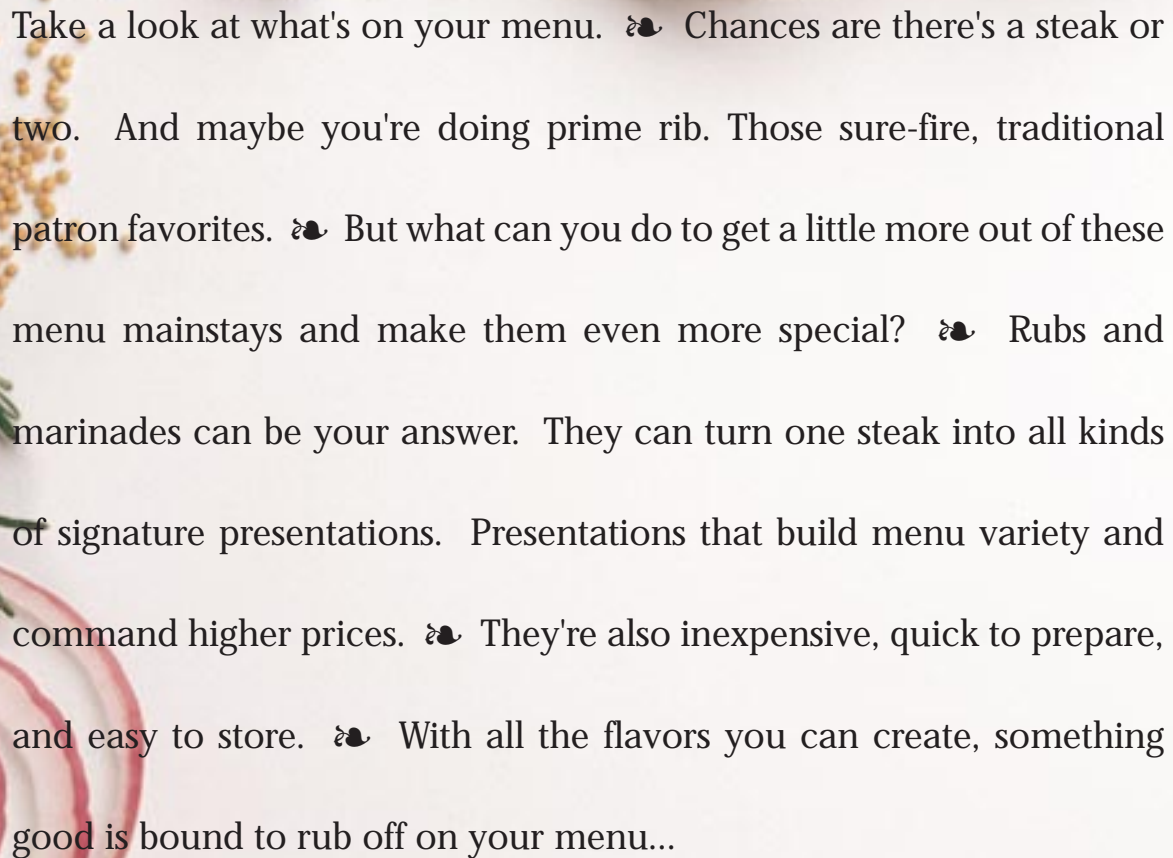




FLAVORFUL RUBS AND MARINADES FOR BEEF





Take a look at what's on your menu. 🍴 Chances are there's a steak or two. And maybe you're doing prime rib. Those sure-fire, traditional patron favorites. 🍴 But what can you do to get a little more out of these menu mainstays and make them even more special? 🍴 Rubs and marinades can be your answer. They can turn one steak into all kinds of signature presentations. Presentations that build menu variety and command higher prices. 🍴 They're also inexpensive, quick to prepare, and easy to store. 🍴 With all the flavors you can create, something good is bound to rub off on your menu...

Here's the Rub

Wet or dry seasoning rubs add more than flavor appeal. They can boost the perceived value of a menu item. Meaning higher profits for you. 🍴 Rubs cost just pennies a pound. And you're probably already stocking most of the ingredients you'll need. Keep several rubs on hand to add to beef just before cooking.

They'll help you expand your beef selections so you can offer something for everyone.

To Make a Rub

Combine all ingredients in a bowl; mix until well blended. Rubs are best kept covered and refrigerated until ready to use. Spread or pat on beef just before cooking or up to 5 hours in advance.





