

FRESH CANADIAN BEEF AND VEAL GROUND MEAT INSPIRATION GUIDE

BREAK OUT OF THE
DAILY GRIND WITH
INNOVATIVE BEEF AND
VEAL SPECIALTIES.



CANADIAN GROUND BEEF & VEAL MERCHANDISING GUIDE

COOKING METHODS

 OVEN ROASTING  BROILING  GRILLING  SIMMERING  SAUTÉ / PAN-FRY

SOURCE GRINDS

Drive sales through premium steak and primal cut trimmings.



EXTRA-LEAN GROUND BEEF SIRLOIN (90% LEAN)
Robust beefy flavours combined with firm textures.







LEAN GROUND BEEF BRISKET (85% LEAN)
Juicy, rich and flavourful brisket trimmings.



LEAN GROUND BEEF CHUCK (85% LEAN)
The chuck incorporates richness in taste, texture and aroma to deliver a perfect balance for premium burgers.



LEAN GROUND BEEF RIB (85% LEAN)
The rib offers bold beef flavour, buttery textures and a juicy favourable finish in all product applications.





   

CHOP STEAK, BLENDS & PATTIES

Creative compositions, chunky textures, bold flavours.





LEAN GROUND BEEF & VEAL (85% LEAN, MEDIUM OR COARSE GRIND)
Medium or coarse ground beef or veal is a perfect choice for gourmet steak chop burgers, chili, stir-fry, ragout or stew. Larger particle sizes will not break down as much as a fine grind, producing a moist and chunky texture rich in flavour for heartier recipes.



LEAN GROUND BEEF (85% LEAN, FINE, MEDIUM AND COARSE GRINDS)
Custom blend particle sizes and source trimmings to create signature ground meat specialties.



LEAN GROUND BEEF OR VEAL (85% LEAN, ASSORTED GRINDS, COMBO BLENDS)
Surprise and delight with creative beef and veal blends passed through the tenderizer/delicator to create premium beef chop steakettes or veal chop cutlets.



LEAN GROUND BEEF OR VEAL SMASH BURGERS (85% LEAN, SEASONED)
Expand your burger offerings with sensational seasonings or veggie blends like chopped onions, mushrooms or peppers.



ROASTS, LOAVES & STUFFED SPECIALTIES

Re-imagine meat loaf with exciting shapes, exotic flavour profiles and convenient portion sizes.



LEAN GROUND BEEF OR VEAL MUFFINS (85% LEAN, SEASONED)
Quick, easy and delicious. A perfect portion size for quick roasting convenience and smaller families.





LEAN GROUND BEEF OR VEAL MEAT LOAF (85% LEAN, SEASONED)
Timeless classics offered in many portion sizes, price points and signature flavour profiles.





LEAN GROUND BEEF OR VEAL ROAST (85% LEAN, SEASONED)
Excellent in the meat case or fully cooked in the deli takeaway section.





LEAN GROUND BEEF OR VEAL STUFFED PINWHEEL (85% LEAN, SEASONED)
Old-world butchery and delicious flavour profiles combined with creative stuffing ingredients make these rolled steaks and roasts into show-stoppers.





GRILL STICKS, MEATBALLS & STUFFED SPECIALTIES

Explore the exciting world of textures and flavours for intimate dinners, family gatherings and sensational appetizers.



LEAN GROUND BEEF OR VEAL GRILL STICKS (85% LEAN, SEASONED)
Offering appetizer and main course versatility, skewers bring fun, flavour and quick-cooking convenience to the meat case.



LEAN GROUND BEEF OR VEAL STUFFED SPECIALTIES (85% LEAN, SEASONED)
Colourful, eye-catching and nutritious, these delicious stuffed veggies are ready for individual or shareable enjoyment.





LEAN GROUND BEEF OR VEAL BLEND MEATBALLS (85% LEAN, SEASONED)
Offer new classics or celebrate tradition with tried and true bestsellers.



LEAN GROUND BEEF OR VEAL BLENDED PATTIES (85% LEAN, SEASONED WITH VEGETABLES AND LEGUMES)
Expand horizons and profit potential with an inventive infusion of flavours and textures, fortified with vegetables and legumes.

CONSUMER MARKETING SUPPORT



How-to-Cook Ground Beef or Veal Labelling Program

Many consumers new to the kitchen lack the skills or knowledge to properly prepare ground beef and veal. These on-pack labels provide simple and easy-to-follow cooking instructions. Clear-view labels are transparent and designed to let the ground meat colour shine through. Canada Beef will provide the clear-view labels free of charge for a limited time; conditions apply. Label size: 2.125" (2-1/8 inches).

Not interested in applying labels? Canada Beef will provide scale file resources and funding support to update your existing scale label details to include "How-To-Cook" information for your customers. Support includes text files for the Canadian Beef scale label cooking instructions and/or QR codes to link customers to the Canada Beef know-how online cooking lessons.



Case Ready Chubs

Chubs offer a case-ready solution in a tube-like package and typically include a wide range of lean points, source grinds and packaging sizes. Chubs offer an extended shelf life versus in-store grinding and are convenient to freeze or portion-cut. Canada Beef will work with your supply partner to include preparation and food safety information on chub packaging.



FOOD SAFETY SYSTEMS

Good Retail Practices and Ground Meat Management System at cdnbeefperforms.ca/retail

GROUND BEEF & VEAL COOKING GUIDE

All ground beef and veal dishes need to be cooked to a minimum internal temperature of 160°F (71°C) for food safety. Doneness should be tested with a digital instant-read thermometer. Meat colour is not a reliable way to judge doneness—ground beef/veal colour can be pink when fully cooked or brown when not fully cooked.

BROILING: Meat is placed under the heat of the top element of the oven (the broiler), cooking food quickly. Meat must be turned partway through cooking. If food is placed on a rack or broiler pan, the juices and/or fat can drip out and away from the meat.

GRILLING: Meat is placed on a hot grill surface with the heat coming from below in a barbecue, or from both above and below in an electric sandwich-type grill appliance. The meat should be turned at least twice while cooking on the barbecue grill. The juices and/or fat can drip out and away from the meat.

PAN-FRY: Meat is placed in a hot shallow pan, with a bit of oil to encourage browning. A piece of meat should be turned partway through cooking, or if cooking crumbled ground beef, break up the meat with a wooden or heat-proof spoon or spatula while cooking. Cook crumbled ground beef thoroughly and drain off excess fat or juices after cooking and before using in a recipe/dish.

OVEN OR BARBECUE ROASTING: Meat is placed in a heat-proof dish/pan and placed into a hot oven or barbecue over an unlit burner, while the other burner is on and the barbecue lid is closed. Meat must be turned at least twice during cooking. If meat is not on a rack, the meat will cook in accumulated juices/fat.

SIMMERING: Meat is placed in a heat-proof dish/pan with some liquid in the pan, covered with a tight-fitting lid. Cook in preheated 325°F (190°C) oven or over medium-low heat on the stove-top. Keep at a simmer not a boil, with small bubbles visible around the sauce at the edge of the pan. No need to turn the meat while cooking; it will cook in the liquid along with accumulated juices/fat.

COOKING METHODS



OVEN ROASTING



BROILING



GRILLING



SIMMERING



SAUTÉ / PAN-FRY



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