

Culinary Demo Toolkit



**BEEF
LOVING
TE★ANS**

TEXAS BEEF COUNCIL®

A GUIDE TO CREATING CULINARY EXPERIENCES

Inspiring Healthy Lifestyles

As a food and nutrition expert, you play a role in empowering people to make healthy choices. Pairing credible nutrition information with culinary demonstration is an engaging way to do so. You can capitalize on an increased interest in health-inspired cooking and provide balanced meal solutions to help individuals and families thrive.

FOOD FOR THOUGHT

Pairing produce and whole grains with a favorite food like beef in simple and delicious recipes can help people meet dietary recommendations.

This toolkit serves as a practical guide to help you prepare for and present cooking demonstrations that will inspire your audiences to create delicious and nourishing meals.



THIS TOOLKIT IS COMPLETE WITH:

- **Preparation Form**
- **Master Supply List**
- **How to Design an Effective Message**
- **Packing Tips**
- **Set-up List**
- **Presentation Ideas**
- **Recipes**

Complementary Online Resources:

- Additional Recipes
- Recipe Card Handouts
- Facilitator Guides
- Videos

TEN ESSENTIAL NUTRIENTS

Get Your Strength from Beef

Beef gives you more of the nutrients you need. A 3 oz. serving of cooked lean beef provides the following nutrients for about 150 calories.



48% DV
PROTEIN

Helps preserve and build muscle.



44% DV
VITAMIN B₁₂

Helps maintain brain function.



40% DV
SELENIUM

Helps protect cells from damage.



36% DV
ZINC

Helps maintain a healthy immune system.



26% DV
NIACIN

Supports energy production and metabolism.



22% DV
VITAMIN B₆

Helps maintain brain function.



19% DV
PHOSPHORUS

Helps build bones and teeth.



16% AI*
CHOLINE

Supports nervous system development.



12% DV
IRON

Helps your body use oxygen.



10% DV
RIBOFLAVIN

Helps convert food into fuel.

Each nutrient is based on 100% of the daily requirements for that nutrient (for a 2,000 calorie diet). *AI stands for Adequate Intake. The highest AI for Choline is 550mg. U.S. Department of Agriculture, Agricultural Research Service, USDA Nutrient Data Laboratory, 2012. USDA National Nutrient Database for Standard Reference, Release 25. Available at: <http://www.nal.usda.gov/fnic/foodcomp/search/>.

Preparation Form

This form will help you to consider various factors and prepare in advance to have a successful demonstration.

AUDIENCE DEMOGRAPHICS

NUMBER OF PARTICIPANTS

BUDGET

LOCATION SETTING (kitchen, classroom, auditorium)

ACCESS TO ELECTRICITY (at demo site)

COLD STORAGE AVAILABILITY (if storage needs go beyond a cooler)

EQUIPMENT AVAILABILITY (tables, tablecloths, cooking elements, water, etc.)

SITE FIRE HAZARD REGULATIONS (open flames, propane fueled burners, electric skillets, etc.)

DURATION OF PRESENTATION

BEEFLOVINGTEXANS.COM/RESOURCES/CULINARY-DEMO-TOOL-KIT

SPACE AVAILABILITY FOR SET-UP AND CLEAN-UP

HAND SINK AVAILABILITY

OUTSIDE FOOD REGULATIONS

FOOD HANDLER PERMIT REQUIREMENTS

ONSITE CONTACT



**NO COOKING ALLOWED OR
NO ELECTRICITY AVAILABLE?**

That's OK! Consider using the 'No Cook' recipe provided in this toolkit OR bring prepared samples in a slow cooker.



Master Supply List

FOR SET-UP

- ☐ **6-8 ft. table** (if not provided by facility)
- ☐ **Tablecloth that covers front and sides of table** (if not provided by facility)
- ☐ **Extension cord**
- ☐ **Power strip with on/off switch**
- ☐ **Small cooler with ice to store cold items**
- ☐ **Hand sanitizer**
- ☐ **Aluminum foil**
- ☐ **Plastic wrap**
- ☐ **Bubble wrap for packing**
- ☐ **Hot pads**
- ☐ **3 dish towels** (minimum)
- ☐ **First aid kit**

