

THE PLAYBOOK



FUELING THE



#CDNBEEFfuelingtheCFL

GAME ON!

Whether you're tackling football or just tackling life, beef has what it takes to **build one powerful playbook!**

Choose beef for top performance and enough satisfaction to get you through all the plays. Beef up your game with this recipe collection of hand-held meals, portables and nibbles – perfect for tailgating, noshing and sharing. Enjoy.

Canadian Beef. Real food for life!



FUELING THE CFL®

CONTEST

Fuel your game with Canadian Beef. Enter at www.makeitBEEF.ca/promotions for your chance to **WIN 2 VIP Experience Passes to 102ND Grey Cup®**



TEAM NOTE:
FUEL UP WITH BEEF BEFORE THE GAME!



ENDURANCE



POWER



ENERGY



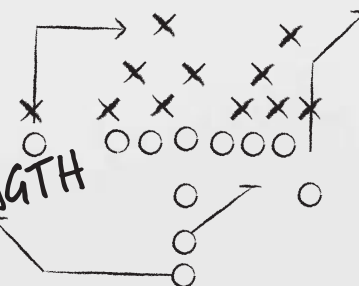
STRENGTH



REPAIR



PERFORMANCE



Per 100 grams 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

MAKE MATCHING VEGGIE KABOBS BY MARINATING CHUNKS OF SWEET PEPPERS, ZUCCHINI AND WHOLE BABY MUSHROOMS IN YOUR FAVOURITE SALAD DRESSING. VEGGIES AND MEAT HAVE DIFFERENT GRILL TIMES, SO BEST TO KEEP THE MEAT AND VEGGIES ON THEIR OWN STICKS!



INDIAN BEEF KABOBS

Inspired by the fare at Vancouver's famous Vij's restaurant, these kabobs are best grilled over charcoal in the great outdoors.

A word of caution: the amazing aroma from your grill might turn your gathering into a neighbourhood block-party!



MARINADE

- ¼ cup EACH canola oil and red wine
- 2 tbsp EACH molasses and ketchup
- 2 tsp EACH minced garlic and ginger
- 1 tsp curry powder
- ½ tsp ground ginger
- ¼ tsp EACH cinnamon and pepper

- 4 **Top Sirloin Cap or Strip Loin Grilling Steaks**, cut into 1-inch cubes
- Salt and pepper

1. Combine all marinade ingredients in a large sealable freezer bag. Add beef cubes.

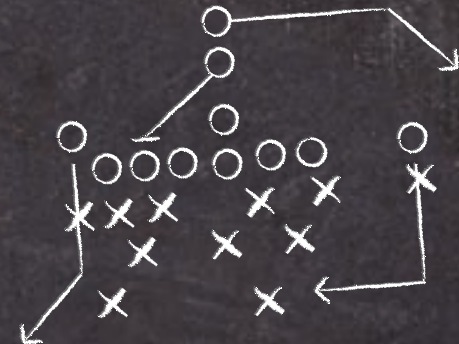
2. Marinate 30 to 60 minutes in the refrigerator. Discard marinade and thread meat onto soaked wooden skewers. Season with salt and pepper.

3. Grill in closed barbecue over medium-high heat for 4 to 5 minutes on both sides.

4. Serve in naan bread with vegetable kabobs and CUCUMBER MINT SAUCE.
Makes 8 to 10 small kabobs

CUCUMBER MINT SAUCE: In a small bowl combine 1 cup **Greek-style yogurt**, ½ cup finely chopped **cucumber**, ¼ cup chopped **fresh mint**, 2 tbsp minced **onion** or shallot and juice of ½ a **lime**. Season with **salt** and **pepper** to taste.

NIBBLE KABOBS RIGHT OFF THE STICK OR PLACE ONE ONTO A NAAN BREAD ALONG WITH A GRILLED VEGGIE KABOB. FOLD BREAD OVER AND GRASP KABOBS WHILE YOU PULL OUT THE STICKS – VOILÀ – YOU'VE GOT A WHOLE DINNER IN-HAND!



ENERGY: Beef is more than just protein. Beef is protein with benefits. Benefits like B vitamins such as thiamine, which releases energy from carbohydrates.



COWBOY "CUPCAKES"

These mini hand-held lasagnas are the perfect nosh for your tailgate party. Kids gobble them up – especially if you finely mince the mushrooms so they become a 'secret ingredient'.



- 24 wonton wrappers
- 1 lb (500 g) **Lean or Medium Ground Beef**
- 1/2 cup minced onion
- 1/2 cup minced mushrooms
- 1 cup pasta sauce
- 3/4 cup ricotta cheese
- 2 tbsp chopped fresh basil
- 1 tbsp minced green onion or chives
- Salt and pepper
- 1 cup EACH grated Parmesan and shredded mozzarella cheese

1. Preheat oven to 350°F. Spray a 12-cup muffin tin with cooking spray.

2. In a large pan thoroughly **pan-fry** beef, onions and mushrooms. Drain if necessary. Add pasta sauce and heat through.

