

PUBLIX PREMIUM CERTIFIED BEEF

STEAKHOUSE CUTS™
THICK & TENDER STEAKS

Publix.

WHERE SHOPPING IS A PLEASURE.®



THICK PUBLIX PREMIUM CERTIFIED BEEF

The ultimate steak experience.

Imagine the ideal steak. The outside is crossed with grill marks. The inside is tender, juicy, and cooked to perfection. The aroma is irresistible; the flavor, even better. And, of course, this perfect steak is nice and *thick*.

Extra thickness can turn a good steak into a great one. It helps ensure that, when properly

cooked, the meat will be less likely to dry out, but will achieve that flavorful, juicy state that everyone loves. It's the reason that Publix introduced our Steakhouse Cuts™.

These are the same high-quality, carefully selected Publix Premium Certified Beef Steaks that we've always offered, but with extra thickness that cooks up perfectly: just like

what you'd expect in a steakhouse, but in the comfort of your own home.

Publix makes it easy to select and prepare the very best steaks. Enjoy this information with our compliments, and then enjoy a superb steak experience.

The Cuts

Ribeye Steak

The ribeye is without a doubt one of the best-tasting steaks overall. With its greater marbling, it tends to cook up beautifully tender, juicy, rich, and flavorful.

Delicious cooked to rare, medium, or medium-well, this is the ideal cut to choose if you like a well-done steak. Thanks to its higher fat content, it will maintain its moistness even with more cooking.

Ribeye does have a tendency to cause flare-ups on the grill, so be prepared by following the tips in the "Cooking" section that follows.

T-Bone and Porterhouse Steak

These cuts are definite crowd-pleasers, offering lots of delicious steak flavor.

Both t-bones and porterhouses include a bone shaped like a "T" with meat on each side. The smaller side contains the *tenderloin*, which is more tender and lower in fat; and the larger side contains the *strip*, which has more fat and flavor.

Position the tenderloin (leaner) side away from the central (higher) heat of the grill. You'll also have better results overall with these bone-in cuts if you cook them at slightly lower temperatures.

Filet Mignon (Tenderloin)

If you like a nice, rare steak, or if tenderness is the quality you prefer most in your steak, then filet mignon is the choice for you.

Considered the most tender cut of meat, this boneless section has a melt-in-your-mouth quality and buttery texture that has earned it the title "king of steaks."

Restaurants tend to offer this cut at extremely high prices—all the more reason to enjoy it at home, cooked to perfection.

IDEAL THICKNESS	CUT
1.5"	RIBEYE STEAK
1.5"	T-BONE AND PORTERHOUSE
1.75"	FILET MIGNON (TENDERLOIN)
1.5"	STRIP STEAK
1.5"	TOP SIRLOIN AND SIRLOIN FILET

Strip Steak

More affordable than filets, this high-quality cut of meat comes from the short loin, the most tender section of beef. It's essentially a porterhouse steak without the tenderloin and the bone. True steak-lovers often prefer this cut, and it is frequently featured on steakhouse menus.

Opt for thicker cuts of strip steak: you'll find that they produce a nice crust on the grill and a delicious flavor overall.

Top Sirloin and Sirloin Filet

The top sirloin is taken from the center of the sirloin, where the meat tends to be more tender and juicy; and the filet is the best part of the top sirloin. Both are excellent choices for grilling.

Be sure to remove these cuts from the heat when they reach 5°F below their target temperature. They tend to gain a fair amount of heat when removed from the grill, and can run the risk of getting dry at higher temperatures.



Preparation

Plan for perfection.

Figure out how much you'll need. Keep in mind that Publix's generous Steakhouse Cuts will often serve two people. (We recommend that you cook the steak whole and only cut it into portions after it has been cooked and completed its resting time.) To serve the amounts that most restaurants do, figure on somewhere around the range of 9–14 ounces per person (less for filet mignon, more for bone-in cuts). Your Publix Meat associate will be happy to advise you—just ask.

Choose your seasoning strategy.