FOR PREP/COOKING/DEMO

- ☐ **Indoor grill, electric skillet or burner** (if not provided by facility)
- ☐ **Skillet or grill pan**
- ☐ **Measuring cups/spoons**
- ☐ **Latex gloves**
- ☐ **Cutting boards**
- ☐ **Recipe ingredients**
- ☐ **Demo materials**
- ☐ **Presentation dish for hero plate**
- ☐ **Apron**
- ☐ **Door stopper** (to angle hero plate)

FOR SERVING (IF SAMPLING)

- ☐ **Paper plates, bowls**
- ☐ **Plastic flatware or toothpicks**
- ☐ **Cocktail napkins**
- ☐ **Serving trays**

FOR CLEAN-UP

- ☐ **Disinfectant wipes**
- ☐ **Trash bags**
- ☐ **Paper towels**
- ☐ **Zip-top bags** (multiple sizes)

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How to Design an Effective Message

KNOW YOUR AUDIENCE



Determine who will attend your demonstration.

Knowing their age, gender, life stage and budget will help you identify their unique mealtime challenges to inform your recipe selection and discussion points.

CONSIDER A THEME FOR YOUR DEMONSTRATION

A theme will help you focus your message and give purpose to your demonstration.



THEME EXAMPLES:

- Beef for Breakfast
- Quick & Easy Weeknight Meals
- Solve the Lunchtime Dilemma
- Cook Once, Eat Twice
- Cooking for One
- Heart-Healthy Meals
- Eating for Strength

CUSTOMIZE YOUR MESSAGE



Determine the

3

MOST IMPORTANT MESSAGES YOU WANT TO DELIVER.

Reinforce these messages throughout the demonstration in ways that will resonate with your audience.

LET YOUR INGREDIENTS CARRY A MESSAGE

Identify talking points for each ingredient.

Explain how each ingredient delivers on flavor and nutrition. Consider providing ingredient substitutions or alternatives to help your audience envision serving the meal to their families.



Packing Tips



- ① **Consider a suitcase or carrier with wheels** to make transport of your demo items easier.
- ② **Be sure to pack perishables in a cooler** to keep them cold until your demo begins.
- ③ In addition to grocery items and equipment, **don't forget to pack items for clean-up like paper towels, disinfectant wipes and trash bags.**
- ④ **Keep bubble wrap in your suitcase** to provide extra padding for breakable items.

Set-up List



Use clear glass or plastic ramekins and bowls to display your ingredients. This allows the audience to see the food.

Arrange ingredients in columns from left to right in the order you plan to use them in your demonstration.

Place spatulas, tongs or other demo equipment with ingredients to serve as a reminder of each step or talking point.

Display your “hero plate” (your final recipe plate) in front of your demo area or to one side of your set-up. Use a white dish propped by a door stopper to show off your delicious recipe creation.

SAFETY TIPS

Place demonstration table close to an electrical outlet, if possible. If the facility doesn't allow for easy access to electricity, use an extension cord.

Tape the cord down with heavy tape if necessary to avoid creating a tripping hazard.

Use a power strip if you are plugging in multiple electrical items.

Presentation Ideas

INTRODUCTION

Establish credibility and build rapport by introducing yourself and providing your credentials or other pertinent information. Discuss with your audience why and how your presentation is going to help them overcome challenges and provide them with knowledge to achieve their individual cooking goals.

“As a registered dietitian and mom of three...”



DEMONSTRATION

Keep your demo simple, so your audience feels empowered to make the dish at home. Be sure to explain the how-tos of cooking. How did you grate the ginger or mince the garlic? Explain what tools you used and tips to make the recipe more convenient. Communicate your ingredient talking points as you move through the demonstration.



CLOSING

We eat with our eyes, so your audience will want to see the finished meal. Arrange your finished recipe on a white plate with recommended side dishes. This is a great time to discuss the importance of a balanced meal and how to incorporate various colors and textures to create an appealing plate - for both the eyes and mouth! Be sure to invite your audience up to get a closer look and take photos of the recipe.

Asian Beef & Vegetable Stir-Fry



30
MINUTES



MAKES 4
SERVINGS



7
INGREDIENTS

Nutrition information per serving: 411 Calories; 99 Calories from fat; 11 g Total Fat (2 g Saturated Fat; 2 g Monounsaturated Fat); 70 mg Cholesterol; 783 mg Sodium; 43 g Total Carbohydrate; 3.2 g Dietary Fiber; 32 g Protein; 4.2 mg Iron; 13.4 mg Niacin; 0.8 mg Vitamin B6; 1.5 mcg Vitamin B12; 5.5 mg Zinc; 38.1 mcg Selenium; 104 mg Choline.