3. In a small bowl **mix** ricotta with basil, green onion, salt and pepper to taste; set aside.

4. Press a wonton wrapper firmly into the bottom of each muffin cup. Spoon in a scant 1 tsp EACH Parmesan, mozzarella, ricotta and 1 tbsp meat mixture.

5. Layer a second wonton onto each cup and top each with approx 1 tsp EACH of the cheeses. Divide meat mixture evenly among the cups (approx 1/4 cup each). Top with additional grated Parmesan or mozzarella if desired.

6. Bake for 15 to 20 minutes or until edges are brown and cupcakes are bubbling. Remove from the oven; let stand 5 to 10 minutes. Use a knife to remove each cupcake from muffin tin.

TIP: Cupcakes can be made ahead and frozen before baking. Bake from frozen for 25 minutes.



GAME DAY: REMEMBER TO MAKE THESE!



POWER: Without protein, there's no muscle. Without muscle there's no power. Without power there's no touchdown. Protein. Muscle. Power. Touchdown!



TIP: TO MARINATE ONION, HEAT VINAIGRETTE DRESSING TO SIMMERING AND TOSS WITH ONION SLICES TO COAT; REFRIGERATE IN DRESSING.



GRAB-AND-GO TORTILLAS

Believe it or not, roast beef is the perfect start to a great 'grab and go' meal like this one! Use a small Beef Oven Roast (a Quick Roast such as Top Sirloin, Sirloin Tip or Inside Round) or use a Grilling Steak instead.



- 1 Cooked roast beef*
- 1 avocado, sliced
- 1 red onion, sliced and marinated (see TIP opposite page)
- 2 tomatoes, chopped
- 8 to 10 small tortillas
- Cilantro leaves (optional)
- Sour cream (optional)

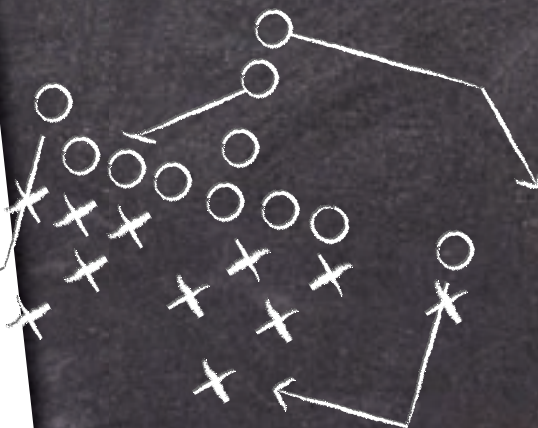
1. Carve cooked roast into thin slices, cutting it across the grain. Arrange on platter.

2. Assemble tortillas: Layer sliced roast beef on warmed tortilla along with avocado slices, marinated onion and chopped tomato. Top with cilantro leaves and a dollop of sour cream (optional).

Makes 8 to 10 small wraps

*TO COOK ROAST BEEF:

- **Season** roast all over and place in shallow roasting pan. Insert ovenproof thermometer into centre of roast.
- **Oven-sear** by placing uncovered in preheated 450°F oven for 10 minutes.
- **Reduce** heat to 275°F. Cook until thermometer reads 145°F for medium-rare or 160°F for medium doneness.
- **Let rest** at least 15 minutes before carving.



1-LB BEEF QUICK ROASTS COOK IN UNDER AN HOUR AND MAKE THE PERFECT SIZED SLICES FOR THE TORTILLA. THEY ARE ROUGHLY THE SIZE OF PORK TENDERLOIN, AND CAN BE COOKED IN THE OVEN OR ON THE BARBECUE BY INDIRECT HEAT.



ENDURANCE: B₁₂ aids in red blood cell formation which allows your blood to deliver oxygen to your muscles. More O₂ = better muscle performance. You can't get B₁₂ from plant sources – beef's got plenty of it!



BEEF CHILI NACHOS

This simple chili is made easy with just what you have on hand. Make ahead for best flavour and serve straight from the pot or keep warm in a slow cooker as part of a buffet spread.



- 1 lb (500 g) **Lean Ground Beef**
- 1 large onion, diced
- 1 large sweet pepper, diced
- 2 tbsp chili powder
- 1 tsp ground cumin
- 1 can (28 oz/796 mL) diced tomatoes
- 1 can (14 oz/398 mL) tomato sauce
- 1 can (19 oz/540 mL) kidney beans, drained and rinsed
- 1 cup frozen corn kernels

MAKE CHILI:

1. Cook beef, onion, sweet pepper, chili powder and cumin in large saucepan or Dutch oven over medium heat until meat is thoroughly cooked and any liquid has evaporated.

