

Beef Pepper Steak Recipe and Ground Beef Recipe

DEMONSTRATION & SAMPLING GUIDE



EQUIPMENT NEEDED

For Set-Up

- 6 or 8 ft. table
- Tablecloth - ideally one that covers the front and sides of the table
- Cooler with ice or ice packs to store beef
- Extension cord
- Power strip with on/off switch
- 2 plastic-lined wastebaskets
- Warning sign: "Pan is Hot. Do Not Touch!"

For Prep/Cooking/Demo

- Electric skillet or skillet and induction burner
- Box of disposable foodservice vinyl gloves
- Timer (as needed based on directions)
- Plate for presentation
- Measuring cups/spoons/bowls for ingredients
- Wooden/slotted spoons/tongs as needed
- Recipe ingredients
- Cutting board if necessary
- Cooking equipment as needed to prepare recipe

For Serving

- Small plates or soufflé cups
- Serving tray
- Wooden picks/forks
- Napkins

For Clean-Up

- Paper towels
- Empty coffee can with a lid or other container for disposal of drippings
- Clean, food-safe spray bottle filled with water
- Disinfectant wipes

RECOMMENDED SET-UP

- Place table close to outlet, if possible, or use an extension cord, running it safely so that no one can trip over it. (Tape cord down with duct tape, if necessary.)
- Use power strip so you will have quick, convenient access to an on/off power switch.
- Cover table with tablecloth.
- To avoid accidents, place electric skillet and cutting board away from customers.
- Place warning sign in front of skillet.
- Place one wastebasket to the side of table for customer use. Place second wastebasket under table for demonstrator's use.
- Place supplies under table and out of sight.
- Place serving plate with samples towards front of table.
- Place recipe cards and any other promotional material at the front or front corner of your table so that customers can easily reach them.



Front view



Storage below/behind table

SAMPLING DIRECTIONS

- Cook one full recipe at a time.
- Serve samples on small plates or in soufflé (sample) cups.
- Please do not put out a bunch of samples and leave them out to get cold. Keep beef hot by lowering the temperature of the skillet and putting the lid on. Hold beef for a maximum of 15-20 minutes. Discard remaining beef mixture after that time and make a new batch.

CLEAN-UP DIRECTIONS

- Immediately after cooking recipe, use paper towel to clean out any residue left in the skillet.
- When cutting board and other utensils get too soiled and unsightly, take them to a sink area and wash with hot soapy water.
- Wash your apron after each demo day so that it is clean and ready to go for your next demo.

ADDITIONAL NOTES

- Read User's Manual provided with the electric skillet (if using) to become familiar with the use and safety instructions.
- Avoid cross contamination. Use disposable plastic gloves when handling raw beef; discard gloves after each use. Use tongs to handle cooked beef strips.
- Do not leave demo area unattended! If you must step away from your sampling area, switch off skillet at power strip and place under the table.

BEEF PEPPER STEAK - COOKING/DEMO DIRECTIONS

Recipe Ingredients

- 1 pound beef Top Sirloin Steak Boneless
- ½ cup prepared Italian dressing
- Salt and pepper
- 2 large bell peppers, any color, cut into ⅛-inch strips
- 1 onion, cut into ⅛-inch wedges

Step 1 Cut beef lengthwise in half, then crosswise into ⅛-inch thick strips. Freeze steaks for 30 minutes or until firm but not frozen solid, if desired for easier slicing. Place beef and ⅓ cup Italian dressing in food-safe plastic bag; turn beef to coat. Reserve remaining dressing for vegetables. Close bag securely and marinate in refrigerator 30 minutes to 2 hours.

Step 2 Remove beef from marinade; discard marinade. Heat skillet to medium-high heat until hot. Add ½ of beef; stir-fry 1 to 2 minutes or until outside surface of beef is no longer pink. Remove from skillet. Repeat with remaining beef. Season beef with salt and pepper; keep warm. Wipe skillet with paper towel.

Step 3 Heat remaining Italian dressing in same skillet until hot. Add peppers and onion. Stir-fry 5 to 6 minutes or until vegetables are crisp-tender.

Step 4 Return beef and juices to skillet. Cook and stir 1 to 2 minutes or until heated through.

Step 5 Serve on small plates or in soufflé (sample) cups.

