

Reason to smile.

Canadian Beef is brimming with 14 essential nutrients including Vitamin D, which helps maintain teeth and bones. And trimmed of fat, beef is another great lean choice as part of a healthy diet.

For more recipes and nutrition information, visit beefinfo.org



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* Per 100 gram raw lean beef, trimmed of external fat, (composite of 26 cuts): 162. Calories, 21 g protein, 7.8 g fat, 0 g carbohydrate
% Daily Value potassium 9% DV, iron 15% DV, vitamin D 10% DV, thiamine 10% DV, riboflavin 15% DV, niacin 45% DV, vitamin B₆ 15% DV,
vitamin B₁₂ 110% DV, pantothenate 10% DV, phosphorus 15% DV, magnesium 10% DV, zinc 60% DV, selenium 40% DV

Perfect Roast Beef

weeknights to weekends



Roasting

*A fabulous roast of Canadian beef, pulled straight from the oven – **Mmmmm-m!** Roast beef is definitely too good to save for just a special occasion.*

*But with small families, busy lives and trying to “eat right”, can roast beef work for you? You bet. And once you try roast beef – again or for the first time – you’ll see just how **perfect Roast Beef can be!***

Rejoice!

The BIG easy

Roast beef can take some time to cook, BUT getting a roast ready is a snap – once in the oven, it requires no attention. **It cooks, you relax.**

The family fit

Roasts come in all types and sizes – just like families. Mini Quick Roasts are downsized roasts that serve two to three and BONUS – they cook in less than an hour! Or take advantage of larger roasts where luscious leftovers mean speedy next-day meals. **Cook once – eat twice!**

Open for options

Whether it's the slow cooker, oven or barbecue, roast beef can be enjoyed all year round. There are lots of ways to cook and enjoy **perfect roast beef!**

Roast Beef's Right

Canadian beef has a nutrition benefit package that can't be beat. Compared to an equal serving of chicken breast* beef's got:

- 4 times more iron
- 5 times more vitamin B₁₂
- 5 1/2 times more zinc

*Per 100 gram raw skinless chicken breast: 112 calories, 2% DV iron, 20% DV vitamin B₁₂, 8% DV zinc

And there's more good news – Canadian Beef is lean. †



EIGHT cuts of beef PLUS Lean and Extra Lean Ground Beef qualify for the Heart and Stroke Foundation of Canada's Health Check™ program. **Canadian Beef – Goodness in every bite!**

Health Check™ Qualified Beef

Nutrition information based on beef cuts trimmed of external fat (0-inch/cm trim)

Lean Beef Choices (100 grams raw)	Fat (grams)
Eye of Round	5
Inside Round	5
Sirloin Tip	5
Top Sirloin	6
Strip Loin	8
Flank	8
Cross Rib	9
Outside Round	9
Extra Lean Ground Sirloin or Round	10
Extra Lean Ground Beef	10
Lean Ground Sirloin, Round or Chuck	15
Lean Ground Beef	15

†The Heart and Stroke Foundation's registered dietitians have reviewed lean beef cuts plus lean/extra lean ground beef to ensure they meet the specific nutrient criteria developed by the Health Check™ program based on the recommendations in *Canada's Food Guide*. A fee is paid by each participating company to help cover the cost of this voluntary, not-for-profit program. See healthcheck.org.

Buyer's Guide to Perfect Roast Beef

With roast beef, there's so much to choose from to fit different families, budgets and occasions. To simplify your selection, take a look at the labels on the package.



Name Game

Each roast label has the name of the cut PLUS the basic cooking directions built right into the name –

Top Sirloin Premium Oven Roast,

Mini **Quick Roast** or **Short Rib Pot Roast**

for example.



Match Maker

Keep in mind the type of meal you want to have. Then pick the roast to match.

- **Oven Roasts** are the Sunday dinner classic carved into thin slices and served with a simple pan-gravy and mashed potatoes. These roasts are perfect all-family fair, and with Premium varieties available too, they are real supper show-stoppers.
- **Pot Roasts** are stew-y comfort food you can make ahead or simmer while you work.
- **Rotisserie Roasts** are perfect for backyard barbecue gatherings – easy to manage on the grill and so simple to serve to a group.
- **Mini Quick Roasts** are just right for weeknight roasting, making 2 to 3 generous servings and cooking in less than an hour.

Brand-name Beef

A brand name on a roast beef package works just like the brand name you find on your favourite cereal. The brand is a signal of quality and consistency. Branded AAA Canadian Beef is an indication of premium beef that meets the brand's standards for consistent flavour, tenderness and juiciness.