This recipe is an excellent source of Protein, Iron, Niacin, Vitamin B6, Vitamin B12, Zinc, Selenium, and Choline. It is a good source of Dietary Fiber.

KEY MESSAGES

Stir-frying is one of the quickest ways to get a healthy, delicious meal on the table.

The great thing about this recipe is you can use any veggies your kids like or you can provide exposure to a food by putting a new veggie on their plate.

Nutrients are aplenty in this recipe. Fresh veggies, whole grains and high quality protein make this a meal you can feel good about serving to your family.

Demo Check List

GROCERY LIST

- ☐ **1 beef Top Sirloin Steak, cut 1-inch thick** (about 1 lb.)
- ☐ **4 cups assorted fresh vegetables, such as sugar snap peas, broccoli florets, bell pepper and carrot strips**
- ☐ **1 clove garlic**
- ☐ **½ cup prepared stir-fry sauce**
- ☐ **⅓ - ¼ Tbsp. crushed red pepper**
- ☐ **2 cups brown/colored cooked rice**
- ☐ **2 Tbsp. unsalted dry-roasted peanuts** (optional)

EQUIPMENT LIST

Use the provided equipment lists with each recipe as a planning tool.

- ☐ **2 large cutting boards**
- ☐ **1 chef knife**
- ☐ **1 large non-stick skillet with lid**
- ☐ **1 colander with plate**
- ☐ **1 large plastic or wooden spoon**
- ☐ **1 small rubber spatula**
- ☐ **2 white dinner plates**
- ☐ **1 tiny clear glass bowl**
- ☐ **2 small clear glass bowls**
- ☐ **1 large clear glass bowl**
- ☐ **1 white hero plate**
- ☐ **Measuring cups**
- ☐ **Measuring spoons**

Ingredients

1 beef **Top Sirloin Steak**, cut
1-inch thick (about 1 lb.)

4 cups assorted **fresh vegetables**,
such as sugar snap peas, broccoli
florets, bell pepper and carrot strips

1 **clove garlic**, minced

½ cup prepared **stir-fry sauce**
(optional: low-sodium sauce)

⅓ - ¼ Tbsp. **crushed
red pepper**

2 cups brown/colored
cooked rice

2 Tbsp. unsalted
dry-roasted peanuts
(optional)

Introduction

We are all busy, and stir-frying can make dinner time less stressful.

Pairing lean beef with delicious veggies and whole grains provides a well-balanced meal that your family will love.

Eating nutrient-rich foods satisfies your body, helping you feel full longer while providing many vitamins and minerals.

DEMONSTRATION

- ① **Trim any external fat, then cut beef steak in half lengthwise, then crosswise into ¼-inch thick strips.**
 - Today I am using a beef Top Sirloin Steak, cut about an inch thick. You could also substitute Top Round, Bottom Round or Strip Steak for the Sirloin.
 - I love using beef as the protein source in stir-fry because in just a 3 oz. serving of cooked lean beef, you're getting 10 essential nutrients for, on average, only 150 calories.
 - You'll be happy to experience how well beef pairs with colorful fruits and vegetables, as well as whole grains - making it easy to enjoy a balanced diet.
 - If your grocery store does not sell pre-cut strips for stir-fry you can have the butcher cut beef into strips for you. Or, slightly freeze the steaks you purchase for approximately 10 minutes to easily slice into uniform pieces.
- ② **Combine vegetables and 3 Tbsp. water in large non-stick skillet. Cover and cook over MEDIUM-HIGH heat 4 minutes or until crisp and tender. Remove and drain.**

- I am going to heat my skillet over MEDIUM-HIGH heat with 3 Tbsp. water, add the vegetables and cover. These are going to cook for about 4 minutes (review vegetables you have chosen for your demo highlighting the nutrient benefits of each while the veggies cook).
- Frozen stir-fry vegetables are a convenient alternative to fresh vegetables. Look for different vegetables in the freezer section to create variety with this meal.

