



A Toast To Pot Roast—The Perfect One-Dish Dinner

(NAPSA)—Whether it's for the nostalgia, the convenience or the reasonable cost, flavorful pot roast is making a comeback. Home cooks in the know are seeking out cost-effective cuts like boneless beef chuck, bottom round roast or rump roast and tossing them in a crock pot with simple pantry staples for melt-in-your-mouth dishes.

Pot roast is easier to prepare than you might think, and it's simple to customize by using different beef cuts, seasonings, liquids and vegetables. Plus, sandwiches, soups, tacos and hardy salads are among the possibilities for leftovers.

When you're busy and want a deliciously affordable meal, this recipe from Whole Foods Market makes it easy:

Beef Pot Roast

- 1½ teaspoons dried parsley
- 1 teaspoon sea salt
- ½ teaspoon minced onion
- ½ teaspoon garlic powder
- ¼ teaspoon ground black pepper
- 1 (2½ to 3 pounds) boneless beef chuck roast
- 2 tablespoons extra-virgin olive oil
- 2 sliced onions
- 1¾ cups reduced-sodium beef broth
- 1 cup tomato juice
- 1½ pounds potatoes, cut into 1-inch chunks
- 1 pound carrots, cut into 1-inch chunks

Preheat oven to 350° F. In a small bowl, combine seasonings, salt and pepper. Pat roast dry with paper towels and rub all over with seasoning mixture. In a large Dutch oven or



Whether you're cooking for a crowd or a crowded schedule, pot roast can be the answer.

ovenproof heavy saucepot, heat olive oil over medium-high heat. Add roast and brown on all sides. Remove to a plate and set aside. Add onions and ¼ cup water and cook about 8 minutes or until tender and golden, stirring occasionally. Stir in broth and juice and bring to a boil. Add roast back to pot, cover and transfer to oven. Roast 2 hours. Stir in potatoes and carrots, cover and continue roasting 45 minutes longer or until vegetables and meat are tender. Transfer roast and vegetables to a large serving platter and drizzle with pan juices.

Give your grandmother's pot roast a modern-day makeover by selecting meat from animals raised on a vegetarian diet without being administered antibiotics or added growth hormones. Buy from butchers like those at Whole Foods Market where you'll find the 5-Step Animal Welfare Rating™ program in place so you know how the animals were raised for the meat you are buying.

Learn More

For additional recipes, tips and a how-to video, visit www.wholefoodsmarket.com.