

Veal Recipe Contest Winners Named

CHICAGO, Ill. — Three veal recipes were selected as winners in the "1993 Favorite Veal Recipe Contest" and are now being promoted to consumers via food editors and retailers located throughout the country. The contest, sponsored by the Veal Committee of the Beef Industry Council, highlights veal cooked on the grill and supports other veal marketing efforts.

"The Veal Committee created this consumer recipe contest to find the best tasting grilled veal recipes possible — an easy-to-prepare, tasty recipe that will help create consumer interest in veal," says Palmer Steiner, Veal Committee chairman. "Once the winners are selected, an integrated post-event marketing plan is put into action to generate publicity for veal and to create consumer demand."

The \$2,500 grand prize winner was Grilled Veal Chops with Fresh Fruit Salsa, created by Gloria Bradley of Naperville, Ill.

This recipe capitalizes on the delicate flavor of veal loin or rib chops served with a refreshing tropical fruit salsa. A prize of \$1,000 was awarded to the second place winner, Lemon-Herb Grilled Veal Chops submitted by Carolyn Carlton of Davie, Fla. Lemon juice, olive oil, garlic and oregano are combined to complement the taste of the veal chops. Tex-Mex Veal Burgers with Tomato-Jalapeno Salsa was named the third place winner of \$750. This recipe, created by Allyson J. Kleiman, Brooklyn, N.Y., uses a variety of spices to give ground veal the popular ethnic flavoring of the Southwest.

A color editorial page produced by the Meat Board Test Kitchens highlights the three winning recipes and conveys the good news about veal as an easy and convenient selection for grilling outdoors. "Grilling and Dining Alfresco: A Winning Combination" is scheduled to be used by more than 164 newspapers throughout the country with a combined circulation of six million consumers. This color editorial feature is produced in cooperation with Pfaltzgraff, a dinnerware company. This partnership is helping communicate the veal message by cost-effectively extending the use of veal checkoff funds.

A new consumer recipe brochure, *Winning Ways With Grilled Veal: Easy To Make, Good To Eat*, also features the three 1993 winning recipes, a finalist recipe and a winning recipe from the

1991 contest. This brochure also provides backyard cooks with grilling tips to ensure success when cooking veal on the grill. More than 50,000 brochures are expected to be distributed to consumers through food editorial releases and state beef council distribution efforts. In addition, the brochure was offered to 200 supermarket consumer advisors, representing more than 35,500 individual retail outlets, to promote veal to their customers.

Recipe cards featuring the winning recipes will also be distributed at retail point-of-purchase displays enticing consumers to use veal on the grill.

Veal checkoff-funded investments are managed on behalf of the industry by the Veal Commit-

tee of the Beef Industry Council of the Meat Board, a federation of 44 state beef councils that works to build demand of beef and veal through programs of promotion, research and information.

GRILLED VEAL CHOPS WITH FRUIT SALSA

1993 Grand Prize Winner
Total preparation and cooking time: 25 minutes
Makes 6 servings (247 calories per 1/6 of recipe)

6 veal loin or rib chops, cut 1 inch thick
1 tablespoon olive oil
Salt and freshly ground white pepper, as desired
2 tablespoons chopped fresh cilantro or basil
Cilantro sprigs, for garnish.

Fruit Salsa:

1 small ripe papaya, peeled, seeded, cut into 1/4-inch pieces
1 ripe nectarine, pitted, chopped
2 tablespoons finely chopped red bell pepper
1 jalapeno pepper, seeded, finely chopped
2 tablespoons chopped fresh cilantro or basil
1 small green onion, thinly sliced
1 tablespoon olive oil
1. In medium bowl, combine

salsa ingredients. Cover; set aside.

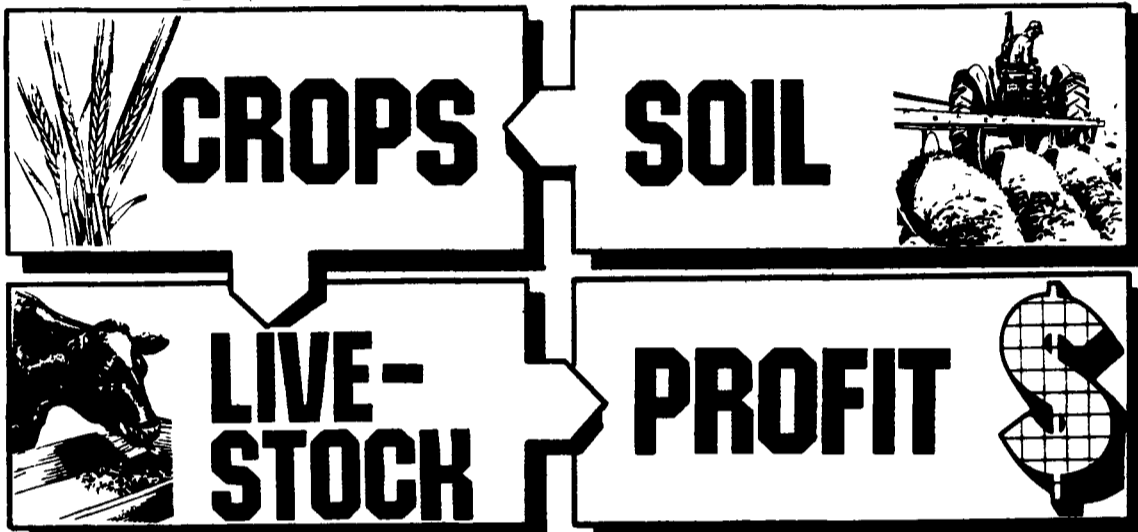
2. Lightly brush veal chops with olive oil; season with salt and white pepper, as desired. Sprinkle cilantro on both sides of chops. Place veal on grid over medium coals. Grill 12 to 14 minutes, uncovered (10 to 12 minutes covered), for medium or to desired doneness; turn once.

3. Serve with salsa. Garnish with cilantro sprigs.

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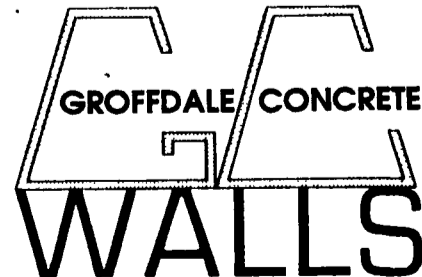
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