

# EASY!

## 5 STEPS TO DELICIOUS ROASTS



1. **Choose high-quality, USDA Choice Grade beef roast.** The secret is in the marbling. USDA Choice Grade roasts will guarantee flavor (more marbling = more flavor). Avoid leaner USDA Select Grade roasts, you'll pay the price in lack of flavor.

*Take it to the next level with a well-marbled roast from your local farmer or rancher.*

2. **Season.** Season your roast with high-quality salt (we love Redmon's Real Salt) and pepper.

*Take it to the next level with your favorite beef rub.*

3. **Sear.** Sear your roast over medium-high heat in oil (we love avocado oil).

*Take it to the next level with a crusty, brown sear on all sides of your roast.*

4. **Add Butter, Add Bacon.** Add butter to your oil while you sear.

*Take it to the next level by adding bacon to your searing pan.*

5. **Deglaze Pan.** Don't leave all the flavor stuck to the bottom of your searing pan. Remove your roast and add some liquid to the pan to release all the bits of flavor from the bottom. Add that deglazed liquid to your roast and infuse flavor into every recipe.

*Take it to the next level with deglazing liquid: water works but beef stock and your favorite red wine are even better choices.*



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