



THE  
**BEEF BOOK**™



*Beyond Omaha*™

When we set out to build the Nebraska Star Beef® brand back in 2010, we had the best of intentions at heart. Like many young entrepreneurs we wanted to get big as fast as our dreams ... in 11 years of doing this, we've learned a few things. One of them is that trying to look and act "corporate" really isn't our thing. We want to take a step back and put a little more of a face to the company ... not just a sweet logo. End of the day, we're a small family business and we'd like for you to be able to get to know us a little better. Below are the people who make Nebraska Star Beef® real with a little information about who they are and their role in our continued success. None of us take ourselves as seriously as we take our beef. We're just everyday folks that love to produce (and eat) great beef.



## OUR TEAM



**DALE & SHAWNA KLUTE**

Dale is "the boss" and Shawna is his wife. They help keep us on the straight and narrow and our focus on product quality and building a functional business. Dale has been in the cattle business all of his life and has kept a narrow focus on producing the best beef in the world – Dale is the reason the quality is so good. Besides working hard, Dale and Shawna spend a lot of time with the grandkids and at sporting events. GBR!!



**"UNCLE DAN" KLUTE**

Dale's little brother, Dan's primary focus is sales. Dan has been in sales most of his adult life, but his first calling was radio. We'd never say that Uncle Dan has a face for radio, but he does have a pretty good radio voice and an encyclopedic knowledge of music. That is surpassed only by his love of cooking.



**JORDAN SANCHEZ**

Jordan's primary function is comic relief but he also helps with book keeping, order shipping, assembling products – like seasoning kits – and pretty much anything else that needs to be done, to include light plumbing & janitorial work. Jordan is also active in developing sales accounts with collegiate and professional athletic organizations.



**CHANDLER KLUTE**

Dale and Shawna's youngest son. If you are one of the thousands of folks who has ordered our products from our website or Amazon, Chandler is the guy who picked, packed, and shipped your order. Chandler shares ownership in Nebraska Star Beef® and helps Dale and Shawna run the family restaurants - Joy's Table and Angus Burgers and Shakes. Chandler is a former collegiate athlete and works with a growing number of college and professional athletic teams who purchase Lucky® Beef Jerky.



**JAYSIE GRABENSTEIN**

The first non-family employee, but she may as well be family. Jaysie started working with Nebraska Star Beef® since the earliest days of Steve & Joe at the kitchen table. A few years later, we were very fortunate to get her hired away from her first career post-college. She is now the maker of websites, editor of catalog, photographer-in-chief, and organizer of all marketing efforts. We are all very thankful to have Jaysie on the team, Steve especially, because he kind of sucks at organizing things.



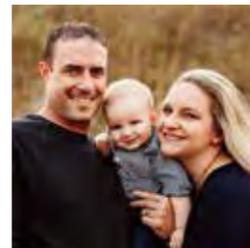
**KAYLA PFISTER**

Dale and Shawna's daughter, Kayla, is the queen of Quickbooks and makes sure the books stay clean and tidy. Kayla is also very active in coordinating production and making sure that we've got plenty of inventory to ship to our growing customer base. Kayla also shares in ownership of Nebraska Star Beef®. Like the rest of the crew, she wears lots of hats, and if you call in with a customer service question, issue, or just to learn more...there is a very good chance you'll be talking with Kayla.



**STEVE JOHNSON**

Dale & Shawna's nephew and cousin to all except Jaysie, Haley, and Jordan, Steve came to work for Nebraska Star Beef® on Jan 1, 2011 from an unlikely background. At that point in time, when it came to cattle, Steve only knew which end food went in and where it came out. Today, Steve helps Jaysie make sure the sales, marketing, and website are on-point and takes care of product development projects.



**DEREK & KATIE STORY**

Derek & Katie Story are the other husband/wife duo on the Nebraska Star Beef® team. In addition to being Katie's husband, Derek is one of Dale and Shawna's sons and helps out in the distribution center and handles the majority of the deliveries to restaurants. Katie helps out in the office and in addition to keeping the company Facebook pages looking sharp, she handles various other day to day tasks from customer service to accounting.



**HALEY BERNT**

Haley is the newest member of our team. We're still getting to know her, but so far we like her. She's a native Nebraskan, just like the rest of us, and is a fan of the Big Red, corn fed beef, and tomato juice in her Busch Light. She has a degree in Marketing to go along with some real world experience in digital sales & marketing. She has already made a seriously positive impact on our Amazon game and is great help with content creation in general. We expect she'll bring lots of "why didn't we think of that" moments on our path to being the best online steak company on the internet. When Haley isn't busy helping us win, she enjoys traveling and being outdoors doing things from running to hanging out at the river with her family and friends.

# WELCOME

This is more than a catalog. It is a collection of our products and instructions for dishes that can be made using them and also dishes that we enjoy.

Many of our products are available on Amazon.com. Just look for the logo next to the product in the catalog and type the corresponding item number into the Amazon search bar.

**6**  
Premium Bundles & Gift Packages

**18**  
Natural Angus Steaks

**32**  
Prestige® Angus Steaks

**40**  
Wagyu Steaks

**46**  
Roasts & BBQ

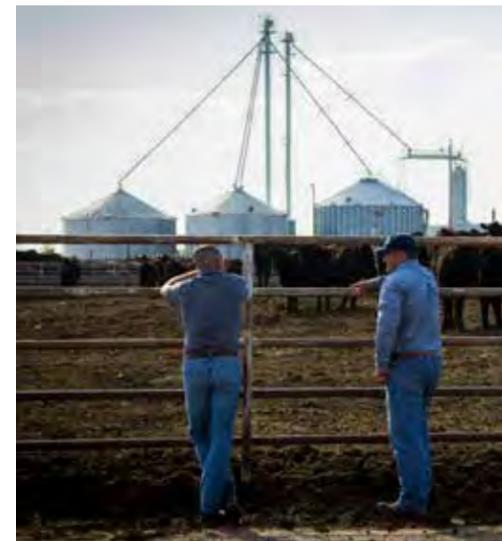
**56**  
Ground Beef

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Signature™ Seasoning

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Prep & Cooking Instructions

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Shipping Process



# WHO IS NEBRASKA STAR BEEF®?

Nebraska Star Beef® started as an idea in 2009 when long time business partners Tony Mayes and Dale & Joe Klute decided to act on their vision of delivering premium, all natural, Angus beef directly from the farm to the customer a reality.

Building on the foundation of a successful cattle business, Phelps County Feeders, Nebraska Star Beef® was born in 2009.

The first order of business was simple. Sales. It quickly became apparent that selling beef to retail customers was going to be tough. Learning how to figure margins, actual finished product cost, and the nastiest word in the beef business “shrink”, the learning curve was near vertical. The first couple years were tough, and one of the first lessons learned was the seasonality of the business. Orders were numerous around the holiday season, then abruptly dropping off after the “Christmas Rush” as that time of year has been dubbed.

How to increase sales during the remainder of the year and maintain carcass utilization - not just sell steaks - became the next hurdle. In general, the beef market is driven by price - a true “commodity market” and market price drives what most people are willing to pay. Steaks are the easiest to sell and creating a burger that customers are willing to pay a premium for is the Holy Grail of the beef business. Product diversification and innovation were on the horizon.

*“Building on the foundation of a successful cattle business, Phelps County Feeders, Nebraska Star Beef® was born.”*

Jerky seemed like a good idea. Working with a federally inspected facility to cook and package the jerky - Diller Locker in Diller, NE - it was time to get in on the “racket” that was making big jerky brands rich. Unfortunately, the jerky business was a little tougher than it looked. Jerky is expensive to make and the shrink percentages are very large - a lot of profit goes right out the smoke stack of the oven as humidity. In the process of learning all this, a new brand of premium beef jerky was born. Lucky® Beef Jerky has become a standard in the Nebraska Star Beef® product line and like all Nebraska Star Beef® products, it is “best in class” or it doesn’t get produced. Lucky Beef Jerky can be found in an ever increasing number of collegiate and professional athletic organizations across the nation and on our website.

One of the unintended consequences that materialized from exercises in beef jerky making was seasoning. A solid relationship with a local seasoning vendor had been formed while working out all of the jerky flavors. The logical next step was to create a steak seasoning. Working with International Spices in Fremont, NE the Nebraska Star Beef® family created the flagship steak seasoning: “Signature™ Seasoning”. To this day it is one of our best selling seasoning products. Over the past few years the seasoning line has grown to include: Horseradish, SPG (Salt, Pepper & Garlic), Signature Universal, and BBQ. “Do It Yourself” Jerky seasoning and cure kits are also available

under the Lucky® Beef Jerky brand and have been very successful products.

