



Cookin' It Up

Beef and baseball

Two American favorites were at the center of recent outreach efforts for the *Certified Angus Beef*® (CAB®) brand's Cincinnati, Ohio, market. Scott Popovic, Certified Angus Beef LLC (CAB) corporate chef, faced off against local radio personality Amy Tobin in a culinary "throwdown" at the Great American Ball Park, home of the Cincinnati Reds. It was all part of "Certified Angus Beef Night" at the stadium.

Tobin, host of a popular weekly lifestyle and food program for women, challenged Popovic to prepare a dish featuring CAB brand steak paired with a "secret" stadium ingredient — peanuts — chosen by the station's listeners.

Popovic created roasted CAB strip steak with a reduction made from beer, "popcorn" made from fried mashed potatoes with chopped peanuts, and a cucumber slaw — all garnished with Cracker Jack® popcorn. Tobin made lettuce wraps with an Asian flair, showcasing chopped CAB flank steak and a peanut garnish. The two prepared their dishes at a stadium concession stand while fans — and the JumboTron crew — looked on. The judges' pick was Tobin's lettuce wraps thanks to their ease of preparation, but both competitors got high marks for great flavor.

Hundreds of fans tasted the steak samples and received coupons for the brand at Meijer stores, the local retail partner. CAB also partnered with a radio station for a remote broadcast before the game, and fans could spin the wheel to win prizes.

Popovic was featured on several Cincinnati radio stations. In a half-hour weekend program, he shared grilling tips with listeners, explained how to choose the best cuts of beef, and described what makes the brand a mark of quality. Popovic and Tobin took to the morning airwaves together to share details of their throwdown with listeners. As Popovic explained, if you start with a great quality product like the CAB brand, you can handle any culinary curveball.



Two in one

"Extend grilling season into fall and plan an entire meal on the barbecue," says Scott Popovic, CAB corporate chef. Popovic suggests cuts of beef, like the flat iron, that are perfect for grilling once and eating twice. Seasoned flat iron with a dipping sauce offers a little extra kick. Plan for leftovers like the American Beef Dip sandwich featured on page 2.

Ingredients:

2½ lb. CAB® flat iron (optional tri-tip steak)
¾ tsp. dried oregano
¾ tsp. dried thyme
½ tsp. dried rosemary
½ tsp. dry mustard
½ tsp. coarsely ground black pepper
Kosher salt to taste

Instructions:

In a small bowl, combine herbs, mustard and pepper.
Evenly sprinkle herb mix on

all sides of beef. Place in airtight container in refrigerator for four hours or overnight.

Preheat grill on high. Season both sides of steak with salt, reduce heat to medium high and grill to an internal temperature of 145° F for medium-rare.

Remove from heat; place steak in a sheet of aluminum foil. Add ¼ cup of dipping sauce, close foil, and allow to rest 5 minutes before slicing and serving.

Serves 4 (6-oz. portions)

Dipping Sauce with Attitude

Ingredients:

1 cup dry red wine
2 cups beef broth
2 Tbs. Worcestershire sauce
4 Tbs. butter, cut in ½-in. cubes, kept cold
1 tsp. Dijon mustard

Instructions:

In a large saucepan bring red wine to a boil; reduce by half.

Add beef broth and Worcestershire. Bring back to a boil, reduce heat to a simmer and reduce to approximately 1½ cup.

Remove from heat, whisk in butter and Dijon.

Serves 4

***Chef's suggestion:** Use leftover steak and dipping sauce for the American Beef Dip recipe on page 2.

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To order CAB merchandise, visit www.angussalebarn.com. For a source for recipe ideas, storage and handling tips, restaurant listings, retail store locations and cooking information, visit www.certifiedangusbeef.com.



American Beef Dip

Ingredients:

1 lb. CAB® flat iron, thinly sliced
Beef Dipping Sauce with Attitude (see
recipe on page 1)
8 slices firm, home-style white bread
¼ cup mayonnaise or prepared
horseradish sauce
Seasonal greens (optional)

Instructions:

Reheat sliced beef by adding to a
saucepan with the beef dipping sauce.

As beef is heating, lightly butter both
sides of bread; toast front and back of all
pieces in frying pan.

Spread toasted bread with
mayonnaise or horseradish sauce.

Remove beef from pan with a slotted
spoon, layer on toast slices; top with
remaining toasted bread.

Slice each sandwich into quarters;
secure sections with picks. Arrange each
sandwich on a plate with fresh, seasonal
greens and a small portion of dipping
sauce.

Serves 4 (4-oz. servings)