- ③ **Heat the same pan over MEDIUM-HIGH heat until hot. Add half of the beef strips and half of the garlic; stir fry 1 to 2 minutes or until the outside surface of the beef is no longer pink. Remove from the pan. Repeat with the remaining beef and garlic.**
 - Now I will add ½ lb. of the beef and half of the minced garlic clove to avoid overcrowding in the skillet. I am going to stir-fry these for 1-2 minutes, or until the outside of the beef is no longer pink. Then, I'll remove this portion and repeat with the remaining ½ lb. beef and garlic.
 - We cooked the beef in smaller batches to ensure it was all exposed to the heat for consistent cooking. If you have a wok or very large skillet you may be able to cook all the beef and garlic at once.
- ④ **Return all beef and vegetables to the pan. Add stir-fry sauce and crushed red pepper; heat through. Serve over rice.**
 - The cooking liquid may be thickened with cornstarch dissolved in water, if desired. If you're looking to reduce the sodium in your recipe, choose a low-sodium sauce.
- Serve over rice and sprinkle with peanuts or cashews if desired.**
- ⑤
 - This recipe would be great with Udon, glass, lo mein or vermicelli noodles as a substitution for rice. Or try it with spiraled squash or zucchini to add some more color and veggies to your plate.

Closing

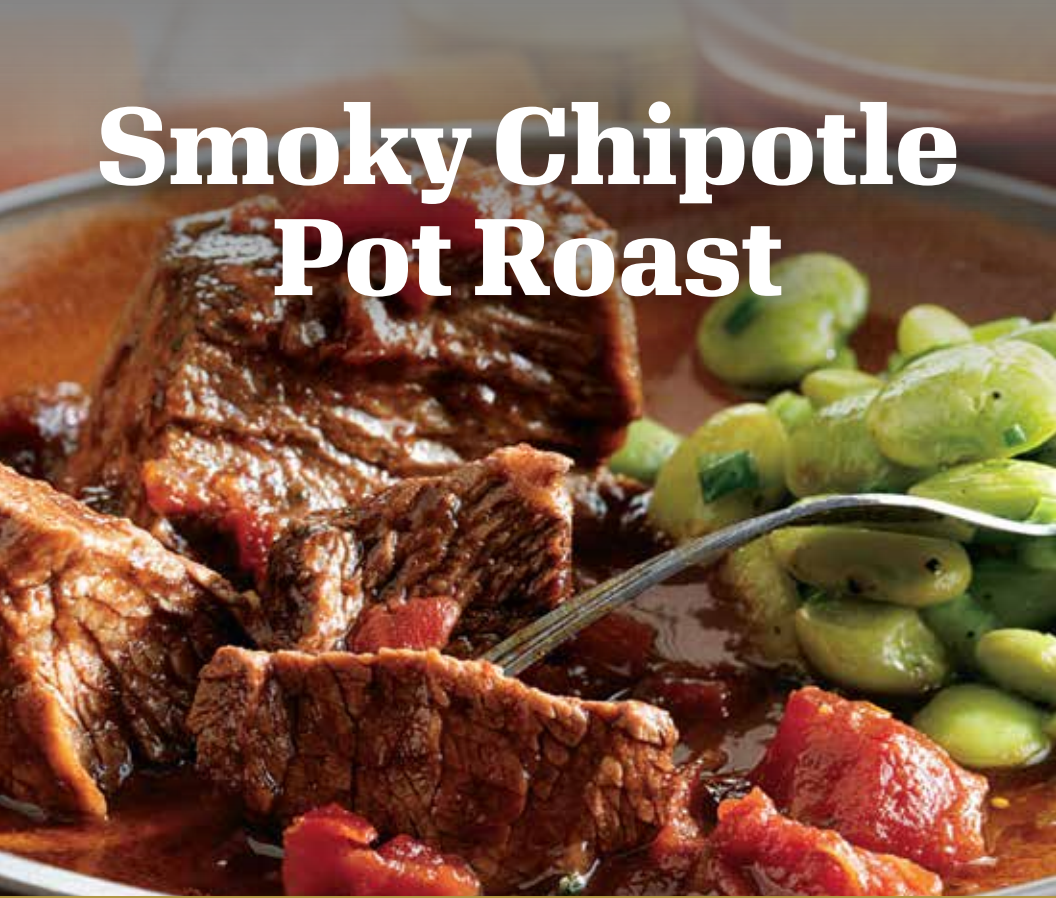
Eating nutrient-rich food, like colorful fruits and vegetables, whole grains and lean beef, helps you get more of the nutrients your body needs, but can't make on its own.

Beef has high quality protein, iron, zinc and B-vitamins: nutrients we all need to stay healthy and strong.

