

Grilling Tips, Samples Highlight Booth Activities

CAB® Chef Peter Rosenburg shares grilling tips with Angus Convention Trade Show visitors.

by *Miranda Reiman, Certified Angus Beef LLC*

When you start with good beef, the goal is not to mess it up.

Chef Peter Rosenburg, with the *Certified Angus Beef®* (CAB®) brand, gave 2016 Angus Convention booth visitors tips for doing just that. At the Nov. 5 demonstration in Indianapolis, Ind., the chef talked about the basics.

“The better the cut of meat, our rule is just salt and pepper,” said Rosenburg. He reserves marinades for lesser cuts, such as a sirloin flap. “It’s not as tender as the strips and things like that, so putting a little marinade on that helps put a little bit of moisture on it.”

When grilling outside, he likes to brush the raw meat with an olive oil-canola blend, but indoors he sticks with a flavor spray to avoid smoke.

As the steaks sizzled in the foreground, the chef shared these tips:

► **Don’t flip out.** Only flip that steak once or twice, Rosenburg said, to preserve juiciness. “What you’re doing is that you’re forcing the juice to the center of the steak, so that if you brown it on one side it runs to the center. Then when you flip it, we have a nice, warm juice level in the middle,” he said.

► **Use your tools.** “When you’re grilling steaks and you want them perfect, there’s only one way to do that: an insta-read thermometer,” he said, noting the “hand check” method is not accurate and could cause food safety issues. In addition, he suggested a set of tongs, a sharp knife and a steel file, “one of the best things for bringing back the edge on your blade.”

► **Relax.** “What I’m looking for is a temperature of about 120 degrees,” the chef said. “When you take it off, it might be rare, but it’s going to travel



about 8 degrees. That carryover temperature as it sits will just continue cooking the steaks.” Taking the beef off 8 to 10 degrees before desired doneness and letting it rest 5 to 8 minutes uncovered will yield the best result. “All the juice inside is going to redistribute out,” he said. Leaving the steak uncovered allows the steam to escape, preserving the caramelized crust.

As Angus breeders and others in attendance sampled the strip steak, Rosenburg talked about

► **Left:** Chef Peter Rosenburg, with the CAB® brand, gave booth visitors tips for grilling the perfect steak.

► **Below:** The better the cut of meat, the less added seasoning the better, said Rosenburg, noting that adding salt and pepper is enough for the best beef cuts. He reserves marinades for lesser cuts, such as a sirloin flap.



PHOTOS BY J.D. ROSMAN

the brand's culinary team and the Education & Culinary Center at CAB headquarters in Wooster, Ohio.


"Our licensees will travel in, and we'll problem-solve for them, give them different ideas and concepts," he said, noting that there are three other chefs on the team and they all bring different skill sets. "When you put the four of us together, watch out. It's

pandemonium in the kitchen."

Two meat scientists, Phil Bass and Diana Clark, help round out the culinary team. "They're integrally super-important to what we do," Rosenberg said.

For more cooking information and recipes, visit www.certifiedangusbeef.com.

Chef Peter provided the grilling tips in the Trade Show at the 2016 Angus Convention.

For additional coverage of the Angus Convention — including summaries, speaker presentations, photos, videos and more — visit the convention newsroom at www.angus.media/news/Angus-Convention. 

Editor's Note: *Miranda Reiman is assistant director of industry information for Certified Angus Beef LLC.*

Roasting 101: Something for Everyone

CAB Chef Ashley Breneman shares tips for cooking the perfect roast with trade show attendees.

by *Katie Alexander, Certified Angus Beef LLC*

Most of those attending the 2016 Angus Convention Nov. 5-7 in Indianapolis, Ind., knew how to produce the beef that could make a perfect roast. They probably felt less confident about cooking it.

That's why Chef Ashley Breneman, with the *Certified Angus Beef*® (CAB®) brand, took to the demonstration stage in the CAB trade show booth to share a few tips for creating that perfect roast for the holidays.

She noted that CAB introduced its free Roast Perfect app for smartphones and tablets a year ago to help with buying and preparing beef roasts. It includes a roast selection guide, chef-developed and -tested recipes, step-by-step videos, a store locator, built-in timer and portion calculator.

Otherwise, Chef Ashley said, all it takes is a good roasting pan and rack.

"Those are the most important roasting 101 tips I can give," she said. "Having that roast elevated in the pan and on that rack makes sure all sides are cooked evenly and keeps you from burning the bottom."

No recipe in the app has more than six ingredients, which "makes it really user friendly," Chef Ashley said. "We have a list of cuts, and the app tells you how you should cook them."

Cooking a roast with app guidance helps consumers on a budget create a great quality meal across a variety of cuts.

"We have certain cuts that work well in a braising technique or that work better in a roasting technique," she said. "For each cut,



► CAB Chef Ashley Breneman shared tips for cooking the perfect roast — including how to download and use the Roast Perfect app — during the Trade Show at the 2016 Angus Convention.

we provide different recipes for consumers to try that we know work well with CAB product."

Visiting with Angus producer-consumers, Chef Ashley went over several cuts and the differences between roasting and braising, all while cooking up a prime rib using a recipe from the app.

"When you bring out a fully cooked CAB prime rib, people tend to flock," she said. "People at each session asked about that

recipe and loved the taste of it. They were extremely interested, and it's the easiest to cook."


The holiday feast doesn't have to feature a \$100 prime rib roast, Chef Ashley noted. Other cuts will feed a family just the same and can taste just as great.

A whole strip loin roast or "strip roast" is her favorite, paired with the rosemary and garlic recipe on the app.

Chef Ashley kept busy demonstrating and talking about roasts, sharing what makes a CAB brand roast great and giving out tips. She also got to see and visit with the beef community's future in the many young ones who came by to watch.

"It makes me really proud to do what I do and play a part in the beef industry through *Certified Angus Beef*," she said.

Chef Ashley provided the roasting demonstration in the Trade Show at the 2016 Angus Convention. To access the Roast Perfect app, click https://www.certifiedangusbeef.com/kitchen/roast_perfect.php.

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Editor's Note: *Katie Alexander is an industry information intern for Certified Angus Beef LLC.*