After receiving beef, store in the coldest part of the walk-in, don’t stack, and make sure you rotate product correctly.

Cooking is the final quality step and needs care to ensure your beef tastes great. A hot grill is essential; grilling temps should run between 430° F (220° C) and 550° F (280° C).

		CANADIAN GRADE	COMPARABLE USDA MARBLING GRADE
	ABUNDANT	 MINIMUM REQUIREMENT IS SLIGHTLY ABUNDANT MARBLING	 MINIMUM REQUIREMENT IS SLIGHTLY ABUNDANT MARBLING
	MODERATELY ABUNDANT		
	SLIGHTLY ABUNDANT		
	MODERATE	 MINIMUM REQUIREMENT IS SMALL MARBLING	 MINIMUM REQUIREMENT IS SMALL MARBLING
	MODEST		
	SMALL		
	SLIGHT	 MINIMUM REQUIREMENT IS SLIGHT MARBLING	 MINIMUM REQUIREMENT IS SLIGHT MARBLING
	TRACE	 MINIMUM REQUIREMENT IS TRACE MARBLING	 MINIMUM REQUIREMENT IS TRACE MARBLING

INNOVATIVE PRESENTATION

Presentation has changed from the days when a sprig of parsley would do for a garnish. Creating a memorable presentation and melding it with bold flavours takes imagination and creativity. Try some of these ideas to create a new classic steak:

SPICE RUBS

Creating your own spice rub blend is an easy way to create a signature presentation. Below are three recipes, but you can also create your own.

The rub is blended and liberally rubbed into the meat just before grilling. There are also wet rubs that are a spice combination mixed with a wet ingredient, e.g., Dijon mustard, and the mixture is spread on the beef before grilling.

TOPPINGS

There has recently been a great deal of emphasis on unique toppings for grilled items, from roasted garlic to bold blue cheese. The trick to a topping is finding a flavour that will compliment and accentuate the natural flavour of beef. More samples of unique toppings include:

Fresh Chevre with Herbs – The mild flavour of the goat's cheese and herbs goes well with a grilled steak.

Mango Salsa – Fruit might not be the first thing you think of when it comes to steak, but the flavours of mango and finely chopped red onion, red pepper and black pepper blend nicely with bold beef flavours. Other fruits to consider are fresh peaches or nectarines.

Unique Compound Butters – A pat of butter is not unique, but if combined with an intense flavour like horseradish or roasted garlic and herbs, this type of combination can really wow your guests.

Bold Reductions – Reductions are a simple way to add another layer of interest, again keeping to the principle of complimentary flavours. Reductions like garlic and balsamic vinegar, veal jus and red wine, or a port wine reduction teamed with a Stilton topping can create opportunities to be bold with your menu.

Out of the Ordinary – Toppings such as a red onion marmalade, wild mushroom medley, or double smoked bacon and crispy leek julienne make for unique toppings that guests will find interesting.

SPICE RUBS

BARBADOS BLEND - A spice taste of the Islands

1/2 cup (125 ml)	dried thyme leaves	1/4 cup (50 ml)	ground cloves
1/4 cup (50 ml)	ground ginger	1/4 cup (50 ml)	coarse salt
1/4 cup (50 ml)	granulated garlic	1/4 cup (50 ml)	coarse ground pepper
1/4 cup (50 ml)	ground allspice	MAKES 2 CUPS (500 ml)	

SOUTH OF THE BORDER SEASONING - A spicy blend that goes great with a beverage

1 cup (250 ml)	chili powder	2 tbsp (25 ml)	oregano
1/4 cup (50 ml)	ground ginger	2 tbsp (25 ml)	lemon zest
1/4 cup (50 ml)	granulated garlic	2 tbsp (25 ml)	coarse ground pepper
1/4 cup (50 ml)	coarse margarita salt	MAKES 2 CUPS (500 ml)	



GRILLS AROUND THE WORLD

One of the most innovative ways that operators can add a fresh look and exciting bold flavours is by looking to other cultures for inspiration. With this approach you can discover truly unique and exciting ideas for new grilling items.