Following the first couple years of hard lessons in seasonality, the search for customers ran the gambit. Riverside Country Club in Grand Island, NE was the first restaurant customer for Nebraska Star Beef®. It became apparent very quickly that restaurant customers were going to be key to the company’s long term success. The “foodservice” business is more than competitive, it’s downright cutthroat most of the time. Nebraska Star Beef® has become a valued long-term vendor to restaurants who are passionate about consistently serving an exceptional product. In addition to selling and delivering premium beef to the family owned restaurants, “Joy’s Table” in Kearney and “Angus Burgers & Shakes” in Kearney and Gretna, Nebraska Star Beef® also delivers to a number of other regular restaurant customers between Kearney and Omaha.

Amazon.com was mistakenly viewed as competition early in the days of Nebraska Star Beef® website business. Over the past couple years Amazon has turned into one of the most valued resellers of Nebraska Star Beef® products and sales continue to grow steadily. In the

catalog that follows, all of the products which are available on Amazon are marked as such with search information that links directly to the corresponding page on the Amazon website.

The future is exciting for Nebraska Star Beef®. Even 25 years ago few would have imagined that the lay of the land for a small, family farming operation would involve businesses that span from cattle production to catalog and website creation & growth, working with the worlds largest online reseller, restaurants, distributors and many, many wonderful retail customers.



# PREMIUM BUNDLES & GIFT PACKAGES

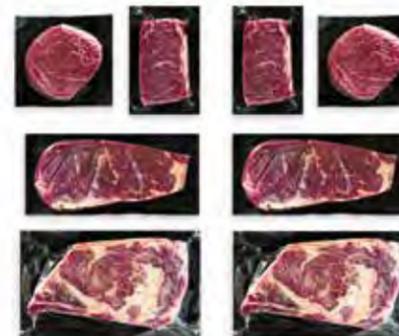
Whether you're looking to fill the freezer or the perfect gift to show someone how much you care. This is a great place to find it.



Premium Pairs

## NEW Prestige® Petite Sampler

Eight mouth watering, Prestige® Angus steaks directly from the Great Plains of Nebraska. This package also makes a great gift as it has portions to fit every appetite. We include a bottle of our seasoning - your choice of flavor - with every bundle. Our exclusive seasoning flavors accentuate the flavor of our steaks without overpowering the way many seasonings can.



P

\$124.99 | Item: 45018

amazon

B08C1YHDRR

- 2 - 5oz Petite Cut Angus Filets
- 2 - 10oz Petite Cut Angus Ribeyes
- 2 - 8oz Petite Cut Angus NY Strips
- 2 - 6oz Petite Cut Angus Top Sirloins
- 1 - Seasoning Bottle of Your Choice\* (Refer to pgs. 64-66)

## Premium Pairs

Give the gift of excellence. We believe these steaks are the perfect size and portion based on what you look at when you're looking for a great steak. Aging is absolutely critical to quality. That is why each of our steaks are aged at least 35 days. We raise cattle with an old-fashioned corn finish. There is simply no better way to get a beef ready for market than corn.



N

\$209.99 | Item: 85037

amazon

B071CPQNTG

- 2 - 8oz Classic Cut Angus Filets
- 2 - 12oz Classic Cut Angus NY Strips
- 2 - 14oz Classic Cut Angus Ribeyes
- 2 - 10oz Classic Cut Angus Top Sirloins
- 4 - 1/3lb Angus/Wagyu Ground Beef Patties
- 1 - Seasoning Bottle of Your Choice\* (Refer to pgs. 64-66)

Subscription Options Available  
See Website for Details

N ALL-NATURAL P PRESTIGE®

## ★★★★★ Extremely Tasty Value!

"We purchased the Prestige Petite Sampler several weeks ago (mid Sept 2020) and were extremely well satisfied with the value sampler. Not wanting to spend a lot on store quality meats, but something a cut above store valued meats. We were not only happy, but extremely surprised at the value, how quickly the sampler shipped - but most of all the excellent taste and superior grade of Nebraska Beef that could be have for less than our local area stores! We'll be buying more for sure! We love it!"

- Ron

## NEW Prestige® Classic Pairs

Our "Classic Cut" steaks are what we believe steaks should be - the perfect size and portion based on the overall steak experience. Aging is an absolutely critical element to overall quality. That is why each of our steaks are first aged on the hanger, then at least another 35 days of wet aging. We raise all of our cattle with an old-fashioned corn finish so our beef is exquisitely marbled, juicy and tender.



P

\$189.99 | Item: 45037

amazon

B08C1RFFRY

- 2 - 8oz Classic Cut Angus Filets
- 2 - 14oz Classic Cut Angus Ribeyes
- 2 - 12oz Classic Cut Angus NY Strips
- 2 - 10oz Classic Cut Angus Top Sirloins
- 2 - 1lb Prestige® Angus Ground Beef Packages
- 1 - Seasoning Bottle of Your Choice\* (Refer to pgs. 64-66)

### Simple Indulgence

The 14oz Ribeye is the Cadillac of our line, big, smooth, tasty and never goes out of style. These steaks are aged 35 days and are always premium quality from the long fed, antibiotic free, hormone free beef that we raise just north of Holdrege, Nebraska. These steaks are cut to just over 1" thick and are plastic silverware tender. Try eating a grocery store steak with a plastic fork ... This is the steak that defines the west and it's not one that you'll soon forget.



**\$74.99** | Item: 85051

- 2 - 14oz Classic Cut Angus Ribeyes
- 1 - Seasoning Bottle of Your Choice\* (Refer to pgs. 64-66)



### Premium Value

This is the perfect package for the value minded customer who appreciates the finest quality. Our 10oz Natural Angus Sirloins are exceptional steaks that will impress the most fickle palates.



**\$49.99** | Item: 85034

- 2 - 10oz Classic Cut Angus Top Sirloins
- 1 - Seasoning Bottle of Your Choice\* (Refer to pgs. 64-66)



amazon

B071R6X3XM

### Simple Luxury

Filet Mignon is the most elegant cut of beef. We take ours a step further by aging them 35 days before they are expertly trimmed and portioned. They are quite literally "cut with a fork" tender with flavor that is beyond compare.



**\$74.99** | Item: 85038

- 2 - 8oz Classic Cut Angus Filets
- 1 - Seasoning Bottle of Your Choice\* (Refer to pgs. 64-66)



amazon

B06ZZRNV9N

### Honest Quality

If you're looking for a gift package for the dyed in the wool steak lover ... you just found it. This package consists of two of our 35 day aged 12oz NY Strip (the favorite steak of the NSB crew) and a bottle of our famous Nebraska Star Beef® seasoning.



**\$64.99** | Item: 85052

- 2 - 12oz Classic Cut Angus NY Strips
- 1 - Seasoning Bottle of Your Choice\* (Refer to pgs. 64-66)



### Hearty Tradition

The Ribeye steak is quite possibly the most iconic of all steak cuts. It is generally the largest, richest, most well marbled cut on a head of beef. Our Ribeye steaks are no exception. From the genetics, environment the cattle are raised in, to the 35 day aging process - everything we do focuses on quality. Our Ribeyes are hand cut by artisan butchers who focus on quality ahead of production volume. We take the time to do it right. Our ground beef patties are made from the trim that is generated when cutting these steaks, a proprietary blend of Natural Angus and Natural Wagyu (Kobe style) beef and will elevate your burger experience.



**\$139.99** | Item: 85048

- 4 - 14oz Classic Cut Angus Ribeyes
- 4 - 1/3lb Angus/Wagyu Ground Beef Patties
- 1 - Seasoning Bottle of Your Choice\* (Refer to pgs. 64-66)



amazon

B071XY8YTR

### Steak Sampler

This package is a great way to stock up on premium Nebraska Star Beef®! Eight mouth watering, natural steaks from the Great Plains of Nebraska to your freezer for just over a 100 bucks (with shipping). This package also makes a great gift with portions for every appetite. We include a bottle of our seasoning, which accentuates the flavor of the meat without overpowering the way many seasonings can.



**\$129.99** | Item: 85018

- 2 - 5oz Petite Cut Angus Filets
- 2 - 10oz Petite Cut Angus Ribeyes
- 2 - 8oz Petite Cut Angus NY Strips
- 2 - 6oz Petite Cut Angus Top Sirloins
- 1 - Seasoning Bottle of Your Choice\* (Refer to pgs. 64-66)

amazon

B071XXPTXQ

Subscription Options Available  
See Website for Details

### ★★★★★ Customer Service as Superior as the Beef

*"Ordered a few times to delight of guests as well as family...Had one hassle and was surprised-personal/immediate service...Often remote sellers will pretend to have customer service-good luck...So I doubled my order-served it at a gathering to unanimous acclaim...If someone coming to dinner-Nebraska does the job."*

- Robert P.

