

Proof

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- NOT FOR EXACT COLOR MATCH FOR PLACEMENT ONLY -



Front

Cooking Tips:

Remains on Package

- Lightly coat beef with seasoned flour, if desired, before browning.
- Browning slowly develops rich color and flavor.
- Brown beef in batches, otherwise beef will steam not brown.
- Remember to simmer slowly; boiling will toughen beef.
- Braised beef is done when a two-tined fork can be inserted without resistance.
- Pan juices are extremely flavorful. To make a sauce, cook over medium-high heat until slightly thickened.

COUNTRY-FRIED STEAK

Ingredients:
4 beef cubed steaks (about 1 pound)
2 egg whites, well beaten
2 tablespoons vegetable oil
2 tablespoons milk
2 tablespoons orange juice concentrate
Prepared salsa, plain yogurt

Coating:
1/2 cup unseasoned dry bread crumbs
1 tablespoon cornmeal
1/2 teaspoon onion powder
1/4 teaspoon salt
1/4 teaspoon pepper

1. Combine egg whites and milk in shallow dish. Combine coating ingredients in second shallow dish. Dip beef steaks into egg white mixture, then into coating mixture, to coat both sides.

2. Heat oil in large nonstick skillet over medium to medium high heat until hot. Place steaks in skillet; cook 5 to 6 minutes, turning once. Serve with salsa and yogurt.

Spicy Seasoning Mix: Combine 3 tablespoons chili powder, 2 teaspoons ground cumin, 1-1/2 teaspoons garlic powder, 3/4 teaspoon dried oregano and 1/2 teaspoon ground red pepper. Store in airtight container. Shake before using. **Makes 1/4 cup.**

Makes 4 servings.

Photo and Recipe Courtesy of The Beef Checkoff

SOUTHWEST MARINATED BEEF STEAK WITH GRILLED PEPPERS

Ingredients:
1 beef flank steak or top round steak cut 1 inch thick (about 1-1/2 pounds)
3 red, yellow or green bell peppers, quartered

Marinade:
1/2 cup prepared Italian dressing
1/4 cup fresh lime juice
1 tablespoon honey
1-1/2 teaspoons ground cumin (optional)

1. Combine marinade ingredients in small bowl. Place beef steak and 1/3 cup marinade in food-safe plastic bag; turn to coat. Close bag securely and marinate in refrigerator 6 hours or as long as overnight, turning occasionally. Refrigerate remaining marinade.
2. Remove steak; discard marinade. Brush bell peppers with some of remaining marinade. Place steak and peppers on grid over medium, on preheated grill. Grill flank steak, uncovered, 17 to 21 minutes for medium rare to medium doneness (top round steak 16 to 18 minutes for medium rare), turning occasionally. Grill peppers 12 to 15 minutes or until tender, turning occasionally. Brush steak and peppers occasionally with remaining marinade; do not brush during last 5 minutes.
3. Carve steak across the grain into thin slices. Season with salt. Serve with peppers.

Makes 6 servings.

Photo and Recipe Courtesy of The Beef Checkoff

MARGARITA BEEF WITH ORANGE SALSA

Ingredients:
1 beef top round steak, cut 1 inch thick
2/3 cup frozen orange juice concentrate
Marinade:
(about 1-3/4 pounds)
1/2 cup tequila
1/3 cup fresh lime juice
1/3 cup fresh lime juice
2 tablespoons each chopped fresh ginger and olive oil
2 cloves garlic, minced
1/4 teaspoon ground red pepper
1/4 teaspoon onion powder

1. Combine marinade ingredients in medium bowl. Place beef steak and marinade in food-safe plastic bag; turn to coat. Close bag securely and marinate in refrigerator 6 hours or as long as overnight, turning occasionally.

2. Remove steak; discard marinade. Place steak on grid over medium, on preheated grill. Grill, uncovered, 18 minutes for medium rare doneness, turning occasionally. Carve into thin slices. Serve with orange salsa.

Quick Tip: To broil, place steak on rack in broiler pan so surface of beef is 2 to 3 inches from heat. Broil 17 to 18 minutes for medium rare doneness, turning once.

Orange Salsa: Combine 2 diced peeled oranges, 1 small chopped red onion, 1 minced seeded jalapeño pepper, 1/4 cup chopped fresh cilantro, 2 to 3 tablespoons fresh lime juice, 2 tablespoons olive oil and 1/2 teaspoon each salt and dried oregano in non-metallic bowl. Refrigerate at least 1 hour. **Makes about 1-1/2 cups.**

Makes 6 to 8 servings.

Photo and Recipe Courtesy of The Beef Checkoff

SIZZLING SUMMER BEEF STEAK

Ingredients:
1 beef top round steak, cut 1-1/2 inches thick (about 3 pounds)

Marinade:
1/2 cup fresh lime juice
3 tablespoons minced green onions
3 tablespoons water
2 tablespoons vegetable oil
1 tablespoon minced fresh ginger (optional)
3 large cloves garlic, minced
1/2 teaspoon salt

1. Combine marinade ingredients in small bowl. Place beef steak and marinade in food-safe plastic bag; turn to coat. Close bag securely and marinate in refrigerator 6 hours or as long as overnight, turning occasionally.
2. Remove steak; discard marinade. Place steak on grid over medium, on preheated grill. Grill, covered, 25 to 28 minutes for medium rare doneness, turning occasionally. Remove; let stand 10 minutes. Carve into thin slices.

Quick Tip: To broil, place steak on rack in broiler pan so surface of beef is 3 to 4 inches from heat. Broil 27 to 29 minutes for medium rare doneness, turning once.

Makes 6 to 8 servings.

Photo and Recipe Courtesy of The Beef Checkoff

Back of Front - Rotating

LABEL SHOWN ACTUAL SIZE

CUSTOMER SIGN-OFF

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Thank you,



SPECIALTY PRINTING LLC
Label Manufacturers
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SPECIALTY SIGN-OFF

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LABEL INFORMATION

Designed by: Lance Doyle Date: 07/23/08

Customer: Hannaford

Job ID: HAN218 Rev: 01

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: _____