This stir-fry recipe is full of color, quick and easy and can be adapted to your family's preferences.

For more quick & easy recipes visit BeefLovingTexans.com/recipes

Smoky Chipotle Pot Roast



2½-3½
HOURS



MAKES 8
SERVINGS



6
INGREDIENTS

Nutrition information per serving: 322 Calories; 189 Calories from fat; 21 g Total Fat (7.9 g Saturated Fat; 8.6 g Monounsaturated Fat); 117 mg Cholesterol; 202 mg Sodium; 2 g Total Carbohydrate; 0.7 g Dietary Fiber; 1 g Total Sugars; 30 g Protein; 24.3 mg Calcium; 2.6 mg Iron; 0.2 mg Riboflavin; 4.1 mg Niacin; 0.3 mg Vitamin B6; 2.1 mcg Vitamin B12; 6.7 mg Zinc; 41.5 mcg Selenium; 110.9 mg Choline.

This recipe is an excellent source of Protein, Niacin, Vitamin B12, Zinc, Selenium, and Choline. It is a good source of Iron, Riboflavin, and Vitamin B6.

KEY MESSAGES

This recipe is great for busy parents. With only four ingredients and a simple cooking method, it's an easy weeknight solution.

Whether you're looking to fuel a busy day, maintain or lose weight or just want to create an easy meal that will satisfy the whole family, this recipe is the answer. Smoky Chipotle Pot Roast is an excellent source of protein and zinc and a good source of iron.

Use leftovers to create an easy, nutritious breakfast like the Beef Loving Texans Beefy Sweet Potato Hash (pg. 27). The leftover pot roast is perfect to reheat and include in this breakfast meal.

Demo Check List

GROCERY LIST

- ☐ **1 beef Shoulder, Arm or Blade Roasts, boneless** (2 ½-4 lbs. total)
- ☐ **1 ½ tsp. chipotle chili powder**
- ☐ **1 Tbsp. vegetable oil**
- ☐ **1 can diced tomatoes with green chilies** (14 ½ oz.)
- ☐ **Prepared cornbread or corn muffins for side**
- ☐ **Prepare mixed greens salad for side or steamed veggies for side** (optional)

EQUIPMENT LIST

- ☐ **2 large cutting boards**
- ☐ **1 carving knife**
- ☐ **2 Dutch ovens or stockpots with lids** (one will contain the hero roast)
- ☐ **1 can opener**
- ☐ **2 forks**
- ☐ **1 pair of tongs**
- ☐ **2 large spoons**
- ☐ **2 white plates**
- ☐ **2 tiny clear glass bowls**
- ☐ **2 small clear glass bowls**
- ☐ **1 white hero plate for roast and cornbread**
- ☐ **Measuring spoons**

Ingredients

1 beef Shoulder Roast, Arm Chuck Roast boneless **or Blade**

Chuck Roast boneless (2 ½-4 lbs. total)

1 ½ tsp. **chipotle chili powder**

1 Tbsp. **vegetable oil**

1 can **diced tomatoes with green chilies**, undrained (14 ½ oz.)

Prepared cornbread **or corn muffins**

Prepare mixed greens salad for side **or steamed veggies for side** (optional)

Introduction

This yummy and comforting Smoky Chipotle Pot Roast combines the unique smoky flavor of chipotle chili powder with tomatoes and green chilies that will tantalize your taste buds and provide variety in your weeknight meal plan. Add a side of broccoli, green beans or a side salad to complete this nutritious, delicious meal.

Choose the right beef cut for low and slow moist-heat cooking methods: Chuck Roast, Brisket, Shoulder Roast and Rump Roast work great in this recipe.

The essential nutrients found in beef, like protein, iron, zinc and B vitamins, provide our bodies and minds with the fuel we need at all stages of life to be the strongest version of ourselves. Beef's combination of nutrients builds strong bodies and strong minds.

This roast recipe has four ingredients. Just four! It's so easy to braise on the weekends or even throw in the slow cooker on a weekday morning and return to a home cooked meal in the evening.

DEMONSTRATION

- ① **Press chili powder evenly onto all surfaces of beef roast. Heat oil in Dutch oven or stockpot over MEDIUM heat until hot. Place pot roast in Dutch oven or stockpot; brown evenly on all sides. Pour off drippings.**

- Today I am using a 3 lb. beef shoulder roast. I am going to season it with 1 ½ tsp. chili powder before adding to the Dutch oven or stockpot that I have heated with a Tbsp. of oil over MEDIUM heat. I am going to brown the roast evenly on all sides.
- If you like a lot of spice, consider doubling the amount of chipotle chili powder, but be careful not to overdo it if you have young diners.