# GRILLING TIME

Grilling is much more than just another method of cooking food. Grilling is an institution that borders on religion in many parts of the world. There is a deep primal attraction to cooking over an open flame that just doesn't exist when cooking on a flat top or in an oven.

There are many types of grill. Wood fire, Charcoal, Gas, Wood Pellet, Rotisserie, Pit Barrel and Smokers. We may even be missing one or two. The goal with all methods is the same - apply heat and flame to meat to cook it. While grilling is the most romantic form of cooking it is also the most inherently inconsistent method of cooking. The trouble is all the variables - from fuel type to environmental conditions, it's just hard to get the same grill to cook exactly the same way twice - short of some very expensive grills that do exist. Wood pellet grills with advanced thermostat systems are probably at the front of the line in terms of consistency of temperature throughout the cooking process. Wood fire and charcoal - in most scenarios - are on the opposite end of the spectrum. While they can both deliver exceptional results when managed by experienced pit masters, generally speaking it's tougher for the "average Joe or Sue" to cook consistently on wood or charcoal without significant experience and knowledge of the process and equipment.

No one - especially men - want to admit that we have anything to learn about grilling. Most would claim that it is something given to us in our genetics. That is true around the Nebraska Star Beef® office. There have been some things learned the hard way in the cooking room over the years. While some of these things will probably seem pretty obvious to seasoned grill masters and BBQ Guru's, we're just average folks that have taken on an honest interest in grilling food.

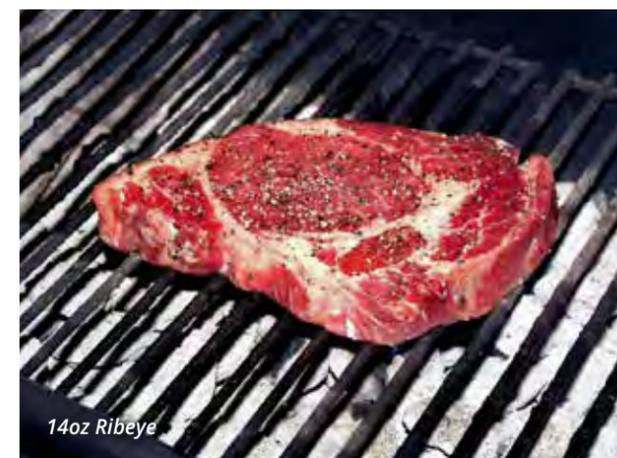
It is very important to have the right equipment. Once the right equipment has been obtained, it is critical for the user to become an expert with that equipment.

The item on the top of the list of necessary grilling equipment is a humble one. The single most important tool for preparing premium beef is a quality digital thermometer. Internal temperature is the only way to KNOW exactly what is going on inside a steak, roast or burger. There are various other ways that people will check for doneness, but none are as accurate or consistent as a digital thermometer.

Number two on our list of equipment to cook consistently awesome steaks is a good set of tongs (and a good spatula for burgers). A good set of tongs will have long handles and wide hands that aren't too sharp. They should be large and strong enough to pick up a 3 or 4 pound roast at a minimum. Ideally, tongs should be robust enough to manipulate a brisket.

The third item is a good platter for seasoning, transporting and resting the steaks and burgers. There is a fair amount of consideration that goes into selecting a good steak serving platter, but one that is big enough to season a few steaks efficiently and decent thermal conductivity to help arrest the cooking process as soon as the steaks come off the grill. Food will continue to cook as long as the surface of the food is hotter than the inside of the food. The rate at which it cooks diminishes greatly once it has come off the heat source, but what the food is rested on will have an impact on how it finishes up. Many prefer a cutting board type platter for this purpose. Cutting boards work great, but it is important to make sure they have a juice groove because as the meat rests, some of the juice will find its way out onto the platter.

Rounding out this list is a good set of steak knives. Cutco is our choice for knives in general, but there are many other good knives on the market. Having a nice set of steak knives, and silverware in general, adds to the experience of grilling and eating quality meat. Having good knives means that even the most tender steak, like Nebraska Star Beef® Filet Mignon, will cut easily without smashing and deforming. Trying to cut steak with a dull knife or other implement can be a frustrating experience that takes away from the meal.



14oz Ribeye

### ★★★★★ VERY IMPRESSED

"I ordered the Grill Master Variety Bundle for my brothers birthday... he is the ultimate cook on grill & HE was VERY IMPRESSED with his gift.. thank y'all so very much!!!"  
- Jennifer B.

## Premium 14oz Ribeye Bundle

This package is designed for the person who appreciates excess at an affordable price. This economy package of our flagship steak will keep you in premium beef for a long time for about the same price you'd pay for a steak dinner for two at a very nice restaurant. Go ahead, treat yourself. This package also includes 1 bottle of seasoning, your choice of flavor, to complete the premium steak experience.



\$249.99 | Item: 41059

amazon  
B071XY2J2D

- 10 - 14oz Classic Cut Angus Ribeyes
- 1 - Seasoning Bottle of Your Choice\* (Refer to pgs. 64-66)

Subscription Options Available  
See Website for Details

N ALL-NATURAL P PRESTIGE®

## Grill Master Variety Bundle

We do things the old fashioned way at Nebraska Star Beef®. While there is nothing we can do about inflation, we strive to deliver traditional quality and the most consistent, mouth watering beef on the planet. We raise our own cattle, and have for over 100 years. We've included some of our favorites in this package and we are sure they'll become favorites of yours.



N

\$179.99 | Item: 85022

amazon  
B079GYLLE1

- 6 - 6oz Petite Cut Angus Top Sirloins
- 4 - 8oz Petite Cut Angus NY Strips
- 2 - 10oz Petite Cut Angus Ribeyes
- 1 - Seasoning Bottle of Your Choice\* (Refer to pgs. 64-66)

## 12oz NY Strip Bundle

The NY Strip ... (aka KC Strip) is a legendary steak and there's a good reason for that. It is simply hard to match the combination of texture, tenderness and flavor this cut delivers every time it hits a plate. The NY Strip is cut from the loin and our 12 oz steaks average 1.25" thick. The extra thickness means they take a little longer on the grill (7 min per side) or 12 to 13 minutes in a 400 degree oven, but it's worth it.



N

\$189.99 | Item: 85070

- 10 - 12oz Classic Cut NY Strips
- 1 - Seasoning Bottle of Your Choice\* (Refer to pgs. 64-66)

★★★★★ **Nebraska Star Beef Angus Filet Mignon**

*"Just purchased 12 - 8 oz. Angus Filet Mignon steaks. My wife and I each had one last night and they were outstanding! Extremely tender and tasty. The best steak that we have had in a long time. We will definitely make additional purchases from Nebraska Star Beef in the future."*

- David F.

**Premium Elegance**

The Filet Mignon holds the esteem of being the most prized cut of steak on a beef. There are only a few pounds of this lean, exquisitely tender, cut on each animal which means there is always more demand than there is supply. This package also contains our premium ground beef patties. A proprietary blend of Natural Angus and Natural Wagyu (Kobe style) beef, these patties balance flavor and richness like no other patty you've ever tasted.



**\$139.99** | Item: 85027

amazon

B071XXTYXD

- 4 - 8oz Classic Cut Angus Filets
- 4 - 1/3lb Angus/Wagyu Ground Beef Patties
- 1 - Seasoning Bottle of Your Choice\* (Refer to pgs. 64-66)



14oz Prime Ribeye

**USDA Prime Pairs**

Nebraska Star Beef® USDA Prime beef is literally the best All Natural Angus Beef that is available - the USDA says so. Like all of our steaks, they are aged to perfection then cut to optimal thickness for the perfect steak experience. Treat yourself or someone you love to the best of the best.



**\$269.99** | Item: 85053P

amazon

B07BDQV4PL

- 2 - Prime 8oz Classic Cut Angus Filets
- 2 - Prime 12oz Classic Cut Angus NY Strips
- 2 - Prime 14oz Classic Cut Angus Ribeyes
- 2 - Prime 10oz Classic Cut Angus Top Sirloins
- 1 - Seasoning Bottle of Your Choice\* (Refer to pgs. 64-66)

**Honest Value**

Our top sirloin is just as tender, juicy, and unbelievably flavorful as the other cuts of steak. We put a great deal of focus on doing things the best we can from the genetics of our cattle to the packaging and flash freezing process that we use. These steaks are wet aged 35+ days to ensure that they are as tender as possible. Our ground beef patties are a proprietary blend of Natural Angus and Natural Wagyu (Kobe style) beef and we have been told by more than a few folks that our patties changed the way they think about a burger.



