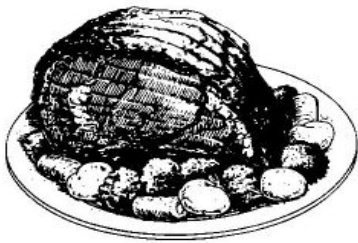


Food Fact Sheet

HOLIDAY BEEF ROASTS from the Texas Beef Council



Premium Oven Roasts

Premium Roasts (ribeye, rib, tenderloin and top loin) are perfect for holidays, entertaining and other special occasions. To ensure that the size and type of roast desired is available, it's a good idea to order it in advance from the supermarket or butcher.

Rubs and Crusts

A favorite way to prepare premium roasts is to coat them with a seasoning rub prior to roasting. A rub containing liquid such as oil or mustard is sometimes called a "paste". The result after roasting: a crusty finish to a juicy tender roast! Coating combinations can include classic and contemporary ingredients. These roasts are always prepared by dry heat – roasted in the oven, uncovered, without the addition of water. Cook to medium rare or medium doneness as desired.

- *Classic Beef Rub* - Dried thyme leaves, minced garlic and cracked black pepper
- *Mustard & Parsley Crust* - Dijon mustard, fresh bread crumbs and minced parsley combined with fresh herbs, prepared horseradish, wasabi or grated Parmesan cheese
- *Rosemary-Blue Cheese Crust* - Dried or fresh rosemary, chopped walnuts, crumbled blue cheese (cook roast halfway; press on coating and continue cooking)
- *Tropic Island Rub* - Minced garlic, chopped jalapeño pepper, chopped fresh ginger, lime juice, brown sugar, dried thyme leaves, salt and ground allspice
- *Sassy Salsa Rub* - Prepared chipotle or other "gourmet" salsa
- *Chile Rub* - Chili powder, cumin, garlic powder and black pepper
- *Chimichurri Paste* - Chopped Italian parsley, olive oil, white vinegar, minced garlic and salt
- *Southwest Paste* - Finely chopped dried tomatoes, minced chipotle chilies in adobo sauce, minced garlic and oil

Stuffed Tenderloin Mediterranean

Cut a tenderloin roast lengthwise (to but not through the other side) and open. Fill with a mixture of chopped dried tomatoes, chopped Kalamata olives, and basil-flavored or plain feta cheese. Close and

secure with string. Rub outside of roast with minced garlic and cracked black pepper.

Marinated Caribbean Roast

Marinate roast 15 minutes up to 2 hours in a mixture of rum, molasses, lime juice, honey, fresh ginger, minced garlic and black pepper. Remove roast from marinade; discard marinade.

Balsamic-Thyme Roast

During the last 15 minutes of roasting, brush roast with a mixture of balsamic vinegar, dried thyme leaves and red currant jelly (melted). As a side, roast cipollini onions and leeks along with the roast; brush vegetables with glaze during last few minutes of roasting.

Sides for Roasts

A great roast deserves a great accompaniment!

- Caramelized Leek Mashed Potatoes
- Roast Garlic Mashed Potatoes (Roast garlic cloves alongside the roast. Prepare mashed potatoes while roast is standing; add roasted garlic.)
- Savory Wild Mushroom Bread Pudding
- Mixed Greens with Walnuts and Dried Cranberry Vinaigrette
- Whipped Sweet Potatoes with Crisp Sugar-Pecan Topping
- Roasted Sweet Potato Chunks (Toss potatoes with olive oil and Tropic Island rub prior to roasting.)
- Roasted Sweet Potato Chunks (with cumin, black pepper and grated Parmesan cheese)
- Balsamic Vinegar Glazed Roasted Onion Wedges
- Caramelized Onions (sprinkled with crumbled blue cheese, shredded Parmesan or shredded smoked Gouda)
- Savory Custard (like creme brulee except with savory seasonings) such as garlic-herb, Cheddar and pepper, caramelized onion

Sauces for Roasts

Make a basic sauce of beef broth and balsamic vinegar; simmer to reduce slightly. Add one or more of the following and simmer while the roast cooks.

- Dried porcini mushrooms (soften in hot water and drain prior to adding to sauce)
- Fresh or dried herbs
- Dried tomatoes (if using dry-pack, soften in hot water or other liquid prior to adding to sauce)
- Roasted garlic
- Sautéed fresh wild mushrooms

Oven Roasts

Family-priced roasts (round tip, tri-tip and eye round) are from the round and bottom sirloin. They are leaner and more economical than premium roasts. Round tip (also called sirloin tip), eye round roasts and tri-tip roasts can be roasted by dry heat. Eye round is at its most juicy and flavorful when cooked to medium rare doneness. Marinating helps tenderize and add juiciness to the eye round roast.

