

Celebrate HOME

Every family has different holiday traditions, but all celebrations center around a delicious meal. Make this season's gatherings even more memorable by serving a savory Simply Beef roast.

Look inside for details on the new Top Sirloin and Top Loin roasts along with recipes designed for festive holiday entertaining.

ROASTS

Introducing the Holiday Top Sirloin and Top Loin

Add **FLAVOR &**
FUN to your holidays.

For more great recipe ideas, visit www.beefitswhatsfordinner.com

BEEF



Funded by
The Beef Checkoff

Give yourself the gift of convenience, simplicity and satisfaction.

Prepare for satisfaction.

Both roasts can be portioned from 1½ to 4 pounds, plan accurately for your gathering. The typical portion is 4 ounces raw, 3 ounces cooked. In general, a boneless roast yields 3 to 4 servings, per pound, but remember to plan for second helpings!



ROASTING GUIDELINES

1. Heat oven to temperature specified in chart.
2. Place roast (directly from refrigerator), fat side up, on rack in shallow roasting pan. Season roast with herbs and seasonings, as desired. Insert ovenproof meat thermometer so tip is centered in thickest part of roast. Do not add water. Do not cover.
3. Roast according to chart. Remove roast from oven when internal temperature reaches 135°F for medium rare; 150°F for medium doneness. Transfer roast to carving board; tent loosely with aluminum foil. Let stand 10 minutes (Temperature will continue to rise 10°F to reach desired doneness and roast will be easier to carve.)

Simply Beef roasts are an easy, flavorful, and affordable way to create great holiday dinners. The benefits of these convenient roasts are plentiful.

Lean*

Both the Top Sirloin and Top Loin roasts have less visible fat than other roasts and qualify as lean. With more edible meat, there is less waste, making Simply Beef roasts a tasty value.




Easy to Cook

Thanks to their consistent, balanced shape, these roasts are ideal for oven roasting and cook evenly for predictable doneness.

Beautiful Presentation

These simple roasts look impressive. Your tender, succulent roast is destined to become the centerpiece of your meal and the center of attention for your guests.

**These cuts meet government guidelines for "lean" and are based on cooked servings with visible fat trimmed. Lean is defined as less than 10 grams of total fat, 4.5 grams of saturated fat, and less than 95 milligrams of cholesterol per serving and per 100 grams (3.5 oz).*

Beef Cut	Oven Temp.	Weight	Approximate Total Cooking Time	
			Medium Rare to Medium	Medium Rare to Medium
	325°F	1½ to 2 lbs	Medium Rare to Medium	55 to 70 minutes
		2 to 2½ lbs	Medium Rare to Medium	70 to 85 minutes
		3 to 4 lbs	Medium Rare to Medium	1 to 1¼ hours
	350°F	1½ to 2 lbs	Medium Rare to Medium	50 to 65 minutes
		2 to 2½ lbs	Medium Rare to Medium	65 to 80 minutes
	325°F	1½ to 2 lbs	Medium Rare to Medium	60 to 75 minutes
		2 to 2½ lbs	Medium Rare to Medium	75 to 95 minutes
		3 to 4 lbs	Medium Rare to Medium	1½ to 1¾ hours
			Medium	1¼ to 2¼ hours

Cook's Tip

Let roast "stand" 10 minutes after it comes out of the oven. This will allow your roast to firm up for easy carving.