**\$94.99** | Item: 85030

amazon

B071XP1T96

- 4 - 10oz Classic Cut Angus Top Sirloins
- 4 - 1/3lb Angus/Wagyu Ground Beef Patties
- 1 - Seasoning Bottle of Your Choice\* (Refer to pgs. 64-66)



Angus/Wagyu Ground Beef

**Premium Burger Bundle**

Almost 11 pounds of ultra premium Angus/Wagyu patties make this package a great choice for family grilling events or the annual block party. There are 32 1/3lb patties which we have found to be the ideal size. Whether you're stocking the freezer or planning a party, the Premium Burger Bundle has you covered!



**\$114.99** | Item: 25200

amazon

B06ZZH4N4C

- 32 - 1/3lb Angus/Wagyu Ground Beef Patties

★★★★★ **We won't settle for less.**

*"We have some pretty nice farms around here, but we have never had any beef that compares to this. There is a certain quality and flavor that this beef has that cannot be found locally. The Burger bundle is something very special, especially for cookouts. This year because of the virus, we had no family cookouts and everyone missed out on our BBQs. Therefore, we only got what we (2 of us) could use, hoping that come spring next year we will buy a lot for our cookouts. This is, by far, the best burger out there, not to mention their steaks (uncomparable). We love you guys and your beef."*

- Gloria D.

### 10oz Sirloin Bundle

One of the best values in the line all of these steaks are antibiotic and hormone free and will not disappoint. They are cut from lean Top Sirloin and average 1" thick. They are great cooked slow on your grill or in the oven at 400 degrees for 10 to 12 minutes. A quick, easy affordable dinner that you can serve to the most discriminating guests and still impress.



\$139.99 | Item: 85069

- 10 - 10oz Classic Cut Angus Top Sirloins
- 1 - Seasoning Bottle of Your Choice\* (Refer to pgs. 64-66)

### American Style Kobe Bundle

The Wagyu breed of cattle was developed in the Kobe region of Japan, which, for a long period of time was the only place to get Wagyu beef. In recent years the genetics have made their way to the United States and we are proud to offer this exceptional beef in our line. We raise Wagyu cattle along side our Angus beef and use the same harvest and aging process to create a true masterpiece. Wagyu beef is more expensive than Angus beef. The reason for this is simply difference in genetics. Wagyu cattle can take up to 2 times longer than Angus to reach market weight and that additional time on feed is costly. The steak experience that it creates is very unique though, and Wagyu beef has a flavor all it's own. Deep, rich and immaculately marbled, it is truly something to behold.



\$229.99 | Item: 32001

- 2 - 12oz Classic Cut Wagyu NY Strips
- 2 - 14oz Classic Cut Wagyu Ribeyes
- 4 - 1/3lb Angus/Wagyu Ground Beef Patties
- 1 - Seasoning Bottle of Your Choice\* (Refer to pgs. 64-66)

amazon

B079GYLLF2

### 8oz Filet Mignon Bundle

The Filet Mignon has long been the most elegant cut of beef. At 8oz it's a more generous portion than other filets, but love is generous and when you're treating that special someone to a steak...you don't want them to leave hungry. We raise our cattle with love and you'll taste the difference, we promise. When preparing our Filet Mignon steaks, we recommend a dash of fresh ground salt & pepper or our Signature™ Seasoning, then a quick sear in a hot pan followed by 15 minutes at 400 degrees in a conventional oven. This will yield a perfect "medium rare", every time. Simply increase time to 17 minutes for "medium." The texture of these steaks must be experienced to believe - they literally melt in your mouth - the Nebraska Star Beef® Natural Angus Filet is the ULTIMATE Angus expression of love.



\$289.99 | Item: 85071

- 10 - 8oz Classic Cut Angus Filets
- 1 - Seasoning Bottle of Your Choice\* (Refer to pgs. 64-66)

### Exceptional Quality

This package contains 4 of our premium, aged, all natural, Angus NY Strip Steaks. These steaks can be found in the finest restaurants in our area and will stand shoulder to shoulder with the best steaks in the world. Our ground beef patties are a proprietary blend of Natural Angus and Natural Wagyu (Kobe style) beef. They are designed from the ground up to be the ultimate burger - the perfect combination of flavor, texture and richness. The package is rounded out with a bottle of our seasoning.



\$119.99 | Item: 85036

- 4 - 12oz Classic Cut Angus NY Strips
- 4 - 1/3lb Angus/Wagyu Ground Beef Patties
- 1 - Seasoning Bottle of Your Choice\* (Refer to pgs. 64-66)

amazon

B06ZXRNVMS



# SEAR & REVERSE SEAR

**When cooking a steak the single most important factor is the internal temperature of the meat, period, end of story. But that does not define the whole steak experience. Enter Sear and reverse sear method of cooking.**

A surge in the popularity of a type of cooking called sous-vide is probably a big part of why we're hearing more about the "reverse sear" process these days. Sous-vide is a French phrase that translates to "under vacuum". Anyway, sous-vide is a very ingenious method of cooking a wide variety of food to a very precise internal temperature. It utilizes a bag to isolate the food being cooked from the bath in which it is immersed. The bath is generally water that is controlled at a very precise temperature, generally between 131° F to 140° F for meat (higher for vegetables).

Enough about sous vide. Needless to say, a steak that comes out of a bag that's been sitting in 135° F degree water does not really look particularly appetizing, let alone does it look like a perfectly cooked steak ... even though the internal temperature says otherwise. Frankly, steaks look like hell fresh out of the sous-vide bag ... so how does the chef fix this little issue? This is where the reverse sear comes in to save the dinner presentation. A little olive oil & butter and a few moments on a hot surface and the steak becomes something to behold. Not only is it cooked to perfection, but the searing process caramelizes the outer surface which helps to open the bouquet of the seasoning and give the steak a much more satisfying appearance.

Is the sous-vide method required if one wants to try a reverse sear at home? Absolutely not. Another method that is perfectly conducive to reverse searing is to oven roast the steak and remove it just below the desired internal temperature is reached. Then reverse sear to perfection.

Searing ... you guessed it, it's just the opposite of reverse searing. The searing method is exactly the same, but in the "searing" process, the steak is seared prior to dropping it into the sous-vide bag, or the oven. The steak is going to sweat and lose a little bit of the caramelization in the sous-vide bag, so a reverse sear is the preferred method when using sous-vide. But, if you're going to oven finish the steak, there is no harm in searing it prior to finishing, in fact, many prefer to sear first and oven finish second.

Misconceptions can be one of the biggest stumbling blocks to success, especially in the kitchen. There is one huge misconception about searing steaks ... drum roll ... the temperature of the surface on which the searing is taking place. Many assume - and the damn internet reinforces - that a searing surface should be "red hot" to cauterize the surface of the steak to "seal in the juices". This is simply BS. The point of searing is to create a caramelized finish that accentuates flavor and visual appeal. A medium/low heat is perfect. The Maillard Effect (the fancy name for caramelization) occurs just above 300° F, which is well below where cooking oil starts to burn and smoke ... We prefer to use a 50/50 blend of extra virgin olive oil and unsalted AA butter. The butter will help to form a crust at a slightly lower temperature than the oil alone. It also adds a little richness to the flavor. SO ... if you are smoking up the whole kitchen to sear a steak ... you're doing it wrong.

Another misconception is that "searing has to happen on a flat surface". It doesn't. Remember the Maillard Effect? The surface of the steak just needs to reach 320° F or so for a brief period to allow the surface to brown. This is easily achieved using direct heat on a grill, the higher the heat, the less time it takes ... but again, 300 - 320° F is the target temperature, so no need to get out the propane torch ... unless you want to.



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# FROZEN VS FRESH

## Nebraska Star Beef®:

Raising, eating and storing beef for 4 generations we've learned that CONSISTENCY is EVERYTHING. After our cattle are killed, we break the carcass down and wet age for 35 days. It is then packaged in specialized high barrier material and blast frozen immediately. The beef is very literally "frozen" at its peak of perfection. Beef is then stored in a state of the industry cold storage facility at -10° F until it is shipped. When shipping beef we use dry ice (-109° F) to maintain this very low temperature as long as possible. This helps to maintain the product integrity created in the blast freezing process. As long as the time is taken to thaw beef slowly, each and every product from Nebraska Star Beef® will be very consistent from steak to steak or year to year. Delivering frozen beef in special packaging to the customer's door allows the customer to keep the beef frozen for months - much, much longer than beef purchased fresh.

