

NEW ZEALAND BEEF & LAMB

Nature's Power Pack

Quality ingredients are a vital part of any recipe and when it comes to selecting the very best quality beef and lamb, you need look no further than the New Zealand Beef and Lamb Quality Mark.

Established in 1997, the Quality Mark is your assurance the beef and lamb you buy is New Zealand grown, consistently lean and tender. Only beef and lamb meeting the highest quality standards in tenderness, food safety and animal welfare can hold the Quality Mark.



**Tough Standards.
Tender Results.**

New Zealand Quality Mark beef and lamb, are important sources of iron, vitamin B₁₂, zinc and quality protein, making them wholesome choices to nourish you and your family.

Many Quality Mark beef and lamb cuts also carry the Heart Foundation's Two Ticks, which means they have less than 4% saturated fat and are recognised as a core food, as part of a healthy diet.

To be confident you're buying the very best New Zealand has to offer, look for the New Zealand Beef and Lamb Quality Mark. If it makes the cut, it earns the Mark. Why would you choose anything less?

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HOW TO COOK

the perfect steak



BEEF + LAMB
NEW ZEALAND



How to cook the perfect steak

- + Take the meat out of the fridge 20-30 minutes before cooking. This allows it to come to room temperature and ensures even cooking.
- + Pat with paper towels, making sure the outside of the meat is as dry as possible before frying. If you want to cut the fat off the steak, do it once it's cooked as fat adds flavour and moisture to the meat while it's cooking. Brush the steaks with oil and season with a little salt and pepper.
- + Preheat a large frying pan (or BBQ) to a high heat. If using a frying pan, the heavier the base, the better - heavy-based pans hold heat longer and cook the meat evenly.
- + It's important not to overcrowd the pan or BBQ, or the meat will stew rather than sear. Cook the steak in batches or use two pans if need be. You should hear a sizzle when the steak hits the pan - no sizzle means the pan isn't hot enough.
- + To test for doneness, use the tip of your clean index finger (or tongs) to gently prod the steak. If the steak is soft and squishy, it's rare. If it's soft but a bit springy, medium-rare. If it's springy, it's medium. Any firmer than that and it's on its way to well-done.
- + Place the steaks onto a wooden board or plate, cover loosely with foil and rest for about 6-7 minutes before slicing across the grain or serving. Resting will allow the meat to relax, and the juices will return to the meat fibres. This means the juices won't run out on to the plate when you cut the steak and results in tender steak.

Cooking times (based on a steak 22mm thick)



Rare

Cook each side for 2 minutes, turn once only. **Description:** Internal very red colour, very moist, red juices.



Medium-rare

Cook each side for approx. 3-4 minutes. Turn once only before pink beads of moisture appear on surface. **Description:** Internal lighter red colour, moist, pink juices.



Medium

Cook 4-6 minutes each side. Turn once only. **Description:** Internal pink colour, moist, clear to pink juices.



Well-done

Cook 2-4 minutes each side, then reduce heat and cook a further 4-6 minutes. **Description:** Internal stone grey colour, dry, no sign of pink juices.