THINGS TO KEEP IN MIND:

When you're looking at incorporating ethnic flavours and ingredients in your dishes, there are definitely some rules to ensure your fusion approach doesn't become menu confusion!

1. Keep the flavours straightforward and authentic – don't blend things that just don't fit, such as curry and dill, or jalapeños and oregano.
2. Use cuts of beef compatible with the ethnic style you want to create. A Korean-style short-rib is a great grilled item and should be used as such; it would not work as a braised rib, for example.
3. Use accompaniments to enhance your theme. Items such as crisp Indian flat breads, Pad Thai noodles, a flavourful risotto, or a simple herb spatzel can help create the appetizing look and complementary flavours you are aiming for.
4. Keep the spicing and sauces straightforward. By understanding the ethnic culture that is the inspiration for the dish, you can keep the flavours clean, e.g., Asian flavours of ginger, chili, soy, and garlic, all work well together and will enhance the dish

5. Sauces are the finishing touch, but they need to work well with the grilled item. Most cultures have a classic sauce that's perfect for beef, e.g., South America – chimichurri (a sauce of garlic, parsley, lemon juice and vinegar); Asia – hoisin, soy, garlic; Europe – compound butters, béarnaise, and the traditional au jus, to name just a few examples.
6. Know how to combine the best of two worlds – this takes practice but can yield creative combinations that can really pique guest interest. An example: take high-quality beef, grill with an Asian spice rub, slice and place on a wonton cracker with a hoisin glaze for a great starter item that will set the stage for the whole meal.

SPICE RUBS

PROVENÇAL BLEND - A powerful blend of Mediterranean seasoning

1/4 cup (50 ml)	whole rosemary	1/4 cup (50 ml)	dry basil leaves
1/4 cup (50 ml)	whole thyme	1/4 cup (50 ml)	granulated garlic
1/4 cup (50 ml)	coarse salt	3 tbsp (50 ml)	lemon zest
1/4 cup (50 ml)	coarse ground pepper	2 tbsp (25 ml)	orange zest
1/4 cup (50 ml)	fennel seed	MAKES 2 CUPS (500 ml)	



HOT TRENDS

GREAT ETHNIC IDEAS FOR THE GRILL

Korean Short Ribs – Used in appetizers or as a main course, these flavourful thin strips of beef short-rib make an excellent item for a share plate. Brush with a spicy Asian chili sauce and garnish with toasted sesame seeds and chopped scallions.

South American Spice-Crusted Flank Steak – Brazilian steakhouses are very popular now, so add some South American flavour to your menu with this cut. Marinate in garlic, lemon and olive oil and grill to medium rare. Slice thinly and garnish with plantain chips or roasted baby potatoes, along with chimichurri sauce for a South American feast.

Southern Smoked BBQ'd Tri Tip – The flavours of the US south are worth exploring with cuts like the tri tip, which are best suited to be slow roasted or smoked. They are best prepared in a spicy marinade and slow smoked. Slice and serve with traditional accompaniments such as coleslaw, baked beans and biscuits.

Moroccan Beef Tangine – This dish starts on the grill with cuts like top sirloin and flat iron, but is finished with a long simmer in beef stock, garlic and spices such as chilies and aromatic vegetables (onions, carrots and celery). Finish the dish by combining with chopped dates and raisins. Serve by slicing the beef and presenting on a bed of couscous.

Thai Beef Skewers with Cucumber and Mint Relish – This dish plays on the contrast of hot and cool. Marinate slices of top sirloin in sesame oil, lime and chilies, thread onto soaked bamboo skewers and grill quickly. Serve on a bed of rice with a marinated cucumber salad and chopped mint to provide a cool compliment to this hot dish.