## Beef From the Store:

Cattle are killed and quickly broken down into boxed beef. Within days, boxed beef moves quickly into the retail market where it is cut into steaks or ground into burger and placed on the shelf. The amount of aging can vary widely from a few days to a few weeks; the goal being to get it on the shelf quickly so that it has maximum shelf life. If the steak doesn't sell for some reason or another, it's ground and blended with other ground beef and other trimmings to create burger or ground beef patties. There is nothing wrong with this system, and it's perfectly safe, but it makes it tricky to buy consistently aged product, and aging is critical to a premium beef experience.



*At Nebraska Star Beef® we have a one of a kind program that was designed from the ground up to produce FROZEN all natural (antibiotic free, hormone free from birth) humanely raised, premium beef products.*

# NATURAL ANGUS STEAKS



Our All-Natural Beef comes from cattle that have NEVER EVER been treated with Antibiotics or Growth Hormones. We take it further by feeding the highest quality vegetarian diet and making sure our critters have plenty of room to roam and stay healthy naturally.

22oz T-Bone

## Premium Angus Filet Mignon

The Filet Mignon has long been the most elegant cut of beef and we portion our premium, center-cut Filets for the ultimate steak experience. All of our steaks are aged a minimum of 35 days after harvest. We recommend serving our filets between rare and medium rare, over cooking can make them dry and tough. The texture of our Filet Mignon steaks is something truly special. They are so tender that they literally melt in your mouth. The Nebraska Star Beef® Natural Angus Filet is the ULTIMATE Angus experience.



### Recommended Preparation Method:

Grill or pan-sear equally on both sides until desired internal temp. is reached. We recommend 375 - 400° F cooking surface/grill.

Rare - 120° F | Medium Rare - 130° F | Medium - 140° F

### 5oz Petite Cut

Item: 1103



1.25 - 1.5" Thick

QTY:

1 - \$25.99

4 - \$94.99 (\$23.75 per steak)

8 - \$174.99 (\$21.87 per steak)

### 8oz Classic Cut

Item: 1109



1.5 - 1.75" Thick

QTY:

1 - \$34.99

4 - \$129.99 (\$32.50 per steak)

8 - \$239.99 (\$30 per steak)

### 12oz King Cut

Item: 1112



1.75 - 2.0" Thick

QTY:

1 - \$44.99

4 - \$169.99 (\$42.50 per steak)

8 - \$319.99 (\$40 per steak)

### 8oz PRIME Classic Cut

Item: 1109-P

(Refer to pgs. 26-27)

QTY:

1 - \$44.99

4 - \$169.99 (\$42.50 per steak)

8 - \$319.99 (\$40 per steak)



8oz Filet Mignon

Always thaw frozen steaks in the refrigerator or pan of cool water. Using a microwave to thaw will cause damage.

### Premium Angus New York Strip

The NY Strip is a legendary steak and it has earned that reputation. It is simply hard to match the combination of texture, tenderness and flavor this cut delivers every time it hits a plate. All of our NY Strips are among the most tender, juicy, well marbled steaks in the world. We take it a step further and age all our beef 35 days, and freeze it moments after the steaks are perfectly portioned. Our steaks are raised with care on our farm, then hand cut and packaged, not factory produced and we control the process from start to finish to ensure the utmost consistency.



**Recommended Preparation Method:**

Grill or pan-sear equally on both sides until desired internal temp. is reached. We recommend 375 - 400° F cooking surface/grill.  
**Rare - 120° F | Medium Rare - 130° F | Medium - 140° F**

**8oz Petite Cut**

Item: 1104



.75 - 1" Thick

QTY:  
 1 - \$22.99  
 4 - \$79.99 (\$20 per steak)  
 8 - \$144.99 (\$18.12 per steak)

**12oz Classic Cut**

Item: 1108



1.25 - 1.5" Thick

QTY:  
 1 - \$29.99  
 4 - \$109.99 (\$27.50 per steak)  
 8 - \$199.99 (\$25 per steak)

**16oz King Cut**

Item: 1116



1.5 - 1.75" Thick

QTY:  
 1 - \$39.99  
 4 - \$149.99 (\$37.50 per steak)  
 8 - \$279.99 (\$35 per steak)

**12oz PRIME Classic Cut**

Item: 1108-P  
 (Refer to pgs. 26-27)

QTY:  
 1 - \$39.99  
 4 - \$149.99 (\$37.50 per steak)  
 8 - \$279.99 (\$35 per steak)



12oz New York Strip



10oz Top Sirloin

★★★★★ **Tender and delicious and great service!**

"This was my second purchase from Nebraska Star Beef and I was very happy with this purchase. I normally buy Ribeye but I decided to try the sirloin. It was the most tender sirloin I've ever had. This is not the sirloin you buy from your local store. I live in Florida and I'm always concerned about meat getting here frozen. The steaks were frozen solid. Great product and great service."

- Leon D.

### Premium Angus Top Sirloin

One of the best values in the line - they are not your run of the mill supermarket sirloin. Our Classic Cut Top Sirloin steaks are cut thick and while they are a leaner cut, our old world aging process makes them tender and juicy beyond belief. These steaks are great cooked slow on your grill or pan seared and finished in an oven at 400° F for 10 to 12 minutes. We recommend serving our Top Sirloin steaks between medium rare and medium well. Nebraska Star Beef® Top Sirloin steaks are elegant beyond their cost.



**Recommended Preparation Method:**

Grill or pan-sear equally on both sides until desired internal temp. is reached. We recommend 375 - 400° F cooking surface/grill.  
**Rare - 120° F | Medium Rare - 130° F | Medium - 140° F**

**6oz Petite Cut**

Item: 1135



1 - 1.25" Thick

QTY:  
 1 - \$15.99  
 4 - \$59.99 (\$15 per steak)  
 8 - \$104.99 (\$13.12 per steak)

**10oz Classic Cut**

Item: 1139



1.25 - 1.5" Thick

QTY:  
 1 - \$22.99  
 4 - \$84.99 (\$21.25 per steak)  
 8 - \$144.99 (\$18.12 per steak)

**14oz King Cut**

Item: 1138



1.5 - 1.75" Thick

QTY:  
 1 - \$29.99  
 4 - \$109.99 (\$27.50 per steak)  
 8 - \$199.99 (\$25 per steak)

**10oz PRIME Classic Cut**

Item: 1139-P  
 (Refer to pgs. 26-27)

QTY:  
 1 - \$29.99  
 4 - \$109.99 (\$27.50 per steak)  
 8 - \$199.99 (\$25 per steak)

# GRASS FED VS GRAIN FED

One of the most common questions that we receive at Nebraska Star Beef® is...

**“Is your beef Grass Fed?”**

We always respond politely, “No, we finish our cattle on corn.” But after we’ve addressed this fact with the customer we typically shake our heads and have a brief discussion amongst ourselves about why it is so difficult for folks to understand to understand the reality of grass fed beef. We believe there is a pretty good chance that it comes down to the perspective from which one is viewing the topic.



pastures called “backgrounding” yards. These aren’t feed yards, they are more of a place where weaned calves go to hang out, eat grass and get strong before they go to the sale barn. At the sale barn, they will be purchased by cattle feeders and go to a feedlot to be raised to market weight.

Many think that the sale barn the point where there is a major divergence between “grass fed” and “grain fed” beef... The point where “grain fed” cattle go to the big, mean, terrible, factory farm, feedlot and the lucky grass fed cattle continue to enjoy the utopia of the open range of the wild west...(sarcasm, dripping, my dear readers) Folks who believe this is how it is might be surprised to learn that most “grass fed” cattle go to precisely the same type of feed yard as “grain fed” cattle, but receive a hay based diet. They don’t grow as heavy as grain fed cattle, as the hay based diet does not contain the same amount of calories as the grain based diet. Many grass fed beef proponents believe grass fed beef is more expensive because- you get what you pay for, right?? They should also consider that both grain fed and grass fed cattle spend approximately the same amount of time on feed but, grass fed cattle typically go to market at around 1100 lbs, compared to grain fed cattle at around 1450 lbs.

How does the grain fed production model differ?? They start out exactly the same. The same cattle spend the same first 1/3 of their life on the ranch between being born on the pasture and the backgrounding pastures. They go to the sale barn and are purchased by cattle feeders. Cattle feeders are looking for cattle with good genetics - healthy animals that are off to a good start. At this point, the cattle go to the feedlot, and are started on a hay based ration with a portion of corn blended into the ration. Over time, the portion of corn is increased until their diet is predominately corn. They are fed a mostly corn based diet until they reach market weight, which is typically around 1450 lbs.