Aztec Rub

2 Cups

Cumin seeds, crushed	1 cup
Minced garlic	1/3 cup
Liquid smoke	1/4 cup
Coarse salt	3 tablespoons
Cayenne pepper	1 tablespoon
Olive oil	1 cup

Dry BBQ Rub

3 Cups

Mesquite, hickory or smoky dry seasoning	2 cups
Dried chopped garlic	2/3 cup
Whole mustard seeds	2/3 cup
Cracked black pepper	2/3 cup

Panhandle Rub

2 Cups

Ground cumin or crushed cumin seeds	1/2 cup
Minced cilantro	1/2 cup
Tomato paste	1/2 cup
Minced garlic	1/4 cup
Vegetable oil	1/4 cup
Red pepper flakes	2 tablespoons

Country Rub

1 Quart

Crushed real bacon bits	2 cups
Minced parsley	2 cups
Tomato paste	2 cups
Cracked black pepper	1/3 cup
Paprika	1/3 cup



Creole Rub

2 1/2 Cups

Creole mustard	2 cups
Minced onion	1 cup
Minced garlic	1/4 cup
Hot pepper sauce	3 tablespoons
Dry Cajun seasoning blend	1/2 cup

Devil's Rub

2 Cups

Minced garlic	3/4 cup
Packed brown sugar	1/2 cup
White vinegar	1/2 cup
Red pepper flakes	1/4 cup
Tomato paste	1/4 cup
Hot pepper sauce	3 tablespoons
Coarse salt	3 tablespoons

Spicy Dry Rub

3/4 Cup

Dry mustard	6 tablespoons
Dried oregano leaves	3 tablespoons
Chili powder	2 tablespoons
Garlic powder	1 tablespoon
Pepper	1 tablespoon
Salt	1 tablespoon

Mustard Rub

3 Cups

Dijon-style mustard	2 cups
Minced parsley	1 cup
Dried orange or lemon peel	1/2 cup
Dried rosemary leaves, crushed	1/2 cup
Cracked black pepper	1/4 cup



Marinades Build Menus

When it comes to adding bold flavors to beef, there's nothing like a marinade. 🍴 And marinades do double duty, because they can also tenderize. So you can take advantage of the many economical beef cuts available. 🍴 Like rubs, marinades can open up a world of creative flavor options for beef—and a world of added profits.

To Make a Marinade

🍴 For marinades *without* oil, combine all ingredients in a bowl and mix thoroughly to blend. Cover and refrigerate until ready to use. 🍴 For marinades *with* oil, combine all ingredients *except* oil in the bowl of a food processor; process until smooth. Slowly add oil with motor running. Cover and refrigerate until ready to use.

Marinating Tips

- 🍴 Always marinate beef under refrigeration, never at room temperature.
- 🍴 The tenderizing effect of a marinade usually penetrates to about 1/4 inch from the surface of the meat.
- 🍴 To tenderize (using an acid-based marinade): Marinate beef at least six hours, or as long as overnight. Note that marinating longer than 24 hours (especially if marinades contain citrus juices) causes surface meat fibers to break down, resulting in a "mushy" texture.
- 🍴 To flavor: Marinate beef for 15 minutes or up to two hours.
- 🍴 Always discard leftover marinades that have been in contact with raw meat.

Italian

1 1/4 Quarts

Chopped onion	1 quart
Balsamic vinegar	1 1/3 cups
Minced garlic	3/4 cup
Dried Italian seasoning	1/2 cup
Salt	3 tablespoons
Black pepper	2 tablespoons
Olive oil	1 1/3 cups

Teriyaki Stir-Fry

1 3/4 Quarts

Soy sauce	1 quart
Honey	3 cups
Minced fresh ginger	1/4 cup
Minced garlic	3 tablespoons

Southwestern

3 3/4 Cups

Mexican or dark beer	3 cups
Lime juice	1/4 cup
Chopped onions	1 cup
Minced garlic	1/4 cup
Chopped cilantro	1/2 cup
Red pepper flakes	4 teaspoons
Salt	1 teaspoon

Mediterranean

3 Cups

Olive oil	2 cups
Lemon juice	1 cup
Red wine vinegar	2/3 cup
Chopped oregano	3 tablespoons
Minced garlic	2 tablespoons
Salt	1 teaspoon
Pepper	1 teaspoon

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