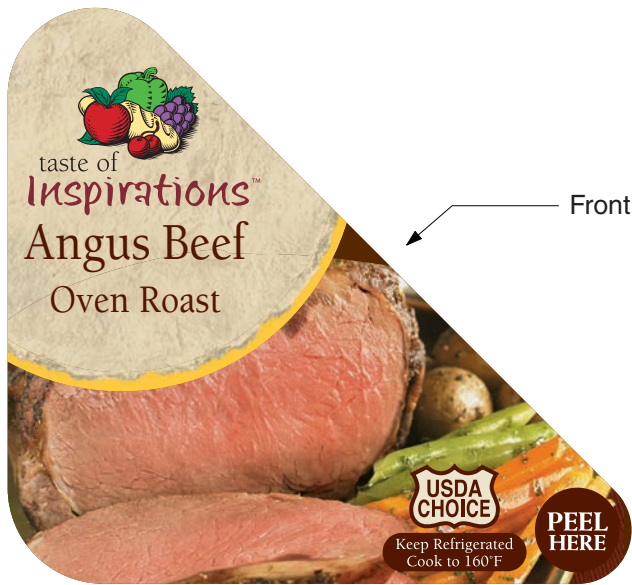


Proof

Our Graphics Department has prepared this proof to help you visualize copy placement and color separation of your label. Please review the design concept as well as the ink colors carefully. Your signature of approval gives us permission to proceed with your order. If any corrections are required, please make them on this sheet. **Please return this proof promptly via mail or fax. Orders will not proceed without written approval by the customer.**

- NOT FOR EXACT COLOR MATCH FOR PLACEMENT ONLY -



Front

Cooking Tips:

Step 1:

Remove beef from refrigerator. Slowly brown beef on all sides in small amount of oil in heavy pan. Pour off drippings. Season beef, as desired. (Omit dredging and browning for corned beef brisket.)

Step 2:

Place roast on rack in shallow roasting pan. Do not add water or cover. Set the heat at 300°F. The roast should take somewhere from 2 to 3 hours depending on the size to cook.

Step 3:

Remove from oven when instant-read thermometer inserted into center of thickest part of roast registers 145°F for medium rare or 160°F for medium doneness. Let stand 5 minutes before carving.

Remains on Package

Recipes courtesy of the National Cattleman's Beef Association
Makes 8 to 10 servings.

1. Heat oven to 350°F. Combine garlic and lemon pepper; press onto beef roast. Place roast, fat side up, in shallow roasting pan. Insert ovenproof meat thermometer so tip is centered in thickest part of beef, not resting in fat or touching bone. Do not add water or cover. Roast in 350°F oven 2-1/4 to 2-1/2 hours for medium rare; 2-3/4 to 3 hours for medium doneness. Transfer to board; tent with foil. Let stand 15 to 20 minutes. (Temperature will continue to rise about 10°F to reach 145°F for medium rare; 160°F for medium.)

2. Remove roast when meat thermometer registers 135°F for medium rare; 150°F for medium. Transfer to board; tent with foil. Let stand 15 to 20 minutes. (Temperature will continue to rise about 10°F to reach 145°F for medium rare; 160°F for medium.)

3. Remove all but 2 tablespoons drippings from pan. Add vegetables; cook over medium-high heat 5 minutes or until lightly browned; stirring occasionally. Carve roast. Serve with vegetables.

Ingredients:
1 beef rib roast (2 to 4 lbs., small end), chine (back) bone removed (6 to 8 pounds)
3 cloves garlic, minced
1-1/2 teaspoons lemon pepper
8 small red-skinned potatoes, cooked
8 boiling onions, cooked
8 carrots, cut into 2-inch pieces, cooked

BEEF RIB ROAST WITH BROWNED VEGETABLES

Ingredients:
1 well-trimmed beef ribeye roast, small end (about 4 pounds)
2 tablespoons vegetable oil
3 medium baking potatoes, quartered
2 large sweet potatoes, halved, quartered
4 small onions, halved

Seasoning:
2 tablespoons minced fresh rosemary or 2 teaspoons dried rosemary
4 cloves garlic, minced
1 teaspoon salt
1 teaspoon dry mustard
1 teaspoon cracked black pepper