Here are three delicious options:

- 1. Olive oil, salt, and pepper.** This simple preparation will allow the delicious natural steak flavor to come through. Lightly brush the meat with olive oil and sprinkle with pepper and kosher or sea salt.
- 2. Rubs.** This is an easy way to add flavoring. Apply oil and your selected herbs to steak 15–30 minutes prior to grilling.
- 3. Marinades.** If you decide to marinate your steak, begin to do so 1–3 hours before grilling.

To add extra flavor, you might consider embellishing your cooked steak by melting some blue cheese peppercorn butter (available at Publix) on top.

Allow steak to come to room temperature before cooking. This will enable the beef to cook more quickly, which will preserve its delicious juices. Remove it from the refrigerator approximately 20 minutes before cooking.



BASIC TARGET INTERNAL TEMPERATURES:

MEDIUM-RARE	MR 145°F
MEDIUM	M 160°F
MEDIUM-WELL	MW 165°F

Cooking

Go for the grill.

We recommend that you use an outdoor grill. Whether you burn gas, charcoal, or wood, by following a few guidelines, you can look forward to a delicious meal.

- Clean the grill grate with a brass or steel brush.
- Don't oil the grate.
- Preheat the grill for at least 10 minutes.
- The grilling surface should be 450–500°F with the grill lid closed.

With charcoal or hardwoods:

- Keep the vents open while the lid is closed.
- Never use lighter fluid. Instead, use a charcoal chimney starter and newspaper.
- Keep the grill grate 3–6 inches from the coals.

Use tongs or a spatula, not a fork. Only pierce a steak when you're ready to check its internal temperature. Avoid creating holes that allow juices to run out and evaporate, drying out the steak.

Get gorgeous grill marks and nice, even cooking. Pick a corner of the steak and point it to 10:00. After 1/4 of the cooking time has

passed, rotate that corner to 2:00. Then repeat on the other side of the steak.

Don't press on your steak. It forces moisture out, drying the meat.

Start hot, then cool it a bit. Generally, use direct heat for the first 20 minutes or less and, if more time is needed, finish on indirect heat (away from the grill's center).

Prepare for flare-ups. Keep a spray bottle of water and a sheet of foil handy. In the case of a flare-up, mist water on the flames and prevent dripping fat by sliding the foil under your steak.

STEAK CUT	IDEAL THICKNESS	APPROXIMATE COOKING TIMES IN MINUTES		
RIBEYE STEAK	1.5"	MR 8–10	M 11–13	MW 14–16
T-BONE AND PORTERHOUSE	1.5"	MR 16–18	M 19–21	MW 22–24
FILET MIGNON (TENDERLOIN)	1.75"	MR 15–16	M 18–19	MW 21–22
STRIP STEAK	1.5"	MR 10–12	M 13–15	MW 16–18
TOP SIRLOIN AND SIRLOIN FILET	1.5"	MR 16–18	M 18–19	MW 20–22

To cook a thicker or thinner cut, simply add or subtract approximately 2 minutes of cook time for every quarter-inch increase or decrease in thickness. See preceding page for general target temperatures. Remember that grills vary and cook times may be slightly different.

Timing

Timing is everything.

Our thicker Steakhouse Cuts will take longer to cook than thinner steaks. Look up your cut and your doneness preferences in the above charts, and have a thermometer nearby for testing.

If you don't have a preference for doneness, go with medium-rare. Generally speaking, it will provide the best flavor. Any cut of steak does well when it's cooked to medium doneness.

Important note: The temperature of your steak will continue to rise even after you've removed it from the grill. Be sure to take your steaks off the heat at 5°F lower than your target temperature, to allow for this phenomenon, called "carry-over cooking."

Check the temperature. The best way to check a steak's temperature is with a calibrated instant-read thermometer. Insert it horizontally into the side of the thickest part of the steak so that the thermometer's "dimple" is in the middle of the meat. Check the temperature after 3/4 of recommended cooking time and

then as needed, until desired temperature is achieved. (Remember, you want to remove the meat from the grill when it's still 5°F below your target temperature.)

Let steaks rest after cooking. Cover your steak loosely with foil, and let it rest for 5 minutes per inch of thickness before slicing. You want to allow the juices to settle back into the meat. If you slice the steak right after cooking, the juices will escape. A certain amount of liquid will come out of any cooked steak, but resting helps significantly.