## Beef to feed my family ...or... Beef to feed the world?

We’ve been beef producers for multiple generations. Our focus is to produce the best beef possible for a competitive price in a reasonable amount of time. Producing great beef efficiently is a combination of genetics, animal health & wellbeing, and feed type. The current beef production model in North America as a whole, is reaching its pinnacle of efficiency. The industry has done this through making the most of its natural resources.

As cattle producers looking at the grass fed beef production model, we struggle to understand the affinity that folks have for grass fed beef. Lots of marketing dollars have been pumped into telling people that “grass fed is better” yet few can answer the question, “why?” We understand that many folks who have lost touch with where their food comes from have a “romanticized” understanding that cattle live on the open plains in lush, green pastures and hang out and chew their cud... and for the ranch side of the equation, that may not be horribly far from the truth. What many folks fail to realize is that ranching is just one element of overall beef production.

Cattle are typically born on the ranch. After the calves have grown, ranchers wean the calves and move them to different



## The nitty-gritty. Corn vs Grass diet.

If you are reading this, you are most likely a human who is old (mature) enough to be interested in learning more about quality beef. From that presumed fact, I’m going to draw the assumption that you know how calories work in your own diet. All organisms on this earth work the same way. Assuming any critter’s health, the better it eats, the more weight it will gain. If there is a caloric deficit, over time, the critter will lose weight. This is as true in cattle as it is in humans and our beloved dogs and cats...if we eat too much or too rich of a diet - we gain weight. So do cattle. Genetics can also play a role. I, for example, have a genetic package that makes me use food very efficiently - it’s easy for me to gain weight and more difficult to lose weight. There are other humans who have a different genetic package and they remain slender seemingly regardless of their diet. Cattle are the same way. Their genetics play a major role in how well they get to market weight. Let’s assume for a moment that we’re looking at two identical pens of Angus/Angus cross cattle that come from genetics that are known performers. Let’s feed one pen a corn based diet and the other pen a hay based diet. What will happen?



**\*Corn - and other grains - have got a MUCH higher caloric content than grass.**

**\*Corn contains approximately: 1,566 calories per pound - corn costs about \$.06/lb**

**\*Dry Hay contains approximately: 900 calories per pound - dry hay costs about \$.06/lb**

The cattle will eat approximately the same number of pounds of feed in each pen. The cattle eating the corn based diet will gain weight at a much more rapid rate than those eating grass. At the end of the feeding program, the cattle that are fed a corn based diet will weigh around 1450 lbs. The cattle that ate hay will weigh around 1100 lbs. Same genetics, same number of days on feed...just different feed... This would translate to approximately 540 lbs of boneless corn-fed beef and around 375 lbs of boneless grass-fed beef, per carcass. The food we eat can be a very emotional decision for many people, especially in a first world country like the United States. Having the freedom to purchase what makes us feel good can give inefficient to produce items, like grass fed beef enough of a market to survive.

When looking at the example above, the economics are really quite simple whichever way one chooses to look at it...

corn supplies a lot more “bang” for the “caloric buck”. Hay is not a terribly efficient foodstuff for beef production. In short, one of the leading causes for grass fed beef costing much more than corn fed beef is the fact that it simply produces much less beef for the same input cost. Just something to keep in mind when buying grass fed beef... or premium corn feed beef like we sell here at Nebraska Star Beef®.

## Premium Angus Ribeye

The Nebraska Star Beef® Ribeye is the granddaddy of ‘em all. This iconic steak can tame the biggest appetite. Beyond that, we age all our steaks 35 days of wet age. Finally, steaks are cut and frozen at the peak of perfection. Ribeye steaks come from the same cut as prime rib except the Ribeye is cut and trimmed for the grill. Much like the Prime Rib, the Ribeye is very well marbled which results in a very rich, tender, juicy steak experience. We recommend serving our Ribeye steaks between Blue (cool rare) and never more than Medium-Rare.



### Recommended Preparation Method:

Grill or pan-sear equally on both sides until desired internal temp. is reached. We recommend 375 - 400° F cooking surface/grill.

**Rare - 120° F | Medium Rare - 130° F | Medium - 140° F**

### 10oz Petite Cut

Item: 1055



.75 - 1" Thick

QTY:

1 - \$24.99

4 - \$89.99 (\$22.50 per steak)

8 - \$159.99 (\$20 per steak)

### 14oz Classic Cut

Item: 1059



1 - 1.25" Thick

QTY:

1 - \$34.99

4 - \$129.99 (\$32.50 per steak)

8 - \$239.99 (\$30 per steak)

### 16oz Classic Cut

Item: 1056



1 - 1.25" Thick

QTY:

1 - \$39.99

4 - \$149.99 (\$37.50 per steak)

8 - \$249.99 (\$31.24 per steak)

### 20oz Bone-In Cut

Item: 1060



1.25 - 1.5" Thick

QTY:

1 - \$44.99

4 - \$169.99 (\$42.50 per steak)

8 - \$319.99 (\$40 per steak)

### 24oz King Cut

Item: 1058



2 - 2.5" Thick

QTY:

1 - \$44.99

4 - \$159.99 (\$40 per steak)

8 - \$279.99 (\$35 per steak)

### 14oz PRIME Classic Cut

Item: 1059-P

(Refer to pgs. 26-27)

QTY:

1 - \$44.99

4 - \$169.99 (\$42.50 per steak)

8 - \$319.99 (\$40 per steak)



## PERFECT RIBEYE AT HOME

### COOK TIME

Cook time is irrelevant. Cook time is 100% dependent on the temperature of the cooking implement – grill, stove, pan, toaster oven, broiler, Foreman grill...you pick it – AND the internal temperature of the steak when it goes on the heat. Cooking time can vary greatly depending on these two factors alone. Cook time is probably the most inaccurate metric by which to cook a steak.

### INTERNAL TEMPERATURE

Internal temperature, on the other hand, will tell you EVERYTHING about how the steak is cooking. Internal temperature is dependent on the beginning temperature of the steak and the way the heat is applied to the steak during the cooking process. Keeping track of the internal temperature of the steak is the only way to KNOW when the steak is done perfectly. Trying to consistently cook the perfect steak with a “6 minutes on the first side and 5 minutes after it’s flipped” is like going to the tarot card reader to get your blood pressure checked... Just use a simple digital thermometer and keep track of the internal temp. If you’re not familiar with how internal temp translates to cooked steaks, here’s the “key” that we use:

- 110° F and below – “Blue” rare
- 110° F – 115° F – Rare
- 116° F – 122° F – Rare/Medium Rare
- 123° F – 128° F – Medium Rare
- 129° F – 135° F – Medium Rare/Medium
- 135° F or more – The steak will begin to get tough.

If that temperature scale seems a little lower than you expected...that’s because it is. When cooking, especially on high heat, which is the best option for steaks, it is very common for the internal temperature to “coast up” an additional few degrees after the steak has been removed from the heat source to rest.

### SEASONING

A little goes a long way. What’s the point of spending a little extra cash on a great steak?? To get great tasting, tender BEEF, of course. If one “encrusts” that steak in seasoning, or rub, or whatever the fad...can one really taste the beef?? So, just what is the best seasoning for steak? Variety is the spice of life, and we like to mix it up, but we will always be big fans of our first steak seasoning, “Signature™ Seasoning” our “Signature™ SPG” is also fantastic on steak...but...if all you have is fresh ground salt and black pepper, you can’t go far wrong. If you can find some thyme, rosemary, and butter, one can elevate the basic “salt and pepper” blend to simple perfection...just don’t get carried away...

### MARINADES

Marinating a good steak is almost always wasting a good steak. Marinating is the process of soaking a piece of meat for a significant period of time in a solution, typically acidic. Marinating will accomplish two things: 1. It will break down the muscle fibers chemically – chemical tenderization. 2. It will infuse the flavor of the marinade into the entire steak. One might think...“Well, how are those bad things?? It makes a steak more tender and adds flavor.” And those might be good things....on a steak that isn’t very tender and is lacking flavor to begin with... So, if you have a cheap steak without proper age...you may have a good candidate for a marinade. If you’ve got a properly aged steak, similar to what we sell here at Nebraska Star Beef®, there really isn’t any need for most marinades.

### STEAK SAUCE

It can be fantastic on steak fries, it’s also pretty good on roasts and roast beef sandwiches. We’ve heard of people using it on steaks, but we typically don’t. Steak sauce is typically vinegar based and again, it can just be an overwhelmingly strong in comparison to the flavor of a quality aged steak. From our perspective, if someone asks for steak sauce when we’re serving steaks, we take a little offense. If we’re having roast or a cut like brisket, sauces are expected and typically add to the experience.