2. Stir in tomatoes, tomato sauce, beans and corn.

3. Cook over medium-high heat until boiling. Reduce heat to medium; simmer, covered, for 30 minutes or more, stirring occasionally.

TO ASSEMBLE NACHOS: Spoon some hot chili over some **nachos** arranged on a platter. Top with shredded **Cheddar**, sliced **green onion** and a dollop of **sour cream** (if desired).



STRENGTH: Pump some iron: consuming enough iron helps you stay on your A-game. Beef is one of nature's best sources of iron. The iron in beef is easier for the body to absorb than the iron in plant sources like beans, spinach or soy.

I NEED TO FEED A CROWD... CHILI NACHOS!



TIP: FOR THE STEAK MINCED HERB MIX, USE MILD HERBS PREDOMINANTLY (E.G. CHIVES AND PARSLEY).

BEEF STEAK DIPABLES

Serving steak as a nibbler is a great way to make it stretch – this recipe is a bit like a summer version of fondue! Steak can be grilled ahead to take with you, cutting into cubes when you're ready to serve.



1. Season two 1-inch thick trimmed **Strip Loin** or **Tenderloin Beef Grilling Steaks** all over with salt and pepper. Grill in closed barbecue over medium-high heat for for 3 to 4 minutes per side for medium-rare.

2. Meanwhile, on cutting board mix 3 tbsp **olive oil** with 3 tbsp **fresh herb leaves** (minced) and a dab of **anchovy** or **miso paste**.

3. Flip the cooked steak on the smeared board a couple of times to lightly coat it with the herb mixture. Let stand 5 minutes. Squeeze a bit of fresh **lemon juice** over steak and cut into bite-sized cubes.

HORSERADISH DIP: Combine 1 cup **light Greek yogurt**, ¼ cup **EACH mayonnaise** and **minced fresh herbs** (e.g. parsley, basil, tarragon, chives), 3 tbsp **prepared horseradish**, 1 tbsp **lemon juice** and **salt** and **pepper** to taste.

CANADIANA DIP: Combine ½ cup **barbecue sauce**, ¼ cup **EACH vinegar** and **Worcestershire sauce**, 2 tbsp **maple syrup**, 1 tbsp **lemon juice** and ½ tsp **garlic powder**.

BOMBAY DIP: Combine 1/3 cup **mayonnaise**, 2 tbsp **EACH vinegar** and **mango chutney**, 1 tbsp **minced green onion** or **chives**, 1 tsp **EACH curry powder** and **minced garlic**.

SERVE ON PICKS WITH OLIVES, MARINATED MUSHROOMS, ROASTED RED PEPPER STRIPS, CHUNKS OF FETA OR BLUE CHEESE OR LARGE CAPERS ALONG WITH DIPPING SAUCES.



REPAIR: You play hard, your muscles break down. You eat good quality protein, you repair your muscles. Maximize repair by consuming 30 g of high quality protein within 1 hour of exercising – that's about 3 oz of beef or 8 bowls of quinoa. You choose.



SLOW-COOKER BEEF POUTINE

This super-simple crowd-pleasing recipe uses basic pantry ingredients that come together in a snap – you're free to play all day as dinner simmers in the slow cooker!



1/2 cup	barbecue sauce
1/4 cup	EACH red wine, steak sauce and Worcestershire sauce
1	onion, cut into wedges
3	cloves garlic, minced
3 lb (1.5 kg)	Beef Blade Pot Roast
1 cup	cheese curds
2/3 cup	green onions, sliced
	Oven Roasted Potatoes (recipe follows)

1. Combine first 6 ingredients in slow cooker. Add beef.

2. Slow cook, covered, on LOW for 8 to 10 hours (or 4 hours on HIGH) or until beef is fork tender.

3. Remove twine from beef; use two forks to pull beef into shreds. Serve over Oven Roasted Potatoes and top with cheese curds and slivered green onions.



OVEN ROASTED POTATOES: CUT POTATOES INTO CHUNKY STICKS OR WEDGES AND TOSS WITH SOME OLIVE OR VEGETABLE OIL AND COARSE SALT; PLACE ON FOIL LINED BAKING SHEET THAT HAS BEEN SPRAYED WITH COOKING SPRAY. ROAST IN 400°F OVEN, TURNING OCCASIONALLY, FOR 20 TO 30 MINUTES OR UNTIL BROWNED AND TENDER.



PERFORMANCE: Not all proteins are created equal – some contain all the essential amino acids we need and some don't. Beef has them all and is loaded with other essentials like B₁₂, iron and zinc – 14 essential nutrients in all. There's strength in numbers.



Real. Authentic. Canadian Beef.

Canadian Beef is world-class and homegrown.

Tender and flavourful, wholesome and nourishing, Canadian Beef is some of the best in the world.

With pride and integrity, Canadian Beef ranchers and farmers raise their cattle on a blend of grass and grain feeds, taking responsibility and care to sustain the land for generations to come.



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