



SMARTER BEEF 

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Traditional, Homestyle Pot Roast Gets a Lean, Healthy Makeover – Just Like Mom Used to Make, Only Better for You

LEXINGTON, KY – Pot roast was a standard growing up and still continues to be a favorite “comfort food” for family gatherings and Sunday dinners.

Pot roasts typically use the tougher, less expensive cuts of beef, which many believe have more flavor. They also tend to have a higher fat content – something many health-conscious consumers are looking to cut out of their diet.

Thanks to Laura’s Lean Beef, North America’s leading lean natural beef company, the hearty, homestyle pot roast “mom used to make” is getting a healthy, modern-day makeover.

Lean Beef Helps Tighten Your Belt

With less than 5g of fat, less than 2g of saturated fat and less than 95 mg of cholesterol per serving, Laura’s “extra lean” top round and eye of round beef cuts provide the same great flavor you remember. Only they are better for you.

Laura’s Lean Beef was founded on the principle that health conscious consumers don’t have to give up the rich flavor of red meat. They just have to be educated to select cuts that are low in fat and saturated fat.

Laura’s makes it easy with a variety of fresh, lower fat alternatives to conventionally-produced beef, so low that every product meets the government’s definition for “lean” or “extra lean.”

The company accomplishes this by using naturally leaner breeds of cattle like Limousin and Charolais, versus the popular Angus, and practicing sustainable farming methods that yield exceptionally lean beef. The cattle are humanely raised, without growth hormones or antibiotics, and fed with a vegetarian diet of grasses and grains.

Laura’s Lean Beef was the first beef company to have its products certified by the American Heart Association (AHA). The AHA’s Food Certification Program identifies products that meet the association’s food criteria guidelines for fat, saturated fat, cholesterol and sodium. The products also bear The Good Housekeeping Seal.

The Secret behind a Perfect Pot Roast – Fat is Not the Answer

While mom might have you believe that the secret to a tender, flavorful roast is in the “marbling” (or fat content) of the beef, it is actually in the method – slow cooking over low heat.

Slow cooked recipes rarely call for added oils or fats since they use water and time to cook the food. Combine that with Laura’s extra lean top round and eye of round natural beef cuts, and the result is a delicious pot roast that flakes apart with a fork, with the added benefit of being low in fat, saturated fat and cholesterol.



SMARTER BEEF 

Page 2/Pot Roast



SMARTER BEEF 

Modern Day Mom's Pot Roast Recipe

Start a healthy family tradition with the modern day mom's pot roast recipe below.

Ingredients

- 3 1/2 lb of Laura's Lean Beef top round or eye of round
 - 1 Tbsp olive or grapeseed oil
 - Salt, pepper, Italian seasoning to taste
 - 1 large yellow onion, chopped or sliced
 - 4 cloves of garlic, peeled
 - 1/2 cup of red wine
 - Several carrots, peeled and cut lengthwise
1. Use a thick-bottomed covered pot (oven-proof if you intend to cook in oven), such as a dutch oven, just large enough to hold roast and vegetables. Heat 1 Tbsp of oil on medium high heat (hot enough to sear the meat). Sprinkle and rub salt, pepper and Italian seasoning all over the meat. Brown roast in pot, all over, several minutes on each side. Don't move the roast while a side is browning, or it won't brown well.
 2. When roast is browned, lift up the meat and add garlic and chopped onion to the bottom of the pan. Let the roast sit on top of the onions. Add 1/2 cup of red wine. Cover. Bring to simmer and then adjust the heat down to the lowest heat possible to maintain a low simmer when covered (we cook our roast on the warm setting of our electric range).
 - * Alternatively, you can cook the pot roast in a 225°F oven, once you have browned it on the stovetop and brought the liquid to a simmer (make sure to use an oven proof pan).
 3. Cook for 3-1/2 to 4 hours, until meat is tender. (If you are using a pressurecooker, cut the time by half). Near the end of the cooking, add carrots, cook until tender, about an additional 10 minutes.

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Laura's Lean Beef products are available in more than 7,000 grocery stores nationwide. In addition to fresh cuts of beef, the company also offers ground products, frozen patties and three award-winning, fully-cooked entrees: Shredded Beef in Barbecue Sauce, Beef Pot Roast au Jus, and Meatloaf with Tomato Sauce. For locations, visit www.laurasleanbeef.com