

# CANADIAN BEEF BARBECUE GUIDE

Fire up the sales  
with smoking hot  
profits featuring  
beef products for  
the barbecue.

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CANADIAN BEEF  
INFORMATION  
GATEWAY TO LEARN  
ABOUT BEEF RECIPES  
FOR THE BARBECUE.



CANADIAN BEEF

PREMIUM QUALITY  
GRAIN-FED  
CANADIAN BEEF

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# FRESH CANADIAN BEEF BARBECUE GUIDE

## THICKNESS



## COOKING METHODS



## GRILL PRO SPECIALTIES



### T-BONE GRILLING STEAK

The Porterhouse extra-thick cut (1 1/2" - 2") steak offers the largest portion of strip loin and tenderloin of all T-bone steaks. The perfect steak for a large appetite or for two.



### RIB GRILLING STEAK (FRENCH STYLE)

This signature long bone extra-thick cut (1 1/2" - 2") steak has an eye-pleasing presentation and profile for any plate.



### TOP SIRLOIN GRILLING MEDALLION

The baseball extra-thick cut (1 1/2" - 2") steak is a steakhouse favourite perfect for any home barbecue. The top sirloin offers bold flavour combined with a firm textured finish.



### TENDERLOIN GRILLING STEAK

The filet mignon extra-thick cut (1 1/2" - 2") steak offers a tender and juicy choice for home chefs seeking a smaller profile steak cut thick for the grill.



## ROTISSERIE INSPIRATIONS



### TOP SIRLOIN ROAST

The top sirloin is an excellent choice for rotisserie-style barbecue cooking. The size and profile of the top sirloin can be cut to suit a variety of cylindrical shapes to manage portion size and price points.



### TOP BLADE ROAST

The top blade (flat iron roast) is an excellent choice for rotisserie-style or whole piece roasting on the grill.



### EYE OF ROUND ROAST

The eye of round roast is a value choice in the summer months. It features a natural cylindrical shape, perfect for rotisserie-style roasting.



### SIRLOIN TIP ROAST

The sirloin tip roast can be cut into a cylindrical shape and portion sized for rotisserie-style roasting.



## SENSATIONAL SKEWERS, CHURRASCO AND KEBOBS



### TOP SIRLOIN CAP GRILLING STEAK

The coulotte is used for picanha-style grilling on a rotisserie or churrasco skewers. Picanha-style steaks are cut with the grain in true Brazilian tradition.



### TENDERLOIN GRILLING CUBES

Tenderloin tips on a skewer or kebob are an excellent way to merchandise trimmings from tenderloin grilling steaks.



### TOP SIRLOIN GRILLING CUBES

Top sirloin kebobs are an excellent way to merchandise top sirloin trimmings. Top sirloin cubes are tender, juicy and work very well with sliced peppers, onions and tomatoes.



### BACK RIB MARINATING FINGER MEAT

Butterflied intercostal meat skewers are a delicious and exotic grilling specialty. Rib finger meat can be marinated to add extra flavours to create a signature item in the meat case.



## PIT BOSS SUPERSTARS



### BRISKET POINT

The brisket point is the cut of choice for many barbecue competitions and home chefs with smoker grills and barbecue smoke capabilities. The brisket delivers superb fork-tender smoky barbecue flavours.



### BEEF GRILLING BACK RIBS

Beef back ribs deliver bold flavours and fall-off-the-bone tenderness off the grill. Sensational with a spicy dry rub then slow-roasted on the grill or in the smoker.



### EYE OF ROUND

Whole eye of round is an excellent value-cut choice for the barbecue smoker. For best results cook to medium rare and thinly slice.



### BOTTOM SIRLOIN TRI-TIP

The tri-tip is a Tex-Mex original and perfect on the grill or in the smoker. Dry rubs or marinades work extremely well with this cut to add flavour and optimize juiciness during the cooking process.



# DOES YOUR BEEF PROGRAM MAKE THE GRADE?



Canadians are looking for the good stuff.

## Grade Expectations

When your customers bite into a juicy steak or roast, they want to enjoy high-quality beef produced in Canada. The Canadian beef grading system helps ensure the beef offered will meet expectations every time. Here's how to choose a beef program with the right combination of quality and value your customers are looking for.

## Promotion and Marketing Support

To learn more about the Canadian beef grading system and for more information about the programs and services available from the Canada Beef team to promote and expand your Canadian beef category contact: [retailchannelmarketing@canadabeef.ca](mailto:retailchannelmarketing@canadabeef.ca)



### CANADA AA GRADE

A good value choice offering lower levels of marbling and typically fewer calories than Canada AAA and Prime Grades. Canada AA beef can be tender and flavourful and performs well with all popular cooking methods.



### CANADA AAA GRADE

A great choice for high-quality beef. Canada AAA offers higher levels of marbling than Canada AA and is well suited for all popular cooking methods. Canada AAA will become a delicious family favourite when grilled, broiled, simmered or roasted to perfection.



### CANADA PRIME GRADE

An extraordinary choice for exclusive steakhouses, hotels and serious home chefs. Canada Prime is selected for maximum marbling, flavour and juiciness and only available in limited supply.

Canada and the U.S. use the same marbling thresholds to define high-quality beef grades. The above illustrations are reduced reproductions of the Official USDA Marbling Photographs prepared for the U.S. Department of Agriculture by and available from the American Meat Science Association.



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