NOTE: *Step 2 is a great step to teach observers how to stir-fry beef in batches.*

BEEF PEPPER STEAK TALKING POINTS

- Recipe uses Top Sirloin.
- Top Sirloin is lean, reasonably priced, easy to cook and great for stir-fry.
- Strips can be found in the meat case or whole steaks can be sliced into strips. Freeze steak 30 minutes until firm but not frozen solid then cut steak lengthwise in half, then crosswise into ⅛-inch thick strips.
- Discuss reading a recipe thoroughly before starting to cook.
- This entire recipe is easy to prepare in one pan.
- Have a restaurant-quality steak at home for less.
- Pantry-friendly ingredients.
- Flexibility with flavor depending on pepper selected. Sweeter with red, yellow or orange. More peppery with green.

BUFFALO-STYLE BEEF TACOS - COOKING/DEMO DIRECTIONS

Recipe Ingredients

- 1 pound Ground Beef (93% lean or leaner)
- ¼ cup cayenne pepper sauce for Buffalo wings
- 8 taco shells
- 1 cup thinly sliced lettuce
- ¼ cup reduced-fat or regular prepared blue cheese dressing
- ½ cup shredded carrot
- ⅓ cup chopped celery
- 2 tablespoons chopped fresh cilantro
- Carrot and celery sticks or cilantro sprigs (optional)

Step 1 Heat large nonstick skillet over medium heat until hot. Add Ground Beef; cook 8 to 10 minutes, breaking into small crumbles and stirring occasionally. Remove from skillet with slotted spoon; pour off drippings. Return to skillet; stir in pepper sauce. Cook and stir 1 minute or until heated through.

Note: *Cooking times are for fresh or thoroughly thawed Ground Beef. Ground Beef should be cooked to an internal temperature of 160°F. Color is not a reliable indicator of Ground Beef doneness.*

Step 2 Heat taco shells according to package directions.

Step 3 Evenly spoon beef mixture into taco shells. Add lettuce; drizzle with dressing. Top evenly with carrot, celery and cilantro. Garnish with carrot and celery sticks or cilantro sprigs, if desired.

NOTE: *Step 1 is a great step to teach observers how to brown Ground Beef.*

ONE-DISH BEEF STROGANOFF - COOKING/DEMO DIRECTIONS

Recipe Ingredients

- 1 pound Ground Beef (93% lean or leaner)
- ½ pound sliced button or cremini mushrooms
- 3 cloves garlic, minced
- 1 tablespoon chopped fresh thyme or 1 teaspoon dried thyme leaves
- 2 cups uncooked whole grain wide noodle-style pasta
- 1 can (14-½ ounces) reduced-sodium beef broth
- 1 cup frozen peas
- ¼ cup regular or reduced-fat dairy sour cream plus additional for topping
- 1 tablespoon regular or coarse-grain Dijon-style mustard
- Salt and pepper

Step 1 Heat large nonstick skillet over medium heat until hot. Add Ground Beef, mushrooms, garlic and thyme; cook 8 to 10 minutes, breaking Ground Beef into ¾-inch crumbles and stirring occasionally.

Note: Cooking times are for fresh or thoroughly thawed Ground Beef. Ground Beef should be cooked to an internal temperature of 160°F. Color is not a reliable indicator of Ground Beef doneness.

Step 2 Stir noodles and broth into beef mixture. Bring to a boil. Reduce heat; cover and simmer 9 to 10 minutes or until noodles are tender, stirring twice. Stir in peas; continue cooking, uncovered, 3 to 5 minutes or until peas are heated through, stirring occasionally.

Step 3 Remove from heat; stir in ¼ cup sour cream and mustard. Season with salt and pepper, as desired.

Step 4 Serve beef mixture in 2-ounce soufflé cups or small plates. May need to cut-up cooked noodles for easier bite-size pieces. Serve with optional sour cream dollop.

NOTE: Step 2 is a great step to teach observers how to brown Ground Beef.

Step 3 is a great step to teach observers how to finish a sauce.

GROUND BEEF TALKING POINTS

- Share how Ground Beef packages label the percent lean to percent fat ratio i.e. 80%, 90%, 95%. Any percent can be substituted in this recipe.
- Read a recipe thoroughly before starting to cook.
- Refrigerate or freeze as soon as possible after purchasing.
- Fresh Ground Beef can be kept in the refrigerator 1 to 2 days from purchase date; in the freezer 2 to 3 months.
- You can freeze beef in its original packaging up to two weeks. For longer storage, wrap in heavy-duty aluminum foil or place in plastic freezer bags, removing as much air as possible.
- Place beef packages on the lowest shelf in your refrigerator on a plate or tray to catch any juices.
- Use a gentle touch with Ground Beef. Over-mixing will result in burgers, meatballs or meatloaves with a firm, compact texture.