Meat Math

Confused about how big a roast to buy? Use this handy Meat Math chart to help.

MEAT MATH		
Canada Food Guide Servings (approx.) (each serving = *75 g cooked)		
Raw Roast Size	Boneless Roast	Bone-in Roast
500 g	4	3
1 kg	8	6
1.5 kg	12	10
2 kg	16	13
2.5 kg	21	16

*A 75 gram serving is about the size of 2 lipsticks placed side by side.

COOK'S NOTE

To allow for seconds or leftovers, buy 12 oz (375 g) of roast per person (roast with bone) or 8 oz (250 g) per person (if boneless).

Roast Beef's Value Proposition

Consider the value of roast beef by comparing costs per serving rather than total price. You get 5 servings for each pound (500 g) boneless beef roast. For a whole turkey/chicken, you get about 2 servings for each pound (500 g).



For more on buying beef, visit Beef 101 at beefinfo.org

Perfect Roast Beef Tips and Tricks

Season Simply

The beauty of roast beef is simplicity. Just rub raw roasts all over with some coarse salt and freshly ground pepper. Browning or searing the roast before cooking intensifies its beefy flavour.



BRIGHT IDEA

No time to thaw? To cook roasts from frozen, rub with prepared mustard and seasoning; cook as directed, allowing 50% more cooking time per lb (kg).

Roasting Right

No matter what roast you're cooking, low and slow's the way to go. For the most tender, juicy roast, use moderate heat when roasting. **Follow the simple 1, 2, 3 cooking instructions that you'll find in the next pages for each type of roast.**

Ready? or Not?

Use a thermometer to cook Oven, Quick and Rotisserie Roasts like a pro. The type pictured below is especially handy since it lets you monitor cooking without opening the oven door: For Pot Roasts, cook without a thermometer until they are fork-tender: stick fork into cooked Pot Roast – if the meat releases easily, it's done.



Clever Carving

- Let cooked roast rest for easiest carving and juiciest beef.
- A good knife is key. Use a sharp broad blade with a rounded tip (serrated knives will shred rather than slice). Keep carving knives sharp, by using a steel or sharpener to hone before each use.
- Carve roasts across muscle fibres (i.e. across the grain). Tip: Carve in the same direction as the butcher's twine to carve across the grain.



See Cooking Lessons at beefinfo.org for more roasting know-how and step-by-step guidelines.

Oven Roasts

Premium Oven Roasts: Top Sirloin • Tenderloin • Strip Loin • Wing • Prime Rib • Rib Eye
Oven Roasts: Sirloin Tip • Eye of Round • Outside Round • Inside Round • Rump

Premium Oven Roasts are the most tender, but all Oven Roasts can put on a good show. Slow roasting is key to getting the best from all Oven Roasts. The same basic 1, 2, 3 cooking instruction works for all types.



Cooking is as easy as 1, 2, 3

- 1. Season** roast and place in shallow roasting pan **without** water and lid. Insert ovenproof thermometer into centre of roast, avoiding fat or bone.
- 2. Oven-sear** in preheated 450°F (230°C) oven for 10 minutes (**OR** on stove-top, brown roast all over in a bit of oil in deep frying pan).
- 3. Reduce** heat to 275°F (140°C) and roast to desired doneness, removing from oven when 5°F (3°C) below finished temperature. Remove from oven, cover loosely with foil and let rest at least 15 minutes before carving. (Note: CookTimes are estimates only. The thermometer is the best way to determine doneness.)

ROASTING OPTIONS

Depending on the type of roast and amount of time you have, you can customize the basic 1, 2, 3 cooking steps.

Slower Restaurant Roasting: Best for Round Roasts, Rump and Sirloin Tip. Skip Step 2 and roast at a constant 275°F (140°C), allowing about 15% longer cook time.

Time-Saver Roasting: Use for the Premium Oven Roasts if you're in a time crunch. Skip Step 2 and roast in a 325°F (160°C) oven for approx. 30 minutes per lb (500 g) for medium doneness. Tenderloin can be roasted at temperatures up to 400°F (200°C).

