

CANADIAN BEEF GRILLING GUIDE

Fire up the grill
to drive sales
and profitability
with great tasting
Canadian beef.

CHECK OUT THE
CANADIAN BEEF
INFORMATION
GATEWAY TO LEARN
ABOUT BEEF RECIPES
FOR GRILLING.



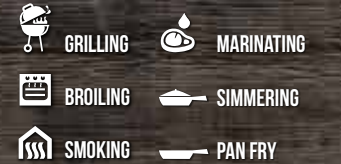
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FRESH CANADIAN BEEF GRILLING GUIDE

THICKNESS



COOKING METHODS



TRADITIONAL FAVOURITES



T-BONE GRILLING STEAK

Smaller than the Porterhouse, the T-bone steak consists of both the strip and tenderloin steak.



TOP SIRLOIN GRILLING STEAK

Top sirloin steak is characterized as a leaner choice. It is often offered as a thicker cut to fully optimize its bold flavour and impressive profile on the plate.



RIB GRILLING STEAK

The rib steak, bone-in or boneless, is cut from the prime rib and offers rich, juicy and full-bodied flavour with generous marbling throughout.



TENDERLOIN GRILLING STEAK

Also known as the filet mignon, the tenderloin is considered to be one of the most tender and elegant beef cuts. Tenderloin steak offers subtle flavours combined with melt-in-your-mouth texture perfect for smaller portion sizes.



UNDERDEVELOPED PERFORMERS



TOP SIRLOIN CAP GRILLING STEAK

Also known as the coulotte or picanha, Sirloin cap steaks are lean and flavourful and the ideal choice for smaller portion size grilling steaks.



BOTTOM SIRLOIN GRILLING STEAK

Also known as tri-tip. Tri-tip portions and steaks are characterized by bold flavours combined with a firm texture. Tri-tips are perfect for grilling whole or portion-cut into steaks and often marinated for added flavour.



TOP BLADE GRILLING STEAK

Also known as flat iron steak. The top blade steak is a tender and flavourful value cut, often featured on restaurant menus.



BEEF GRILLING BACK RIBS

Beef back ribs offer an impressive addition to the rib category. Perfect grilled, smoked or braised.



STEAKHOUSE SUPERSTARS



RIB-EYE GRILLING STEAK

The rib-eye is considered by many to be one of the most juicy steaks. Cut from the centre of the prime rib, the rib-eye delivers superb flavour and firm texture.



STRIP LOIN GRILLING STEAK

This premium steak is a steakhouse classic, known for its marbling, tenderness and flavour. Also known as the New York strip steak.



MARINATING SHORT RIBS

Thin-slice (1/4" - 1/2") short ribs are also known as Maui or Korean style ribs. Simply marinate then grill.



BACK RIB MARINATING FINGER MEAT

Beef rib finger meat is an excellent value cut when marinated and grilled to perfection. Finger meat is cut from between the back rib bones of the prime rib and loaded with juicy flavour.



TOP SIRLOIN GRILLING MEDALLION

The sirloin medallion offers thick-cut steaks presented in a smaller portion size. Perfect for smaller appetites or for pairing with seafood for a surf and turf at-home experience.



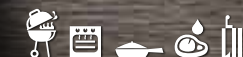
STRIP LOIN GRILLING MEDALLION

Medallion style portion-cut steaks are cut from the strip loin to manage price point and offer a thick-cut grilling steak.



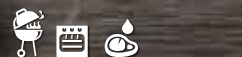
MARINATING CHUCK BONELESS SHORT RIBS

Thin-slice (1/4" - 1/2") chuck short ribs can be marinated or grilled. Excellent grilling choice when marinated to add Asian flavours.



FLANK MARINATING STEAK

The flank steak can be marinated and grilled whole or sliced across the grain to reduce portion size. The flank steak features firm texture and strong beef flavours.



EAST MEATS WEST

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



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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