Rubs/Marinades (for round tip, tri-tip and eye round)

- *Bouillon Herb Paste* - Beef bouillon cube (crushed) or granules, olive oil, fresh or dried herbs
- *Chipotle Paste* - Bouillon as above, minced garlic and canned chipotle chiles in adobo sauce
- *Italian* - Crushed garlic, cracked black pepper, dried Italian seasonings (Carve roast thinly and serve with a sauce made of pan drippings and ready-to-serve beef broth.)
- *Classic Eye Round* - Marinate eye round roast in red wine, herbs, garlic and onion 6 hours or overnight. Remove from marinade; discard marinade. Coat roast with mixture of cracked peppercorns (black, white, pink), crushed red pepper and salt.
- *Fig Balsamic Eye Round or Round Tip* - Marinate roast in mixture of fig balsamic vinegar, beef broth and crushed garlic. Remove from marinade; discard marinade.
- *Pesto* - Prepared (refrigerated) basil pesto sauce alone or combined with sour cream and minced garlic.
- *Chipotle Honey Paste* - Chopped chipotle chilies in adobo sauce and honey.

Note: Rubs and Crusts for Premium Oven Roasts can also be used for these Roasts.

Oven Meals

For ease and convenience, cook the side dish along with the roast. Time it so that the roast and side are finished cooking at the same time.

- Creamy Garlic Potatoes Au Gratin
- Roasted Vegetables (white and sweet potatoes, parsnips and onion wedges)
- Baked Potatoes (in foil)
- Twice-Baked Potatoes
- Seasoned Mashed Potatoes and Parsnips
- Mashed "Sweets"

Heat-and-Serve Prime Rib Slices

For the smaller two-person family that wants a special meal – without the leftovers – this new convenience product is the answer. Prepared according to package directions, the prime rib slice is ready in about 10 minutes by heating in its package in the microwave oven, or removing from the package and heating on a grill or in a grill pan. Serve prime rib slices plain or embellished with one or more of these ideas. Plan on one prime rib slice per serving.

- Top each cooked slice with a pat of flavored butter (herb, chile, cheese, lemon-pepper, garlic, green onion, etc.)
- Prior to heating on the grill or in a grill pan, rub each slice with a classic rub mixture (thyme, minced garlic and cracked black pepper), or use another one of the rubs suggested for premium roasts.

Serve with a sauce or gravy:

- Jarred beef gravy enhanced with sauteed mushrooms, minced red bell pepper, herbs, sour cream, etc.
- Mushroom sauce
- Dried tomato-wine sauce

- Cranberry (fresh)-balsamic sauce
- Classic Bernaise sauce
- Salsa (prepared or fresh)
- Chutney

Serve with a side of:

Easy Mashers - refrigerated or frozen mashed potatoes (add minced garlic, green onions, chipotle chillies, shredded Cheddar or Parmesan cheese, crumbled blue cheese, sour cream onion dip, prepared horseradish, etc.)

TIPS FOR SUCCESSFUL HOLIDAY ROASTS

What size beef roast to purchase:

During the holidays, it's a good idea to call your meat retailer or butcher in advance and order the type and size roast you need. Think about holiday appetites, and second helpings, when deciding what size roast to purchase. Plan about 6 ounces of cooked beef per serving for "holiday helpings" rather than the traditional 3-ounce cooked, trimmed portion. Generally, a boneless beef roast will yield 1½ to 2 six-ounce cooked, trimmed servings per pound. A bone-in roast will yield about 1 to 1½ six-ounce cooked, trimmed servings per pound.

How to select a beef roast?

In the supermarket, beef roasts should be a bright cherry red color without any grayish or brown blotches. If vacuum packaged, the beef will appear darker, more purplish red; when exposed to air, it will turn to a bright red.

What are the most popular holiday beef roasts?

Premium oven roasts such as ribeye, rib, tenderloin and top loin are popular as are family-priced favorites such as round tip and eye round. There's a choice for every size gathering and every budget.

How should beef roasts be stored?

As purchased, roasts may be stored unopened in the coldest part of the refrigerator, up to 3 to 4 days before cooking. Beef wrapped in transparent film requires no additional wrapping. For longer storage, roasts should be frozen at 0°F or colder. Freeze roasts up to 2 weeks in their original transparent package. For longer storage, rewrap roasts in moisture-proof airtight material such as heavy-duty aluminum foil or food-safe freezer bags; press out as much air as possible before sealing. Label and freeze up to 12 months. Be sure to allow sufficient time for defrosting before cooking roasts. The recommended way to defrost a frozen roast is in the refrigerator in its wrapping. Allow 4 to 7 hours per pound for a large roast; 3 to 5 hours per pound for a small roast.

Why is standing time necessary after cooking?

During standing time, the internal temperature rises and the roast finishes cooking; the roast firms up, making carving easier.

What about seasoning?

Roasts can be cooked without any seasonings or they can be “dressed up” with seasoning rubs. Combine favorite herbs and seasonings (either dried or fresh) and rub over the surface of the roast prior to cooking. Seasoning combinations might include: crushed garlic, basil and thyme; garlic powder, marjoram and parsley; or lemon pepper and rosemary. If desired, a small amount of salt can be used in seasoning rubs.

