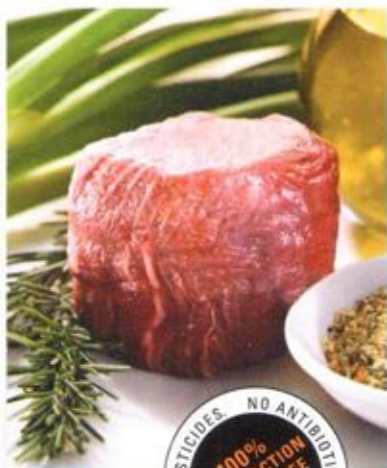




PREPARATION

Keep beef frozen until you're ready to enjoy, then thaw completely. The preferred method to defrost La Cense Beef is to simply place each vacuum packed individual cut in the refrigerator.

COOKING TIPS

Because grass-fed beef is lower in fat than corn- or grain-fed beef, you'll want to reduce the cooking temperature of your favorite conventional beef recipes by about 50 degrees and reduce cooking time by about 30%-50%.

When grilling, baste with a tasty marinade to add extra moisture throughout the grilling process. We also recommend using a digital meat thermometer to help gauge cooking time.

Listed here are the recommended final temperatures for La Cense Beef. Remove your beef cuts from the heat source 5-10 degrees prior to achieving the desired temperature and allow them to finish cooking via residual heat.

Rare	120 degrees
Medium rare	125 degrees
Medium	130 degrees
Medium well	135 degrees
Well	140 degrees

SIGNATURE RECIPES FROM LA CENSE BEEF® MASTER CHEF, PETER HOFFMAN

CHEF HOFFMAN'S LA CENSE BEEF® GRASS-FED STEAK BURGERS WITH TANGLED PEPPER AND ONION RELISH

Serves 6

6 La Cense Beef Steak Burger Patties

Burgers are a simple item to grill, but a few points of care are important to their success.

- Season the meat with salt and pepper 30 minutes before putting on the grill. This allows some time for the salt to penetrate into the patty.
- Make sure your grill is hot. No more than a count of three of holding your hand 4"-5" over the heat.
- And don't play with your food, pressing and patting the burgers with a spatula. This squeezes the delicious fat out and doesn't hasten the cooking time. Spatulas are for flipping, nothing else.
- When preparing your steak burger, just remember that, since grass-fed beef contains less fat, it will require less cooking time.

2 red peppers
1 poblano pepper
1 large yellow onion peeled and cut in 1/2" thick slices

1 T. balsamic vinegar
1/2 t. salt
2 T. of fresh basil

Fresh ground black pepper
1/4 cup of extra virgin olive oil



For the relish, you can grill the peppers and the onions on a very hot fire before grilling the burgers. The basil adds a sweet and very fresh flavor to the relish, but you can use 1/2 t. of dried oregano if you can't find basil or if it's out of season. Peppers are so easy to roast, and the blend of the char with the sweetness is irresistible.

Place the peppers on the hot fire and watch them char to blistered and mostly black. Rotate to get all the sides charred. The poblano will blister faster and has a thinner skin, so be careful not to overcook it. Tongs are the tool of choice here for handling the peppers. Remove to a board and allow to cool a bit. Peel the peppers removing the skin.

Little bits of char remaining are fine. They add to the flavor. Open the peppers and seed them, also removing the stem. Cut in strips. Place in a bowl. Meanwhile, brush the onion slices with a bit of olive oil and place on the grill allowing them to get a thick browning before flipping. If they start to break up on the grill, fear not. They will all get tossed in the relish and don't have to hang together. Toss in the bowl with the peppers. Add the oil, vinegar and salt and then toss in the roughly chopped basil. Taste for final seasoning and place in a bowl to serve. Sprinkle with a bit more basil to garnish. Slip a tangleful between your burger and the bun and enjoy the dripping deliciousness of outdoor cooking in the summer!

CHEF HOFFMAN'S LA CENSE BEEF® RIBEYE STEAK WITH MUSHROOMS AND RED WINE SAUCE

Serves 4

This is a great steak and deserves a rich sauce to accompany it. It can be cooked over a grill, but in this recipe we are cooking it in the pan and then making a sauce from the pan drippings with the addition of lots of other goodies, of course. As a general rule, steaks should be fully at room temperature before cooking. That way they spend the least amount of time in the pan getting to temperature and this is the gentlest treatment of your precious dinner. I love wild mushrooms and, depending on the season, try to find morels or bolets or chanterelles. But oysters, shiitakes and even a good standard field mushroom will be great, too. It's not about being exotic, it's about getting that earthy darker flavor of the underworld that mushrooms offer, as a great counterpoint to highlight the brilliance of a rare pan-seared steak.

2 La Cense Beef ribeye steaks
2 t. crushed black peppercorns
Coarse salt
Splash of cooking oil

1 shallot finely minced
1/2 pound mushrooms in 1/4" slices
1/2 cup red wine (open a good bottle
and have the rest with dinner)

1 T. flat parsley chopped plus some for garnish
1 t. fresh thyme chopped
2 T. butter



Get a heavy duty pan very hot. Pour in a splash of oil and add the steaks, which have been sprinkled and pressed with the black peppercorns and the salt. Sear in the pan for 6-7 minutes on each side for a medium rare steak. Remove and deglaze the pan with the red wine. Scrape the meat bits off the pan and cook the wine down to 2 T. Pour off and hold. Using the same pan, add one of the tablespoons of butter to the pan and sauté on a medium heat the minced shallot until it's translucent. Add the mushroom slices, and after they have given up a bit of moisture, add the herbs. Cook for a

few more minutes. If the mushrooms haven't given up much liquid, you can add a 1/4 cup of water to get the process going. Add the reduced wine. Swirl in the other tablespoon of butter and taste for salt and pepper. Pour out on a plate and lay the slices of steak on top. Sprinkle with more coarsely chopped parsley and fill your glasses with more of that good wine you opened earlier. Sing praises and maybe "Home on the Range," too.

For more signature recipes from the La Cense Beef Master Chef, Peter Hoffman or suggestions on how to prepare La Cense Beef, please visit our recipe section at www.lacensebeef.com.

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