Add tomatoes; bring to a boil. Reduce heat; cover tightly and simmer 2 to 3 hours or until roast is fork-tender.

- ②
 - If you are looking to lower your sodium, use no-salt-added canned goods, such as the tomatoes in this recipe.
 - You can easily incorporate more veggies into this recipe. Consider adding onions, carrots and bell peppers to the pot with the beef. Just remember, vegetables cook faster than the beef, so veggies should be added during the last half of simmering.
 - You can also cook the roast in an oven pre-heated to 325°F or in a slow cooker.
 - If you cook the roast at a full boil, it may become tough rather than tender. Remember, “low and slow” is the trick.

Remove roast; keep warm. Skim fat from cooking liquid. Return liquid to Dutch oven or stockpot; bring to a boil. Cook 8 to 10 minutes or until sauce is reduced to 2 cups.

- ③
 - Once the roast is done I am going to remove it and set aside while I skim fat from the cooking liquid.
 - This is an easy way to lower the fat content in a simple step.

Carve roast into thin slices; top with sauce. Serve with cornbread and side salad or veggies.

- ④
 - You can also shred the beef and use this as a shredded beef taco filling. Add it to a breakfast taco to get 25 g of protein to jump-start your day.
 - This pot roast can be frozen in small batches using moisture and vapor-proof freezer containers.
 - This recipe is also amazing the next day for leftovers.

Closing

Pairing lean beef with delicious veggies and whole grains provides a well-balanced meal that your family will love.

Using a slowcooker to make this roast allows you to eat a healthful meal without monopolizing your time and attention.

Eating nutrient-rich foods satisfies your body, helping you feel full longer while providing much needed nutrients.

For more easy, slow cooker recipes, visit BeefLovingTexans.com/recipes.

Beefy Sweet Potato Hash



35-40
MINUTES



MAKES 4
SERVINGS



9
INGREDIENTS

Nutrition information per serving (excluding tortillas; using Chuck Shoulder pot roast): 329 Calories; 90 Calories from fat; 10 g Total Fat (3 g Saturated Fat; 4 g Monounsaturated Fat); 63 mg Cholesterol; 387 mg Sodium; 33 g Total Carbohydrate; 5.4 g Dietary Fiber; 26 g Protein; 3.7 mg Iron; 3 mg Niacin; 0.3 mg Vitamin B6; 2.6 mcg Vitamin B12; 5.6 mg Zinc; 26.1 mcg Selenium; 4.7 mg Choline.

This recipe is an excellent source of Dietary Fiber, Protein, Iron, Vitamin B12, Zinc, and Selenium. It is a good source of Niacin and Vitamin B6.

KEY MESSAGES

Beefy Sweet Potato Hash is an easy breakfast solution. This recipe is fast, a good use for leftovers and a satisfying way to start the day.

Eating a protein-rich breakfast, such as one including high quality protein like beef, can help adolescents feel full longer and prevent cravings.

This recipe is also great for batch cooking. Double or triple the recipe for a nourishing breakfast all week.

Demo Check List

GROCERY LIST

- ☐ **12 oz. cooked lean beef**
(such as steak, roast or pot roast),
cut into ½-inch cubes (about 2 ½ cups)
- ☐ **1 large sweet potato**
- ☐ **1 medium yellow onion**
- ☐ **1 Tbsp. taco seasoning mix**
- ☐ **1 Tbsp. vegetable oil**
- ☐ **2 Tbsp. reduced-fat or regular dairy sour cream**
- ☐ **1 tsp. hot pepper sauce**
- ☐ **Fresh cilantro**
- ☐ **Corn or flour tortillas** (optional - recommended for demo)

EQUIPMENT LIST

- ☐ **2 large cutting boards**
- ☐ **1 non-stick skillet, with lid**
- ☐ **1 plastic or wooden spoon**
- ☐ **1 small rubber spatula**
- ☐ **1 small whisk**
- ☐ **1 small spoon**
- ☐ **4 tiny clear glass bowls**
- ☐ **3 small clear glass bowls**
- ☐ **1 medium clear glass bowl**
- ☐ **1 white hero plate**
- ☐ **Measuring cups**

