

Your Original Beef Recipe May Win You \$50,000

(NAPSA)—The nation's eating habits change, but not beef's ability to provide nourishment and enjoyment for America's families. The 27th National Beef Cook-Off urges family chefs to submit original recipes providing a great eating experience and including fresh, well-balanced ingredients to fuel an active lifestyle.

Recipes entered by March 31, 2007, may win the "Best of Beef" \$50,000 grand prize. The 2007 Cook-Off will be held next September in Chicago and is presented by the Cattlemen's Beef Board, the Federation of State Beef Councils and the American National CattleWomen, Inc.

Twenty-five national finalists, including five parent/child teams, will compete for nine prizes worth \$110,000. In addition to the grand prize winner, a winning recipe and runner-up will be chosen in each category. Each category winner receives \$10,000, and each runner-up winner receives \$5,000.

The National Beef Cook-Off, the country's premier amateur beef-cooking contest, is focusing on a "Seize Life" theme, which is the essence of the role beef plays in an active lifestyle. Underscoring the industry's commitment to innovative beef dishes, the Cook-Off is introducing four new categories:

- **New Dynamic Beef Dishes** include recipes that provide an enjoyable eating experience while giving you energy and fuel for the body. Types of recipes may include but are not limited to main dishes, one-dish meals, sandwiches or wraps, pasta and grain-based dishes, soups or stir-fry.

- **Nuevo Latino Beef Recipes** take an exciting spin from traditional Hispanic dishes. Recipes should incorporate regional Latino ingredients and cooking techniques or may use a fusion of Latino and American flavors. Types of recipes may include but are not limited to main dishes,



FOOD FOR THOUGHT: A favorite beef recipe could mean money for you.

one-dish meals, soups, stews or salads.

- **Kids in the Kitchen.** Teams of one child between the ages of 8 and 12 and the child's parent or legal guardian will create a fun beef recipe that promotes nutritional balance, is loved by kids and enjoys all-family appeal. Types of recipes may include but are not limited to main-dish lunches or main-dish dinners, one-dish meals, sandwiches or wraps, pasta and grain-based dishes or main-dish salads.

- **"Small Plates, Big Taste" Grilled for Everyday Entertaining** calls for small, individual plate-style beef recipes served as appetizers or, eaten as part of a varied meal shared with others any day of the week, including special occasions. Recipes must be prepared on a standard outdoor grill. Finalists will be required to use a charcoal grill at the national competition. Types of recipes may include but are not limited to small-portion main dishes and small-portion main-dish salads.

The Official Rules, including beef cuts and recommended cooking methods, are listed on the Web site, www.beefcookoff.org. Family chefs can enter their recipes through the Web site or by postal mail: National Beef Cook-Off® Entries, ANCW, P.O. Box 3881, Englewood, CO 80155.



Funded by The Beef Checkoff