



SMARTER BEEF 

FOR IMMEDIATE RELEASE

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Healthier Burgers, Steaks on the Menu for Floridians this Fall

Low Fat, Low Cholesterol Laura's Lean Beef Products Now Available in Super Target Stores, Wal-Mart Supercenters Across State

LEXINGTON, KY – Floridians who have a beef with red meat for health or weight reasons can now feel better about putting burgers and steaks back on the menu, thanks to a unique, fast-growing brand with expanding distribution across the state.

Laura's Lean Beef products, which are lower fat, great-tasting alternatives to conventionally produced ground beef and steaks, are now available at Wal-Mart Supercenters and Super Target stores throughout Florida.


Started in 1985 by Laura Freeman, a seventh generation Kentucky cattle farmer, Laura's Lean Beef is dedicated to providing consumers with lower fat and lower cholesterol alternatives to conventionally produced beef. Its ground beef and steaks come from leaner breeds of cattle like Limousin and Charolais, versus the fattier Angus breeds, using sustainable farming methods that yield exceptionally lean meat. The cattle are humanely raised, without growth hormones or antibiotics, and fed with a vegetarian diet of grasses and grains.

The result? Beef that is so low in fat and saturated fat that it meets the government's definition for "lean" or "extra lean." For a food to be considered "lean," it must contain less than 10g of fat, 4.5g (or less) of saturated fat and less than 95mg of cholesterol per serving. To be classified as "extra lean," it must contain less than 5g of fat, less than 2g of saturated fat and less than 95mg of cholesterol per serving.

Being low in fat and cholesterol makes Laura's Lean Beef a healthy choice and an excellent cure for chicken fatigue. A variety of delicious recipes to support a healthy lifestyle are available at www.laurasleanbeef.com.



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LAURA'S LEAN BEEF
NO ADDED HORMONES OR ANTIBIOTICS. VEGETARIAN FED. SMARTER BEEF 

Pan-Seared Steak with Wine Reduction Sauce (Steak Au Poivre)
Prep time: 10 minutes Cook time: 15 minutes

INGREDIENTS

- 2 tablespoons cracked pepper
- 4 (4-ounce) Laura's Lean Sirloin Steaks
- 2 teaspoons margarine, divided
 - Vegetable cooking spray
 - 1 shallot, finely chopped
- 1/2 cup low-salt, fat-free beef broth
 - 1/4 cup Cognac (Brandy)
 - 1/4 teaspoon salt
- Watercress (optional)

DIRECTIONS

1. Rub cracked pepper on both sides of each steak. Heat 1 teaspoon margarine in a large skillet coated with cooking spray over medium-high heat. Cook steaks 3 minutes on each side or until browned. Remove steaks from skillet; cover and keep warm.
2. Sauté shallots in skillet over medium heat until tender. Add beef broth and Cognac; bring to a boil, scraping sides of pan. Add salt and remaining 1 teaspoon margarine and cook 5 more minutes. Pour sauce over steaks and serve over watercress, if desired.

Makes 4 to 6 servings.

Cooking Tips: If you have whole peppercorns you can crack them in a mortar with a pestle or smash them in a ziplock bag with a meat pounder or rolling pin.

Nutritional Analysis Per Serving Based on 6 Servings

**CALORIES 210 (30% from fat); FAT 7.0g (sat 2.3g); PROTEIN 25.8g; CARB 3.1g;
FIBER 0.9g; CHOL 60mg; IRON 3.7mg; SODIUM 285mg.**
Diabetic Exchanges: 1/2 vegetable; 3 lean meat
LAURASLEANBEEF.COM

About the Laura's Lean Beef Company

Founded in 1985 and headquartered in Lexington, Kentucky, Laura's Lean Beef Company is the most successful lean, natural beef company in the country, with distribution in more than 7,000 grocery stores. Offerings include a complete selection of fresh cuts of beef, frozen patties, as well as three award-winning, fully-cooked entrees: Shredded Beef in Barbecue Sauce, Beef Pot Roast au Jus, and Meatloaf with Tomato Sauce. Its entire family of products has earned the Good Housekeeping Seal. All of the company's products come from cattle that are humanely raised, without growth hormones or antibiotics, and fed a natural diet of grasses and grains

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