AVERAGE COOK TIMES (HOURS)

Weight (kg)	Medium-Rare 145°F (63°C)	Medium to Well-Done 160°F (71°C) or greater	Weight (lb)
1	1-3/4 to 2-1/4	2 to 2-1/2	2
1.5	2 to 2-1/2	2-1/4 to 2-3/4	3
2	2-1/4 to 2-3/4	2-1/2 to 3	4
2.5	2-1/2 to 3	2-3/4 to 3-1/4	5.5

EASY GRAVY: Place roasting pan with roast drippings over medium heat; stir in 2 cups (500 mL) beef broth. Stir up any browned bits from bottom of pan. Combine 1 to 2 tbsp (15 to 30 mL) **cornstarch** with equal amount of **cold water**, making smooth mixture. Gradually stir into broth; bring to boil, stirring until thickened, about 3 minutes. Strain if you like.

PLANNED-OVER IDEA

Best Beef Sandwiches

Add Dijon mustard and prepared horseradish to mayonnaise to taste. Use as a spread for sandwiches made with thinly sliced roast beef, arugula leaves and slices of Havarti cheese.



Carve Prime Rib like a pro. See our step-by-step Oven Roasting Cooking Lesson at beefinfo.org

Mini Quick Roasts

Sirloin Tip • Eye of Round • Outside Round • Inside Round • Top Sirloin • Strip Loin • Rib Eye

Quick Roasts are cut to cook fast. At 1 lb (500 g) or so, Quick Roasts are perfect for a small family weeknight dinner without leftovers. They cook evenly to medium-rare in just 50 minutes – something you won't get with just any small roast. The secret is in the Quick Roast shape.



Cooking is as easy as 1, 2, 3

1. **Season** roast. Insert ovenproof thermometer lengthwise into centre of roast so that shaft is not visible. Place on rack in ovenproof skillet or shallow pan.
2. **Cook** roast, uncovered, in 350°F (180°C) oven 45 to 50 minutes until thermometer reads 140°F (60°C) for medium-rare.
3. **Remove** to cutting board; cover with foil and let rest for 5 minutes.

ROASTING NOTES

Remove netting from Quick Roast while roast is still in pan. That way, any seasonings that come off are captured in the pan drippings to make the most flavourful sauce. Since netting is usually elasticized, hold it down with fork or tongs, while snipping with kitchen shears.

TIP: When roasting vegetables with a Quick Roast, select quick-cooking ones, such as parsnips, squash or sweet potatoes, cut into 1/2-inch (1 cm) chunks. Place under and around the roast, and eliminate the rack in the pan.

MEDITERRANEAN QUICK ROAST & SAUCE (photo opposite):

In oven proof skillet or shallow pan, toss half a **Spanish onion** (sliced) and 1 cup (250 mL) thawed or blanched **mini carrots** with enough melted **butter** or **olive oil** to coat, 1/2 tsp (2 mL) dried **thyme leaves** and 1/4 tsp (1 mL) **salt**. Rub Quick Roast with 1 tsp (5 mL) crumbled **herbes de provence** or **Italian Seasoning**, 1 clove **garlic** (minced), **salt** and **pepper**; place on top of vegetables. Roast as directed.

SAUCE: Stir 1 can (10 oz/284 mL) undiluted **beef broth** into pan drippings; add 4 **sun-dried tomatoes** (soaked and chopped). Bring to boil over medium heat, stirring up any browned bits. Gradually stir in a mixture of 1 tbsp (15 mL) **EACH cornstarch** and **cold water**; heat and stir until thickened.



See Cooking Lessons at beefinfo.org for Mini Quick Roasting step-by-step tips and how-to video.

Pot Roasts

Blade • Cross Rib • Top Blade • Bottom Blade Boneless • Brisket • Shoulder

Slow-simmered Pot Roasts become meltingly tender as they braise, making their own sauce or gravy.



Cooking is as easy as 1, 2, 3

1. Heat 2 tbsp (30 mL) vegetable oil in Dutch oven or heavy stockpot over medium-high heat. Season roast; brown all over in hot oil. Remove and set aside. Add 1 cup (250 mL) diced vegetables, such as carrot, onion and garlic, to pan. Cook until lightly browned, adding more oil if necessary.

2. Stir in 1 to 2 cups (250 to 500 mL) liquid, such as red wine, broth, canned tomatoes or soup, stirring up browned bits. Return roast to pot.

3. Simmer, covered tightly, in 325°F (160°C) oven or on stove top over low heat, until fork-tender; about 3 hours. Add 3 cups (750 mL) chunks of vegetables, such as potatoes, carrots or parsnips, during final 45 minutes, if desired. Skim fat from sauce and season to taste.

Consider the convenience of a slow-cooking Pot Roast – once the roast is simmering with vegetables, the work for is done with little to clean up. **Could there be an easier dinner for guests or family meal?** Try the recipe options here using a 3 to 4 lb (1.5 to 2 kg) Pot Roast.