FLAT IRON STEAK SANDWICH WITH BABY GREENS, VINE-RIPENED TOMATOES AND CREAMY HORSERADISH DIPPING SAUCE

INGREDIENTS

10 x 5 oz (10 x 142 g)	flat iron steaks	2 1/2 cups (625 mL)	sour cream
1/2 cup (125 mL)	dry red wine	1 1/4 cups (300 mL)	light cream
1/4 cup (50 mL)	extra virgin olive oil	1 cup (250 mL)	horseradish
1 tsp (5 mL)	dried thyme	to taste	salt
2	garlic cloves, crushed	1/4 cup (50 mL)	fresh parsley, chopped
1 tsp (5 mL)	coarsely cracked black pepper	10	6-inch pieces baguette
1/2 tsp (2 mL)	sugar	5 cups (1.25 mL)	baby salad greens
		5 of each	medium red and yellow tomatoes, thinly sliced

METHOD

1. Place the steaks in a hotel pan just large enough to hold them in a single layer. Combine the next 6 ingredients in a bowl; pour over the steaks and turn them to coat. Marinate the steaks 4 hours or overnight.
2. Combine the sour cream, light cream, horseradish, salt and parsley in a bowl. Store in the fridge until needed.
3. Preheat the grill to medium-high. Remove the steaks from the marinade; discard marinade. Season the steaks with salt. Lightly oil the grill and then grill steaks to desired doneness. While this occurs, split the baguette pieces in half lengthwise. Lightly grill on the cut side.
4. Spread the cut sides of the baguette pieces with some of the horseradish sauce. Divide and top the bottom pieces of baguette with baby greens and tomato slices. Slice each steak into 1/2 inch (1 cm) slices and fan out on top of the tomatoes. Set on the top pieces of bread. Slice the sandwiches in 2 at a slight angle and serve.

RECIPE SERVES 10

CREATED BY: Eric Akis

CHEF'S NOTES: Softer baguettes are the best to use in this recipe – it will be easier for your clientele to eat this hearty sandwich without it falling apart. Fresh cut fries or a potato and asparagus salad vinaigrette would nicely complement this sandwich.



GRILLED FLAT BREAD WITH CHARRED BEEF, GOAT CHEESE, ROASTED PEPPERS AND PESTO

INGREDIENTS

10 x 5 oz (10 x 142 g)	flap meat steaks	10	6-inch Greek-style (pocket-less) pita
1/2 cup (125 mL)	balsamic vinegar	1 cup (250 mL)	extra virgin olive oil
1/4 cup (50 mL)	extra virgin olive oil	1 1/2 cups (375 mL)	pesto
1 tsp (5 mL)	sugar	2/3 lb (350g)	soft goat cheese, crumbled
2	garlic cloves, finely chopped	5	roasted red bell peppers, sliced
2 tsp (10 mL)	oregano	for garnish	chopped fresh basil or parsley
1 tsp (5 mL)	coarsely cracked black pepper		
to taste	sea salt		

METHOD

1. Place the steaks in a hotel pan just large enough to hold them in a single layer. Combine the next 6 ingredients in a bowl; pour over the steaks and turn them to coat. Marinate the steaks 4 hours or overnight.
2. Preheat the grill to medium-high. Remove the steaks from marinade; discard marinade. Lightly oil the grill and then cook the steaks rare, about 2 to 3 minutes per side. Cool to room temperature and then slice each steak into thin slices.
3. Brush the pita bread lightly with olive oil. Grill lightly on both sides. Spread one side with pesto. Artfully arrange and divide the slices of steak on the pesto. Divide and set the goat cheese and roasted peppers around the beef. Drizzle with a little extra virgin olive oil and bake in a 400°F (200°C) oven 8 to 10 minutes, or until just heated through. Sprinkle with a little basil or parsley and serve.

RECIPE SERVES 10

CREATED BY: Eric Akis

CHEF'S NOTES: For quick a la carte service, have the meat cooked and sliced and the goat cheese and roasted peppers prepped and ready to go before service. Grill and top the pita as the orders come in. Serve the pita with a ceasar or mixed green salad.



BEEF GRILLING

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