

Fact Sheet: 2009 National Beef Cook-Off®



Highlights:

- Home cooks nationwide and professional restaurant chefs in the San Francisco Bay Area and Sacramento metropolitan counties are encouraged to showcase their “Sonoma-Style” by entering their best original recipes in the 2009 National Beef Cook-Off from January 1, 2009 through March 31, 2009.
- The National Beef Cook-Off will be held in Sonoma, the heart of California’s wine country. This location provides a rustic backdrop for home cooks and professional restaurant chefs to tap into their culinary inspiration and create their best beef dishes.

What’s new for 2009?

Recipes this year focus on a “Sonoma-Style” theme and can be entered in four categories:

- Live Well with Fast & Convenient Grilled Beef Recipes – Home Cooks will demonstrate beef’s role as a healthy and easy option for busy families.
- Teens Cooking with Beef – Teens submit their favorite family beef recipe that they enjoy preparing themselves at home.
- Lean Beef in Nutrient-Rich One-Dish Meals – Home Cooks will pair lean beef cuts with other important nutrient-rich ingredients to promote enjoyable, healthy meals.
- San Francisco Bay Area and Sacramento Counties “Best of Beef” Chefs – This category gives local Professional Restaurant Chefs a chance to show their eclectic Sonoma flair for beef.

What to enter:

The National Beef Cook-Off requires entrants to:

- Submit original beef recipes that have a simple style that reflects the Sonoma-Style diet, using few ingredients that compliment the beef while adding color, texture and flavor to the dish.
- Use one of the appropriate cooking methods for the featured beef cuts listed on the www.beefcookoff.org Web site.
- Be creative and let their “Sonoma-Style” shine with delicious, healthy beef recipe entries.

How to enter:

- Enter recipes online at www.beefcookoff.org, or by postal mail to: National Beef Cook-Off Entries, ANCW, P.O. Box 3881, Englewood, CO 80155. Mailed entries must be postmarked no later than March 31, 2009, and received on or before midnight April 7, 2009.

What is the prize?:

- Fifteen Home Cook finalists will compete for \$70,000 in total prizes with the grand prize winner receiving \$25,000 in Sonoma, Calif., on September 23, 2009.
- Six Professional Restaurant Chefs will compete for prizes totaling approximately \$5,000 in Sonoma, Calif., on September 21, 2009.

On behalf of the Cattlemen’s Beef Board and the Federation of State Beef Councils, the American National CattleWomen, Inc. (collectively, the “Promotion Parties”) present the 2009 National Beef Cook-Off (“Contest”).

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Visit the National Beef Cook-Off Web site at www.beefcookoff.org