ROASTING NOTES

- To easily maintain an even simmer; use the oven instead of stove top, with just enough liquid to come one-third up the side of the roast.
- To adapt a pot roast recipe for the slow cooker, reduce the total liquid called for by a third to a half.

THREE-TOMATO POT ROAST (photo opposite):

Season roast with **salt** and **pepper**; rub with mixture of 1 tsp (5 mL) EACH **dried Italian seasoning** and **paprika**. Brown roast; cook with 2 **onions** (thinly sliced), 6 cloves **garlic** (minced), 10 **sun-dried tomatoes** (scissor-cut into thick strips), 1 can (19 oz/540 mL) **stewed tomatoes**, 1 cup (250 mL) **beef stock** and 1/2 cup (125 mL) EACH **dry red wine** and **ketchup**. Once cooked, remove roast and crush sauce mixture with a potato masher to thicken. Season to taste.

BARBECUE-STYLE POT ROAST

Combine 1 pkg (38.5 g) **onion soup mix**, 3 **onions** (sliced), 1 cup (250 mL) **barbecue sauce**, 1 bottle **beer** and 1/2 cup (125 mL) **water**. Pour over browned pot roast in pot and cook. Season to taste.

COOK NOW, EAT LATER

Pot roasts actually taste better when made the day ahead – the ultimate in convenience! Here's how:

Refrigerate whole cooked pot roast overnight in its braising sauce. Next day, skim any fat from sauce. Carve roast into slices; place in ovenproof casserole. Heat sauce, thickening if desired; pour over meat. Cover and heat in 350°F (180°C) oven until meat is hot, about 25 minutes.



See Cooking Lessons at beefinfo.org for Pot Roasting step-by-step guidelines.

Rotisserie Roasts

Sirloin Tip • Outside Round • Inside Round • Cross Rib • Top Sirloin • Prime Rib

Boneless Rotisserie Roasts are the answer to fuss-free barbecue cooking – perfect for outdoor entertaining. They are cut and tied to promote even cooking and easy rotation on the rotisserie and range from 4 to 13 lb (2 to 6 kg).



Cooking is as easy as 1, 2, 3

For Top Sirloin or Prime Rib Rotisserie Roasts, simply season or marinate for 2 to 4 hours before cooking. For all other Rotisserie Roasts, marinate before cooking for 12 to 24 hours to improve tenderness.

To marinate: Pierce roast numerous times with long fork. Place in sealable freezer bag with 2 cups (500 mL) teriyaki sauce or Italian dressing; refrigerate.

1. Place drip pan under grill; add 1/2 inch (1 cm) water to pan. Using medium-high heat, preheat barbecue to 400°F (200°C).



2. Insert spit rod lengthwise through centre of roast; secure with holding forks. Insert meat thermometer into middle of roast, avoiding spit rod. Discard marinade (if using).

3. Cook roast over drip pan in closed barbecue to desired doneness. Remove roast to cutting board; cover loosely with foil for 10 to 15 minutes.

No Rotisserie? No Problem.

Use indirect heat to roast: place roast on grill over drip pan on one side of barbecue. Turn heat off just under the roast. Cook in closed barbecue over constant 400°F (200°C) heat.



MAHOGANY GLAZE (photo opposite):

Combine 2/3 cup (150 mL) whole berry cranberry sauce, 1/2 cup (125 mL) hoisin sauce and 1/4 tsp (1 mL) sesame oil. Reserve half to serve as a sauce with cooked roast. Use remainder to baste roast every 30 minutes while cooking.

PLANNED-OVER IDEA

Bombay Wrap

Pile thin slices of leftover roast onto Greek pita or tortilla. Top with shredded iceberg lettuce, slivers of red onion, diced cucumber and **Cumin-Scented Dressing**. To make dressing, combine 3/4 cup (175 mL) EACH mayonnaise and ranch dressing combined with 1-1/2 tsp (7 mL) ground cumin or curry paste.

Average Cook Time

Rotisserie Roasting		Doneness (Internal temperature when removed from heat)	Indirect Heat	
min/kg	min/lb		min/lb	min/kg
42-47	20-22	Medium-rare (140°F/60°C)	20-25	40-50
50-55	22-25	Medium (155°F/68°C)	25-30	55-65
65	30	Well (165°F/74°C)	35	75



See Cooking Lessons at beefinfo.org for barbecue roasting step-by-step and how-to video.

