

Boneless Beef Chuck Roll

Cutting Instructions for Steaks and Roasts

- A. Steaks:** With a sharp knife, cut 1 in. thick following cut lines on diagram.
B. Roasts: Cut roasts in half or cut 3 times for 4 roasts or cut for roasts and steaks.

Cooking Instructions for Steaks and Roasts

Steaks: Grill at med. heat 6-7 min. each side. (med. rare)
Roasts: Brown both sides on stove top using small amount of oil. Pour off excess fat. Add 2 in. liquid (water, broth, juice, beer, or wine) and cover. Cook in oven for 45-50 min. per lb. at 325° or until fork tender. For more detailed instructions and recipes visit our website at Herefordbeef.net



Cut & Save



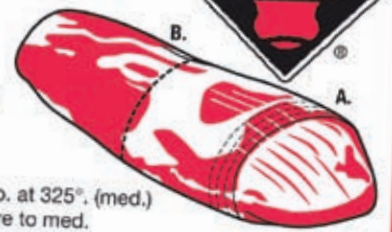
Boneless Beef Eye of Round

Cutting Instructions for Steaks & Roasts

- A. Steaks:** Cut steaks with a sharp knife ¾ in. thick from the large end following cut lines on diagram.
B. Roasts: Cut roasts in half for two roasts or cut for roasts and steaks. It may also be cooked whole.

Cooking Instructions for Steaks & Roasts

Steaks: Grill at med. heat for 6-7 min. each side (med.) Marinate steaks for added tenderness.
Roasts: Cook fat side up for 15-20 min. per lb. at 325°. (med.)
* For best results we recommend serving rare to med.
For more detailed instructions and recipes visit our website at Herefordbeef.net



Cut & Save



CHB LLC Introduces

Cut & Save Labels

Certified Hereford Beef (CHB) LLC has created Cut & Save labels for use by retailers on their primal and subprimal CHB® offerings. The labels instruct consumers on how to cut larger whole muscle meat cuts into meal-size portions. A shopper could buy, for instance, a whole eye of round or chuck roll in its original packaging with a Cut & Save label that explains how to cut it into steaks or roasts and cook them either way.

“The flexibility this offers consumers is wonderful,” says Arden Gremmert, CHB LLC interim general manager. “Once they are comfortable cutting their own meat, they can age it at home, too. It

brings out the beef connoisseur in people and also helps them save up to a couple dollars a pound, something every shopper appreciates.”

Another benefit of the labels is that CHB LLC now owns customized and accurate illustrations for many of the beef primals available through the program. These illustrations can be adapted and used in other promotional or educational materials for years to come.

The Cut & Save labels are available for 13 different CHB products. Coborn's Inc. is the first retailer to implement them in their Coborn's and Cash Wise Foods stores throughout the upper Midwest. **HW**