Ingredients

12 oz. cooked lean beef (such as steak, roast or pot roast), cut into ½-inch cubes (about 2 ½ cups)	¼ cup water
1 large sweet potato , unpeeled, cut into ½-inch cubes	1 Tbsp. vegetable oil
1 medium yellow onion , chopped	2 Tbsp. reduced-fat or regular sour cream
1 Tbsp. taco seasoning mix	1 tsp. hot pepper sauce
	Fresh cilantro , chopped
	Corn or flour tortillas (optional - see step 4 for other options)

Introduction

Beefy Sweet Potato Hash will give you the protein you need to get through your morning. Research has shown that eating 25-30 g of protein at each meal may help you eat fewer calories throughout the day by reducing snacking.

You can also make this recipe ahead of time and freeze it in portions for quicker morning meals.

DEMONSTRATION

- ① **Combine sweet potatoes, onion and taco seasoning in large non-stick skillet over MEDIUM heat. Add water. Cover and cook 8 to 10 minutes or until crisp-tender and water has almost evaporated, stirring once. Stir in oil. Continue cooking, uncovered for 4 to 6 minutes or until potatoes are tender and begin to brown, stirring occasionally.**
 - Have leftover raw veggies like broccoli, bell peppers or tomatoes? Throw those in to add some color and boost your daily servings of vegetables.
- ② **Meanwhile, combine sour cream and hot sauce in small bowl. Set aside.**
 - For a lower fat option with little difference in flavor, substitute nonfat Greek yogurt for the sour cream.

- ③ **Add beef to potato mixture. Continue to cook 5 minutes or until beef is heated through, stirring occasionally, adding 1 to 2 Tbsp. water, if needed to avoid sticking. Cook once, eat twice by using leftover lean Chuck Roast.**
 - 1 ½ tsp. each cumin and chili powder may be substituted for taco seasoning.
 - Because over ¾ of the meat case is lean, it is easy to find a great tasting and healthy beef cut everyone will enjoy.
 - The high quality protein in beef has been shown to help you feel full longer.
- ④ **Garnish with cilantro, as desired. Serve with sour cream mixture.**
 - Beefy Sweet Potato Hash can be served by itself or used in one of these delicious breakfast creations:

Tacos: Evenly divide hash mixture into eight warmed 6 to 7-inch corn tortillas. Garnish with cilantro and serve with sour cream mixture.

Burritos: Evenly divide hash mixture, as desired, into four warmed 10-inch flour tortillas. Top with cilantro and sour cream mixture. Fold burrito-style for an on-the-go breakfast.

Beef and Egg Sweet Potato Hash: Prepare recipe as directed. Top hash with egg, cooked as desired. Garnish with cilantro and serve with sour cream mixture.

Pizza: Simply spread on your favorite pizza crust, top with cheese and bake until hot and cheese is melted.

Closing

This recipe is an excellent source of protein, iron, vitamin B12, zinc and selenium, as well as a good source of vitamin B6 and niacin. The protein and nutrients help fuel your brain and body for less than 330 calories per serving.

This recipe is not only great for breakfast, it is also perfect for lunch, dinner or snacks! Double or triple your recipe to have on hand during the week.

You can feel good knowing that beef is providing many nutrients to help your body perform at its best.

For more easy, breakfast time solutions, visit **BeefLovingTexans.com/recipes**.

Roast Beef & Veggie Wraps



10-15
MINUTES



MAKES 4
SERVINGS



5
INGREDIENTS

Nutrition information per serving (using Bottom Round):

511 Calories; 135 Calories from fat; 15 g Total Fat (5 g Saturated Fat; 6 g Monounsaturated Fat); 90 mg Cholesterol; 857 mg Sodium; 52 g Total Carbohydrate; 6.2 g Dietary Fiber; 39 g Protein; 5.7 mg Iron; 12.3 mg Niacin; 0.4 mg Vitamin B6; 1.8 mcg Vitamin B12; 5.4 mg Zinc; 48.9 mcg Selenium.

This recipe is an excellent source of Dietary Fiber, Protein, Iron, Niacin, Vitamin B6, Vitamin B12, Zinc, and Selenium.

KEY MESSAGES

This recipe is an easy, nourishing lunch box solution for back-to-school. It also makes a fast and easy after school snack.

No cooking required, flexibility on choice of ingredients and a short prep time make this recipe ideal for crazy schedules.