### BUTTER

Butter should be a tool in every steak enthusiast’s tool box. Butter can – and should – be used when cooking steaks. Butter does a couple things. First, it’s delicate flavor pairs fantastically with steak. It adds a velvety mouth feel and adds a layer of deliciousness that can only be provided by butter. Another really cool thing about butter is the effect that it has on pan searing steaks. It browns at a much lower temperature than cooking oil, which means that by using butter, one can sear a steak more gently, and with better flavor, than when using oil. Butter is also great to help meld the flavors from herbs such as garlic, rosemary, thyme, and any other fresh herb, very efficiently and deliciously with a steak. Butter can also be used as a finishing garnishment on a steak when the steak is resting. When it comes to steaks, butter is your friend. Unsalted butter is best, as it allows the cook to control the salt...but salted butter is better than no butter at all.

### HOW TO COOK A PERFECT RIBEYE

Begin by preheating oven to its highest temp, which is typically 450° F. Next, select one of our larger ribeyes, the 14oz All Natural Ribeye is pretty hard to beat. Thaw the steak in a pan of room temperature water and allow the steak to come up to room temperature while in the package. Select your seasoning. Season the steak lightly on both sides and place it on a drip rack that is on a cookie sheet. Then cook the steak in the 450° F oven until it reaches an internal temperature of 95 - 100° F and remove it from the oven and allow it to rest while you prepare a cast iron skillet. Set the range temp to approx. 325 - 350° F and heat the pan thoroughly. Once the pan has come up to temperature, lightly season both sides of the steak again, then add a “pat” of butter to the pan. As soon as the butter has melted, place the resting steak on the butter. Allow it to sear until the steak releases easily from the pan, add another pat or two of butter and flip the steak and repeat the searing process. During the second sear, begin to pay close attention to the internal temperature of the steak. Our preference is to finish our steaks to 110 - 112° F, they will typically “coast” up to 118 - 120° F when they come off the pan. Also, during this process, spoon the melted butter and fat from the pan over the top of the steak to baste it in its own juices and the butter. When the steak reaches 110 - 112° F remove it from the pan and plate it and allow it to rest for 5 to 10 minutes before serving. When it’s all said and done, one should cook and eat steak the way that brings them the most joy. If that’s a round steak with A-1 steak sauce, there is nothing wrong with that.



20oz Bone-In Ribeye

# USDA BEEF GRADING SCALE & PROCESS

## WHERE Nebraska Star Beef® FITS IN

Many consumers don't know much about how beef is graded for quality beyond "Prime is the best". USDA FSIS stands for: "United States Department of Agriculture Food Safety and Inspection Service". USDA FSIS is the government entity that oversees, among many other things, the grading of beef. Believe it or not, there are 7 official USDA grades below Prime. The 3 lowest grades of beef, "Utility", "Cutter" and "Canner" are seldom encountered in the retail market as retail cuts. "Standard", "Commercial", "Select", "Choice", and "Prime" are the other 5 grades and of them, "Choice" and "Select" are the 2 most commonly encountered in the retail marketplace.

Age is the first factor in grading. Younger cattle (<30 months) make up the majority of beef produced. Older cattle (>30 months), are generally breeding stock or dairy cattle that are no longer producing milk, will normally comprise the lower grades on the scale. Many times they are not graded at all. Ungraded cattle are commonly referred to as a "No Roll" due to their lack of a USDA grade stamp. Beef from older cattle is generally a little tougher and does not "eat" as well as beef from younger animals. Nebraska Star Beef® cattle are harvested at around 24 months of age, we have found this to be the optimal age of harvest to balance marbling and texture.

Less than 7% of total domestic beef production grades "Prime". The majority of this beef is sold to restaurants and upscale hotels. "Select" is the 2nd least common and comprises 20 and 25% of total production. "Choice" is the most common grade of beef and makes up somewhere between 70 and 75% of all carcasses graded. This speaks very highly of United States beef production; as a country we produce a very high quality product.



Prime beef, being the least common grade by a wide margin, means that it is considerably more expensive than "Choice" and "Select". To put it in perspective, there are approximately 10 pounds or so of Filet Mignon on every head of beef. This equates to about 20 8oz Filet Mignon steaks per animal. "Prime" beef is truly rare and special. That is why it costs considerably more than lesser grades.

Grading may be conducted only by qualified USDA FSIS inspectors who are experts in their field and they take this responsibility very seriously. They personally stamp each animal that they grade to identify their work as well as the animal's grade. To grade a head of beef, the hanging halved carcass is cut horizontally across the Rib roll between the 12th and 13th rib. The grader then inspects the cross section for intramuscular fat also known as "marbling".

The more marbling present, the higher the quality grade.

In addition to the animal's age and marbling, graders also consider the amount of fat that is present on the outside of the carcass. This fat measurement is referred to as "Yield Grade" and is rated between 1 and 5. A yield grade of "1" means "Lean and Heavy Muscled" a yield grade of "5" means "Fat and Light Muscled". As a general rule, the lower the yield grade number, the better, as there is more beef and less fat on the carcass.

Nebraska Star Beef® takes a different approach to raising our antibiotic free, hormone free cattle. Our cattle are fed a blend of grass and corn. This feed ration helps to insure the best finish possible. By eliminating growth hormones and antibiotics of any type, our cattle tend to marble better than average. All of our cattle are graded by a USDA FSIS inspector to determine absolute quality. On average, our cattle grade between 15 and 20% "Prime", which is a very high rate



*"Nebraska Star Beef® takes a different approach to raising our antibiotic free, hormone free cattle."*

by industry standards. The remainder grade "Choice". In the very rare instance that we have an animal that grades "Select", that beef is sold to our employees and it does not wear the Nebraska Star Beef® brand. It is still great beef, but if it does not meet our brand standard of "Choice & Higher" we will not market that beef.

The primary external factors that play a role in overall grade are genetics, age and type of feed. Having the right genetic foundation is very important in producing the best beef. Cattle in the Nebraska Star Beef® program come from an Angus/Angus Cross genetic and are backgrounded on the northern plains -



Montana, Wyoming, North Dakota, South Dakota, and here in Nebraska. Age is also an important factor. As discussed earlier, harvesting cattle at the right time is very important. The cattle need enough time on feed to develop significant marbling, but too long and the beef will begin to lose texture and get tougher. The type of feed is also critical. We take many steps beyond most

commercial beef producers. We work very closely with veterinarians who specialize in animal nutrition to make sure that our feed ration keeps our cattle healthy naturally. We steam flake our corn so that it is much more palatable and digestible, which improves animal health and wellbeing. We also work with cutting edge animal behavior veterinarians who help us develop and implement the lowest stress handling techniques possible.



USDA Grading is an important part of the beef production business and it helps to establish the market and categorize the majority of beef that is raised, harvested and sold in the United States. It is important to the Nebraska Star Beef® program because it gives us absolute feedback from a very credible 3rd party who has no financial interest in our business. The fact that our "Prime" rate is consistently at least 2 times higher than the industry average tells us that we are doing something right, and that edifies our belief in the way we do things and lends a great deal of credence to our quality claims.

### Premium Angus Porterhouse

Weighing in at 28 mouthwatering ounces, this is the biggest steak in our line. A full size Filet Mignon and NY Strip both still attached to the bone, this steak is enough for two and heavenly excess for one. When you want to make an impression ... this is the steak.



**28oz King Cut** Item: 1107  
 QTY:  
 1 - \$59.99  
 4 - \$229.99 (\$57.50 per steak)  
 8 - \$439.99 (\$55 per steak)

*Recommended Preparation Method:*

Grill or pan-sear equally on both sides until desired internal temp. is reached. We recommend 375 - 400° F cooking surface/grill.



28oz Porterhouse

### Premium Angus T-Bone

The steak that made steaks famous. Our 22oz T-Bone is a full portion NY Strip, a generous portion of Filet Mignon and the bone that connects the two. Like all our steaks, it's corn fed and long aged for maximum tenderness and flavor. An American Classic!!



**22oz King Cut** Item: 1106  
 QTY:  
 1 - \$44.99  
 4 - \$169.99 (\$42.50 per steak)  
 8 - \$319.99 (\$40 per steak)

*Recommended Preparation Method:*

Grill or pan-sear equally on both sides until desired internal temp. is reached. We recommend 375 - 400° F cooking surface/grill.



22oz T-Bone

### Premium Angus Flank Steak

Our Flank Steak is a true multi-use steak. It can be cooked and served like any other steak. It does equally well when sliced thin for fajitas or salad and works great cubed for use in dishes like Chili, beef stroganoff or pasta sauce. Flank steaks are approximately 3/4" thick and finer grained than Skirt Steaks. Like all our steaks, it's best to thaw slowly as possible.



