



NEWS RELEASE

Kaitlyn Riley
Wisconsin Beef Council
Director of Communications and Outreach
608-833-9944
kriley@beeftips.com

FOR IMMEDIATE RELEASE

June 17, 2021

Wisconsin high school students compete in Beef Chopped Challenge

VERONA, Wis. — Students across the state tested their culinary skills by crafting and submitting original recipes as part of the Beef Chopped Challenge hosted by the Wisconsin Restaurant Association Education Foundation's ProStart program, with the support of the Wisconsin Beef Council.

"We at the Wisconsin Beef Council were thrilled to see a large number of entries from high schools across the state," Angie Horkan, Wisconsin Beef Council director of marketing said. "These students, our next generation of beef chefs entering our restaurant and foodservice industry, did a great job creating unique, creative, and tasty beef recipes. There was a wide array using various beef cuts from Ground Beef to Flank Steaks to Tenderloin filets."

There were 36 entries from individuals and groups. The winning entry submitted by four students from Franklin High School was Carne Asada Tacos. Thorp High School took second with Cheeseburger Stuffed Meatballs. Placing third was Waterford Union High School with Homemade Grape Jelly Meatballs. These top three winning entries won gift cards to Culver's and Kwik Trip, both Wisconsin-based companies that offer beef products for students to purchase.

Submissions were judged on a 30-point scale that included 10 points for creativity and originality, 10 points for organization and structure of recipe, and 10 points for presentation.

"Our partnership with the Wisconsin Beef Council has made an incredible impact across our program to provide this innovative challenge and promote beef to our students," Alex Vernon, Wisconsin ProStart Coordinator said. "By giving students opportunities like this to express their creativity & apply their knowledge, we are able ignite passion within them. That's what we strive for each and every day."

ProStart is a nationwide, two-year program for high school students that develops the best and brightest talent into tomorrow's restaurant and foodservice industry.

Real beef is a source of 10 essential nutrients at 10 percent or higher of their respective daily values per serving that can support a healthy lifestyle including protein, zinc, iron, and B vitamins.





###

The Wisconsin Beef Council is a producer-directed non-profit organization funded by the \$1.00 per head assessment on all cattle sold in the state of Wisconsin per the Federal Beef Promotion and Research Act & Order. Half of one dollar remains in Wisconsin for local beef promotion, while the other half is forwarded to the Cattlemen's Beef Board. The purpose of the Council is to fund beef promotion, research and consumer education activities supporting Wisconsin's \$2.1 billion beef industry. The WBC operates under the guidance of its Board of Directors. The Board is comprised of representatives from cattle-related organizations around the state of Wisconsin.

Carne Asada Tacos

Ingredients:

2 lbs Skirt Steak
4 tbsp Adobo
4 packs Sazon
3 Limes
12 Tortillas
6 Large Tomatillos
2 Serranos
½ Onion
½ bunch of Cilantro
1 Jalapeno Pepper
2 Avocados
1 tsp Garlic Powder
Salt and Pepper to Taste



Directions:

1. Take each piece of Skirt Steak and cover both sides evenly with a tsp of adobo and sazón each.
2. When all the pieces have been covered, place in a bowl and add juice of 3 limes.
3. Place the meat in the fridge covered with plastic wrap until ready to grill.
4. While meat is chilling, place a pot of water on the stove to boil on medium-high heat.
5. Place tomatillos, onions, jalapeños, and serranos in the pot.
6. Leave vegetables in boiling water until you can stick a fork through the tomatillos easily with no resistance.
7. Take all vegetables out and place into a blender with 1 cup of the hot water from the pot.
8. Before blending, place in cilantro and 1 tsp of garlic powder.
9. Blend until the salsa has a smooth consistency and add into bowl.
10. Cut up avocado and add to the salsa. Set aside.
11. Take out meat and grill until the meat dries with crispy ends and a slightly juicy inside.
12. The meat should spend a total of 5-7 minutes on each side before removing the meat from the grill.
13. Cut meat into thin strips.
14. Add meat into a corn tortilla with homemade salsa and plate!

