

# 'Beef Focus' to help build entree demand

CHICAGO, Ill. - The restaurant trade consumes more than 25 per cent of the total U.S. beef production, making the growing food-service business a vital cattle industry market.

For instance, this year Americans will eat 46 billion meals and snacks away from home. For most of them, beef will be the number-one menu choice.

Each new beef customer benefits the cattle industry, so product merchandising is an important concern. Everything the restaurant operator needs to know about beef to increase the demand for this American favorite is included in a "Beef Focus" insert in the May issue of Restaurant Business magazine.

The insert, produced by the Foodservice Dept. of the National Live Stock and Meat Board, contains a variety of useful information about beef - from recipe ideas to cooking tips - to help the foodservice

operator better merchandise it.

The colorful, 16-page pullout insert includes beef merchandising success stories from prosperous foodservice establishments, including an industrial cafeteria that serves 190 tons of beef annually. Such examples provide restaurateurs with ideas for adapting proven methods to their own operations.

For instance, the Pinnacle Peak Restaurant in Scottsdale, Ariz., satisfies 10,000 beef customers a week from a menu featuring just three steak dishes - a 14 oz. New York Strip, a 1-lb. T-bone and a 2-lb. Porterhouse. Salads and vegetables are a la carte.

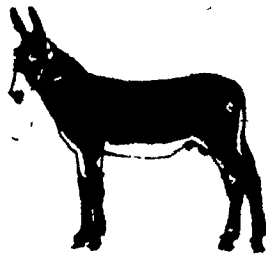
Owner Harvey McElhanon ages the beef at his own facility and then grills the steaks on a Mesquite wood fire for an unusually rich, smoked flavor. His concept is simple: easy-to-prepare steak meals with high

customer acceptance for taste and good nutrition.

Elsewhere in "Beef

Focus," menu and recipe suggestions show operators ways to expand existing

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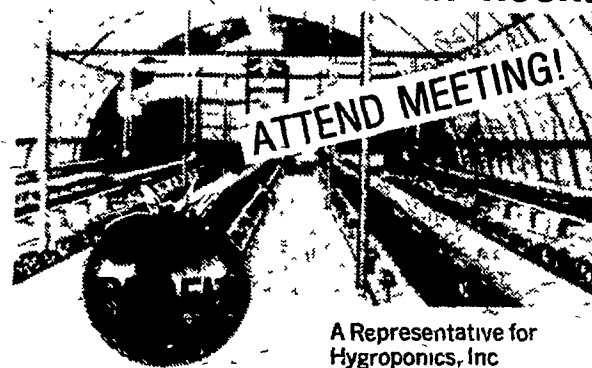
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entrees - with little additional time and labor - to satisfy a wide range of tastes. Beef stew is one such dish that's flexible enough to add depth and excitement to any

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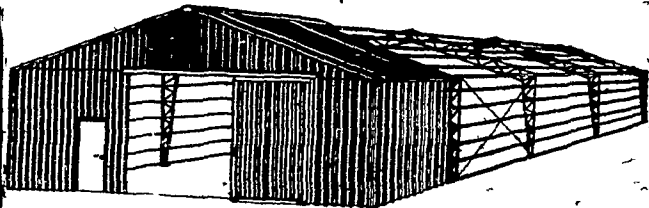
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