



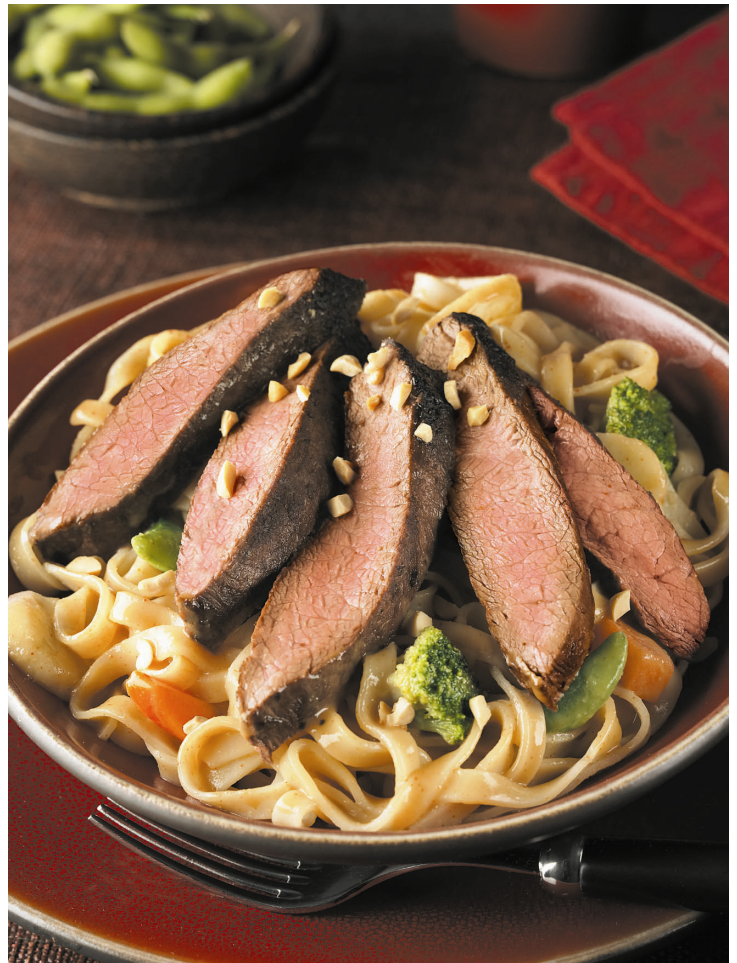
For Immediate Release

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Frostbite Challenge Barbecue Cook-Off Features Flat Iron Steaks and Beef Ribs at the International Sportsmen's Expo

February 18, 2008 Sandy, Utah-- The Frostbite Challenge Barbecue Cook-Off will be a unique barbecue event in that grilling will be allowed to prepare one of the meats this year to test different skills beyond the events scheduled during the summer. Barbecue enthusiasts note that there is often some confusion between slow cooked barbecue and grilling. Grilling requires much higher temperatures than those used in true slow cooked barbecue. Flat Iron Steaks will be featured to highlight a relatively new cut of beef and help educate spectators about different options available to backyard chefs.

Wikipedia reports that the Flat Iron Steak is a cut of steak from the shoulder of a steer and was created by researchers at the University of Florida and University of Nebraska. Their study found that this specific cut is the second most tender cut of beef, after the tenderloin, yet was perhaps the most undervalued cut of beef at the time. The major initial barrier to the flat iron steak was the large band of connective tissue running down the center of the steak, which led people to assume that the cut in general must be tough. Removing the connective tissue, however, leads to a steak that is often described as having both the tenderness of a rib eye or strip steak while still having the full-flavored character of a sirloin or



skirt steak.

Beef ribs are also often overlooked as backyard barbecue enthusiasts often go for the baby back ribs or short ribs at the meat counter. Always popular in Texas barbecue, beef ribs from each of the competing teams will also be compared in this event.

Similar to the rules from the Kansas City Barbecue Society, this event will feature the meat only with minimal garnish and sauce. To see the rules and regulations of the event, visit <http://www.backcountry-magazine.com/Frostbite/Rules.pdf>

For more information about beef, visit the Utah Beef Council Webpage at <http://www.utahbeef.org>

Provided is an easy recipe for home cooks to try, provided by the Cattlemen's Beef Board.

BEEF MADE EASY® AD PLANNER STEAKS: SKILLET

BEEF STEAK WITH CURRIED ONION-PLUM SAUCE – 30 minutes



**4 beef shoulder top blade steaks (Flat Iron)
(6 to 8 oz each) or 4 boneless
beef chuck eye steaks, cut 3/4"
thick**

**2 Tbsp olive oil
2 green onions, sliced
1/3 cup plum preserves
2 Tbsp Major Grey mango chutney
3/4 tsp curry powder
1 Tbsp fresh lime juice
1/4 cup roasted salted peanuts, chopped**

1. Heat oil in large heavy nonstick skillet over medium heat until hot. Add beef steaks; cook flat iron steaks 13 to 15 minutes (chuck eye steaks 9 to 11 minutes) for medium rare to medium doneness, turning occasionally. Remove. Season with salt and pepper.
2. Add green onions to skillet; cook and stir 1 to 2 minutes or until golden. Stir in preserves, chutney and curry powder. Add 1/4 cup water; cook and stir until sauce is hot. Add lime juice. Serve over steaks. Sprinkle with peanuts.

4 servings