



## Cooking Up Some Views

“CHB Bites” is a column designed to keep you in-the-know about the Certified Hereford Beef® (CHB) program. To get involved with CHB on social media, search *Certified Hereford Beef* on Facebook and Pinterest, @certifiedherefordbeef on Instagram and @crtherefordbeef on Twitter.



### New Certified Hereford Beef® (CHB) videos offer helpful cooking tips, hacks and how-tos

The *Certified Hereford Beef* team crafted a new series of videos teaching consumers how to best use their beef. These short videos feature cooking tips, tricks, hacks and how-tos promoting CHB.

Covering topics like “Beef Cooking 101,” “New Ways to Cook Beef,” “Getting More Bang for your Buck” and more, the videos help home chefs make the most of their meat. Many also feature new, easy-to-follow CHB recipes to encourage consumers to add *Certified Hereford Beef* to their shopping carts.

The grilling tips can help folks fire up the grill to cook some smokey strip steaks with Mexican-style grilled corn or garden grill tri-tip. One video offers ways home cooks can make three meals from the latter. The videos also highlight novel cooking techniques such as electric pressure cookers, which can be used to make ancho-spiced beef stew.

View these new marketing resources at [Hereford.org/marketing/hereford-sales/sales-catalog-resources/](https://www.hereford.org/marketing/hereford-sales/sales-catalog-resources/) and use your new skills to cook some of these great CHB dishes. Then, put your newfound knowledge to use by visiting [CertifiedHerefordBeef.com](https://www.CertifiedHerefordBeef.com) to find tried and tested *Certified Hereford Beef* recipes. **HW**

For more information about *Certified Hereford Beef*, visit [CertifiedHerefordBeef.com](https://www.CertifiedHerefordBeef.com) or email [info@herefordbeef.org](mailto:info@herefordbeef.org)

## Smoky Strip Steaks with Mexican-Style Grilled Corn



Mexican-style Certified Hereford Beef® strip steaks pair well with grilled corn in this delicious dinner.

### Ingredients

- 2 *Certified Hereford Beef* bone-in strip steaks, cut 1-inch thick (12 to 15 ounces each)
- 4 ears of corn, husked
- 1/4 cup reduced-fat mayonnaise
- 2 tablespoons grated Parmesan cheese
- Salt
- Lime wedges (optional)
- 1 to 2 teaspoons chipotle chile powder
- 2 teaspoons brown sugar
- 2 teaspoons fresh lime juice

### Instructions

Combine seasoning ingredients in small bowl. Spread 2 teaspoons seasoning mixture evenly onto beef steaks. Spread remaining seasoning mixture on corn.

Place corn on outer edge of grid over medium, ash-covered coals; grill, covered, 15 to 20 minutes (over medium heat on preheated gas grill, times remain the same) or until tender, turning occasionally. Place steaks in center of grid over medium, ash-covered coals. Grill, covered, 9 to 11 minutes (on gas grill, 9 to 12 minutes) for medium rare (145°F) to medium (160°F) doneness, turning occasionally.

Spread mayonnaise and sprinkle cheese evenly over corn. Carve steaks into slices. Season beef and corn with salt, as desired. Squeeze lime wedges over beef and corn, if desired. Serve beef with corn. **HW**