What’s the secret to a magnificent rib roast, sometimes called a standing rib roast?

The bones in this roast form natural rack so there’s no need to use a rack in the roasting pan. See Beef Roasting Chart for cooking guidelines. Also, for ease in carving (especially when carving at the table), have the meat retailer or butcher remove the chine (back) bone.

Which are the easiest roasts to serve?

Boneless roasts make carving a cinch, whether carving tableside or prior to serving and arranging on a platter.

Baffled by doneness?

Here’s how to tell. With roasts, the internal temperature is a better indicator of doneness than visual inspection. Cooking times provided in recipes or in a roasting timetable are a guide to help determine doneness, but the most accurate method is to use a thermometer. There are two types to choose from.

- An *ovenproof meat thermometer* is inserted prior to roasting and left in for the entire time.
- An *instant-read thermometer* is not ovenproof; use it toward the end of the recommended cooking time. Insert it long enough to get a temperature reading, about 10 to 15 seconds, then remove it.

What’s the appropriate doneness for a roast?

The USDA/FSIS says beef roasts need only be cooked to medium rare or an internal temperature of 145°F. Roasts should be removed from the oven when the thermometer reads 10 degrees less than the desired internal temperature; during standing time, the temperature continues to rise to reach the desired doneness. For example, for medium rare doneness, remove the roast from the oven when the thermometer registers 135°F; during standing the temperature will rise to 145°F. For medium doneness, remove roast when the thermometer registers 150°F; the temperature will rise to 160°F.

3 EASY STEPS TO ROASTING BEEF

Roasting is a simple, low-fat cooking method. When deciding what size roast to buy, to satisfy holiday appetites, plan to serve 4 to 6 ounces of cooked beef per person.

1. Heat oven to temperature as specified in chart
2. Place roast (straight from refrigerator), fat side up, on rack in shallow roasting pan. Season roast, as desired. Insert oven proof meat thermometer so tip is centered in thickest part of roast, not resting in fat or touching bone. Do *not* add water. Do *not* cover.
3. Roast according to chart. Transfer roast to carving board; tent loosely with aluminum foil. Let roast stand 15 minutes. (Temperature will continue to rise 5 to 10 degrees to reach desired doneness and roast will be easier to carve.)

BEEF ROASTING CHART

Beef Cut Cooked Yield Per Pound	Oven Temperature (Preheated)	Weight	Approx. Total Cooking Time (based on meat removed directly from refrigerator)	Remove roast from oven when internal temperature reaches:
EYE ROUND ROAST Yields 4 (3-oz.) servings of cooked, trimmed beef per pound.	325°F	2-3 lbs.	Med Rare: 1½ to 1¾ hours	135°F
RIBEYE ROAST small end Yields 3 to 3½ (3 oz.) servings of cooked, trimmed beef per pound	350°F	3-4 lbs. 4-6 lbs.	Med Rare: 1½ to 1¾ hours Med: 1¾ to 2 hours Med Rare: 1¾ to 2 hours Med: 2 to 2½ hours	135°F 150°F 135°F 150°F
RIB ROAST chine bone removed Yields 2½ to 3 (3 oz.) servings of cooked, trimmed beef per pound	350°F	4-6 lbs. (2 ribs) 6-8 lbs. (2-4 ribs)	Med Rare: 1¾ to 2¼ hours Med: 2¼ hours to 2¾ hours Med Rare: 2¼ to 2½ hours Med: 2¾ to 3 hours	135°F 150°F 135°F 150°F
ROUND TIP ROAST Yields 3½ to 4 (3 oz.) servings of cooked, trimmed beef per pound	325°F	3-4 lbs. 4-6 lbs.	Med Rare: 1¾ to 2 hours Med: 2¼ to 2½ hours Med Rare: 2 to 2½ hour Med: 2½ to 3 hours	140°F 155°F 140°F 155°F
TENDERLOIN ROAST well trimmed Yields 3½ to 4 (3 oz.) servings of cooked, trimmed beef per pound	425°F	2-3 lbs. (center cut) 4-5 lbs. (whole)	Med Rare: 35 to 40 minutes Med: 45 to 50 minutes Med Rare: 50 to 60 minutes Med: 60 to 70 min.	135°F 150°F 135°F 150°F
TRI-TIP ROAST (bottom sirloin) Yields 4 (3 oz.) servings of cooked, trimmed beef per pound	425°F	1½ to 2 lbs.	Med Rare: 30 to 40 minutes Med: 40 to 45 minutes	135°F 150°F

* Medium rare doneness = 145°F final meat temperature after 15 minutes standing time.

* Medium doneness = 160°F final meat temperature after 15 minutes standing time.

Consumers may call the TEXAS BEEF COUNCIL for additional holiday roast recipes — 1-800-284-BEEF. Also check out their web site - www.txbeef.org

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