1. Heat oven to 350°F. Combine seasoning ingredients; press 1/2 onto beef roast. Combine remaining seasoning with oil in large bowl. Add vegetables; toss.
2. Place roast, fat side up, on rack in shallow roasting pan. Insert ovenproof meat thermometer so tip is centered in thickest part of beef, not resting in fat. Do not add water or cover. Roast in 350°F oven 1-3/4 hours for medium rare; 2 hours for medium doneness. After 15 to 30 minutes, place vegetables on rack around roast; roast vegetables 1-1/2 hours or until tender.
3. Remove roast when meat thermometer registers 135°F for medium rare; 150°F for medium. Tent with foil. Let stand 15 to 20 minutes. (Temperature will continue to rise about 10°F to reach 145°F for medium rare; 160°F for medium.) Carve roast. Serve with vegetables.

Makes 8 servings.

Recipes courtesy of the National Cattleman's Beef Association

Recipes courtesy of the National Cattleman's Beef Association
Makes 8 to 10 servings.

1. Heat oven to 350°F. Combine garlic and lemon pepper; press onto beef roast. Place roast, fat side up, in shallow roasting pan. Insert ovenproof meat thermometer so tip is centered in thickest part of beef, not resting in fat or touching bone. Do not add water or cover. Roast in 350°F oven 2-1/4 to 2-1/2 hours for medium rare; 2-3/4 to 3 hours for medium doneness. Transfer to board; tent with foil. Let stand 15 to 20 minutes. (Temperature will continue to rise about 10°F to reach 145°F for medium rare; 160°F for medium.)

2. Remove roast when meat thermometer registers 135°F for medium rare; 150°F for medium. Transfer to board; tent with foil. Let stand 15 to 20 minutes. (Temperature will continue to rise about 10°F to reach 145°F for medium rare; 160°F for medium.)

3. Remove all but 2 tablespoons drippings from pan. Add vegetables; cook over medium-high heat 5 minutes or until lightly browned; stirring occasionally. Carve roast. Serve with vegetables.

Ingredients:
1 beef rib roast (2 to 4 lbs., small end), chine (back) bone removed (6 to 8 pounds)
3 cloves garlic, minced
1-1/2 teaspoons lemon pepper
8 small red-skinned potatoes, cooked
8 boiling onions, cooked
8 carrots, cut into 2-inch pieces, cooked

BEEF RIB ROAST WITH BROWNED VEGETABLES

Ingredients:
1 beef eye round roast (2 pounds)
1/2 teaspoon salt
1/2 teaspoon dried basil
1/8 teaspoon pepper
Vegetables:
3 medium zucchini or yellow squash, sliced (1/2-inch)
1 tablespoon olive oil
1 teaspoon lemon juice
1/2 teaspoon dried basil
1/2 cup cherry tomato halves

1. Heat oven to 325°F. Combine salt, 1/2 teaspoon basil, oregano and pepper; press onto beef roast. Place roast on rack in shallow roasting pan. Insert ovenproof meat thermometer so tip is centered in thickest part of beef. Do not add water or cover. Roast in 325°F oven 1-1/2 hours for medium rare doneness.
2. Remove roast when meat thermometer registers 135°F. Transfer to board; tent with foil. Let stand 15 to 20 minutes. (Temperature will continue to rise about 10°F to reach 145°F for medium rare.)
3. Increase oven temperature to 425°F. Combine vegetable ingredients, except tomatoes, in large bowl; toss. Place on rack in pan. Roast in 425°F oven 15 minutes or until tender. Add tomatoes; toss. Carve roast. Serve with vegetables. Season with salt.

Makes 4 to 6 servings.

Recipes courtesy of the National Cattleman's Beef Association

Back of Front - Rotating

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LABEL INFORMATION

Designed by: Dave Ten Eyck Date: 05/23/08

Customer: Hannaford

Job ID: HAN215

Rev: _____

Label Size: 3.25 "W x 3.0 "H CR: _____

Fonts: NA

Spot Colors:

Four Color Process:

PMS: CMYK PMS: Black - S2 PMS: _____

PMS: 4975 Burgundy PMS: Black - S3 PMS: _____

PMS: 7428 Red PMS: UV PMS: _____

PMS: Deadener PMS: _____ PMS: _____

