

3 SIMPLE STEPS FOR GRILLING BEEF

STEP 1

CHOOSE YOUR CUT

Some of the best cuts for grilling include: (*indicates lean)



Strip Steak*



Flank*



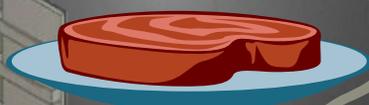
Ribeye

STEP 2

PREPARE YOUR BEEF

Prepare grill (gas or charcoal) according to manufacturer's directions for medium heat.

Remove beef from refrigerator.



Season beef with herbs and seasonings, as desired.

STEP 3

COOK YOUR BEEF



Place on cooking grid.

Grill, covered, according to [chart](#), turning occasionally.



Once finished, season beef with salt, if desired.

Beef Coach's Tips:

TIP No 1

Grilling times are based on beef going directly from the refrigerator to the grill.



Best Tool: Grill or Grill pan

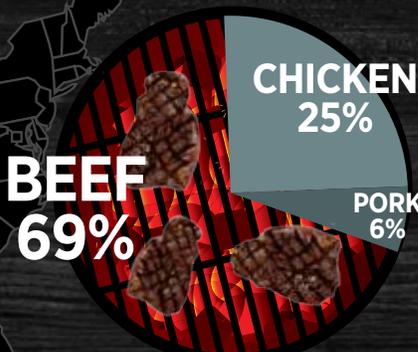
TIP No 2

Don't forget to [marinate!](#) Tender beef cuts can be marinated for 15 minutes to 2 hours for flavor; less tender cuts, such as Flank, should be marinated for 6 hours, but not more than 24 hours.

America's Got Grilliance

A recent survey found that when it comes to the grill, Americans choose beef.

Nearly three out of four American grillers say the ONE meat they most often grill is beef (69%) versus chicken (25%) or pork (6%)¹



¹Consumer Grilling Study - IPSOS Public Affairs, April 2011



gril-liance [gril-yuhns] noun

1. The sizzling harmony of one's passion for brilliance on the grill.

Origin: 2012; grill+i(ant) + -ance

BEEF

For simple meal ideas, [nutrition](#) and [cooking information](#) as well as other great cuts for [grilling](#), visit BeefItsWhatsForDinner.com