Beef has nutrients, like high quality protein, iron, zinc and B-vitamins, that kids and adolescents need to stay strong and healthy.

This is a No Cook recipe.

Demo Check Lis

GROCERY LIST

- ☐ 12 oz. deli-style roast beef, thinly sliced
- ☐ 2 cups shredded broccoli slaw
- ☐ 6 Tbsp. reduced-fat or fat-free ranch dressing, divided
- ☐ ½ cup reduced-fat or fat-free cream cheese, softened
- ☐ 4 medium flour tortillas (8 to 10-inch diameter)

EQUIPMENT LIST

- ☐ 2 large cutting boards
- ☐ 1 serrated knife
- ☐ 1 small spreader or rubber spatula
- ☐ 2 white dinner plates
- ☐ 1 small clear glass bowl
- ☐ 1 medium clear glass bowl
- ☐ 1 white hero plate
- ☐ 2 forks
- ☐ Measuring cups
- ☐ Measuring spoons

Ingredients

12 oz. cooked or deli-style roast beef , thinly sliced	½ cup reduced-fat or fat-free cream cheese , softened
2 cups shredded broccoli slaw	4 medium flour tortillas (8 to 10-inch diameter)
6 Tbsp. reduced-fat or fat-free ranch dressing , divided	

Introduction

Roast Beef & Veggie Wraps are easy to make for busy days and go great in lunch boxes to help you get where you're going and keep the kiddos nourished.

The nutrients in beef, such as protein, iron and B-vitamins, can help keep you satisfied, build muscle, and fuel a healthy and active lifestyle.

Get the kids involved. Spreading, rolling, & layering are ideal tasks for beginners. It can take up to twenty neutral exposures for a child to accept a food. A neutral exposure may be seeing the food, tasting the food, or touching the food.

DEMONSTRATION

- ① **Place the broccoli slaw and ¼ cup ranch dressing in a medium bowl. Toss with 2 forks to coat evenly.**
- ② **Mix the cream cheese and remaining 2 Tbsp. ranch dressing in a small bowl. Stir with a rubber spatula to mix well.**
- ③ **Place 1 tortilla on a cutting board or other flat surface. Spread about 2 ½ Tbsp. of the cream cheese mixture on the tortilla using a rubber spatula.**
 - To start, spread cheese evenly over one side of each tortilla. If your little one doesn't like ranch, consider veggie-flavored Greek yogurt dip found in the produce or dairy department. Hummus also works well as a flavorful spread for these wraps.

- ④ **Place ¼ of roast beef slices in an even layer on top of the cream cheese.**
 - You can try flavored deli meat like Cajun or peppered roast beef to spice things up. You can also use leftover pot roast, steak or ground beef in these wraps.
 - Ask the deli employees for a low sodium roast beef option. A 2 oz. serving can provide 15 g of protein with only 80mg of sodium.
- ⑤ **Place approximately ½ cup of the broccoli mixture on top of the roast beef. Spread the broccoli mixture in an even layer, using the rubber spatula or back of a spoon.**
 - Substitute or add any of your favorite veggies like spinach, corn, shredded carrots or diced tomatoes.
 - Be sure to rinse and dry all veggies to prevent the tortilla from becoming soggy, especially if you're planning to use it for a packed lunch.
- ⑥ **Starting at the bottom edge, roll tortilla up tightly to enclose filling. To serve, cut each roll diagonally in half.**
 - These wraps can be made ahead of time and stored uncut in the refrigerator for up to 24 hours.

Closing

Eating nutrient-rich food, like colorful fruits and vegetables, low-fat dairy, whole grains and lean beef, helps you get more essential nutrients from fewer calories.

The reason I love to use roast beef is that a 3 oz. serving of lean beef, on average, has only 150 calories and supplies more than 10% of the Daily Value for 10 essential nutrients.

Rather than reaching for energy-dense foods for a snack, whip up this wrap to curb your cravings and keep you full longer.

Roast Beef & Veggie Wraps make a perfectly approachable lunch box item or snack.

Beef delivers protein, iron and zinc that support healthy brain development and function now and for the future.

This is a great recipe to get your kids involved. Research shows when kids help to grow or prepare a meal, they are more likely to eat it. Encouraging them to assist in the kitchen may help lay the foundation for a healthy lifestyle into adulthood.

For more easy, kid & family-friendly meals, visit BeefLovingTexans.com/recipes.



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