**10oz Classic Cut** Item: 1111  
 QTY:  
 1 - \$15.99  
 4 - \$59.99 (\$15 per steak)  
 8 - \$114.99 (\$14.37 per steak)

*Recommended Preparation Method:*

Grill or pan-sear equally on both sides until desired internal temp. is reached. We recommend 375 - 400° F cooking surface/grill.



10oz Flank Steak

### Premium Angus Skirt Steak

The Nebraska Star Beef® 10oz Skirt Steak is a premium twist on this fairly "common" cut. Skirt is considered by many as a "one level up" from ground beef cut, but when it's finished and aged properly, it's a great cut of beef with a texture all its own and great flavor.



**10oz Classic Cut** Item: 1078  
 QTY:  
 1 - \$15.99  
 4 - \$59.99 (\$15 per steak)  
 8 - \$114.99 (\$14.37 per steak)

*Recommended Preparation Method:*

Grill or pan-sear equally on both sides until desired internal temp. is reached. We recommend 375 - 400° F cooking surface/grill.

### Bottom Sirloin/Boston Strip

One of the best value steaks on the beef, these steaks are tender juicy and delicious. At 5oz they are the perfect portion for smaller appetites or as a breakfast steak. They are great grilled or reverse seared and also work well for dishes like fajitas or steak sandwiches. Once you try these steaks, we believe you'll wonder just why so many beef companies turn this awesome cut into ground beef.



**5oz Petite Cut** Item: 1140  
 QTY:  
 4 - \$44.99 (\$11.25 per steak)  
 8 - \$79.99 (\$10 per steak)

*Recommended Preparation Method:*

Grill or pan-sear equally on both sides until desired internal temp. is reached. We recommend 375 - 400° F cooking surface/grill.

# GMO's *The Truth.*

Genetically Modified Organisms.... If you're reading this, you are most likely a GMO...unless you're a clone... Genetic modification is everywhere around us in nature. It's also called hybridization. It's the same reason a person wouldn't want to procreate with a person who shares many of the same genetics. A quick google search of "Charles II of Spain" or "Habsberg Jaw" will be a good lesson on what happens when genetic lines don't have enough variety.

First off, let's take a look at exactly what a "GMO" or "Genetically Modified Organism" is: The term "Genetically" means that genes are involved. Genes are the "source codes" that "parents" pass along to "offspring" that will determine some of the characteristics of the offspring. The word "Modified" is a simple one, it means "to make minor or partial changes, typically to improve something, or make something less extreme." Organism is "any individual animal, plant or single celled life form."



Genetic Modification was known of and practiced by agricultural societies for millennia, but it got its official, documented started in the mid-1850's when European Scientist and Monk, Gregor Johann Mendel, began a series of experiments with yellow and green peas. Mendel studied 7 different characteristics of the pea plants from seed shape & color, to pod size, plant height and flower position and color and what happened when he intermingled the species. He is the man who coined the terms "dominant" and "recessive" traits when it comes to genetics. His detailed, documented experiments went largely unnoticed by mainstream science for the next few decades until the turn of the 20th century, when other scientists independently confirmed his results. So began the modern age of genetics.

Flashing forward 100 years... are "GMO's" as simple as cross-bred, biological lifeforms?? In most cases, it is precisely that simple. But, as with many things, modern technology has allowed humans to take things a bit further. However, in most cases..."Genetic Modifications" are a more natural process than many might think, largely based on the anti-GMO

marketing campaigns that seem pervasive in the Western world's marketing agenda. In fact, the term "Genetically Modified" itself can be confusing. The term that is more accurate when describing anything beyond hybridization and describing the ultra-high tech genetic work, is more accurately called - "Genetic Engineering". Which leads most minds, mine included, to visions of white coat and goggle clad scientists laughing evil laughs while watching smoking beakers...What they actually do is surprisingly nature-centric, except it is done on a microscopic scale, as opposed to the macroscopic scale that is the context most are familiar with when it comes to agriculture.

Let's jump into the deep end and start swimming with some facts. Current approved Genetically Engineered crops are for two specific traits. Insect resistant and Glyphosate tolerant.

There are currently no GMO approved animals on the market, but the first soon will be, the AquAdvantage Salmon. It has

been genetically modified to grow more rapidly to market weight.

The USDA, FDA, and EPA all oversee and control elements of the GMO approval process, and all requirements must be met before a crop can be grown.

Livestock-and humans-that consume "genetically engineered" crops, or products made from Genetically Engineered crops are not effected by the genetic engineering. The food made from these crops is analog to the non-engineered crossbred crops. Nor, do any "Genetically Modified" or "Genetically Engineered" traits pass though to the livestock, humans, or wildlife that eat genetically modified crops.

## Insect Resistant Crops

The first is commonly referred to as Bt (insert crop name), and Bt is named for a naturally occurring soil bacterium called, *Bacillus thuringiensis*, which when present in crops, produces a protein that is fatal to European corn borer larva. When said

larva consumes the flesh of that plant. The larva eat the corn, cotton, soybean, etc, and they die. In nature, this bacterium transmits some of its genetic code into plants, biotechnology has simply perpetuated this naturally occurring process to eliminate the need to spray a significant amount of synthesized insecticides that kill, in addition to corn borers, a lot of bio-critical insects like bees, butterflies, moths, and other pollinators.

## Glyphosate Tolerant Crops

"Glyphosate Tolerant Crops" is the fancy term for "Round Up Ready" crops. The way that Monsanto accomplished the creation of crops that were "Round Up" tolerant was to find species that were not affected by the chemical, "Glyphosate" in this case, and identify the gene(s) that allowed said plants to tolerate the chemical. Then intermingle the genetic code



from the tolerant plant with the genetics of the crop plant. So just exactly which big, bad, whiskey drinking, bare knuckle boxing, plants do they use to make corn, soy beans, cotton, and and other crops that laugh in the face of the most prolific herbicide of the 21st century?? ....They use fatty acid producing enzymes from the Primrose Flower and a mold called neurospora...they don't sound all that tough... So how did they combine these enzymes into the genes of crops?? That's where things get pretty wild...

## "Gene Guns and Petri Dishes"

There are a couple ways. First is with a seriously cool tool called a "gene gun" which is precisely what it sounds like... except on a very, very, small scale. "Gene guns" fire microscopic particles of gold or tungsten (both VERY dense metals) that have been coated with the genetic material that geneticists wish to intermingle with certain plants. The damaged cells regenerate and incorporated the new DNA, then the cells with the desirable DNA are identified, isolated, and cultivated into whole plants. These whole plants grow seeds with the desirable new DNA trait, and then are propagated using natural pollination. Different strains are then crossbred to incorporate other desirable traits or tendencies like drought

resistance or even traits that do better in different areas of the same growing region.

The second method is very clever, maybe even more clever than the first, but certainly not as cool as a "Gene Gun." Mother Nature, the original clever rascal, figured out how to do blend DNA and has been doing it for millennia. Only slightly less clever scientists figured out how to harness one of her natural phenomena to society's advantage. *Agrobacterium tumefaciens* is a soil dwelling bacteria that in nature, transfers part of its DNA into plants and causes a disorder called "crown gall disease." Scientists disarmed the disease element of the bacteria, and use the DNA transfer mechanism as the gateway to introduce the DNA containing the desirable traits into the host crop cells. And, same as above, the cells are cultivated into plants, and those plant's seeds further propagate in the traditional manner of pollination and cross pollination, and so on and so forth.

When it comes right down to it, there is far, far, more traditional agriculture and natural science involved in genetic engineering than there is anything synthetic or unnatural... and it is certainly nothing nefarious. In fact, Bt Corn, and other crops, have provided a means to use less of the insecticide which is VERY capable killing "mission critical" pollinators, like bees, that we need to be working hard to keep around to pollenate everything from corn, to fruit, to flowers, coffee and nuts. Glyphosate tolerant crops allow herbicide to be applied MUCH more strategically than ever before and agricultures has significantly reduced the amount of both herbicides and pesticides that it currently uses. This is all through technology and precision. There has been a great deal of money pumped into the smearing of GMO crops and the technology behind it... but if we're completely honest with ourselves and we consider the rapid growth of human population, we as farmers are going to need every advantage we can garner to make sure that we don't run out of food to eat. Believe us, when Mother Nature does a "hard restart" due to overpopulation, it's not pretty. And while we are somewhat more advanced than a lot of other species, at least in our perceptions, we are not above the laws of nature.



# PRESTIGE® ANGUS STEAKS



Prestige® products are built from the ground up to deliver quality, consistency, and convenience for a fair price. Fair price doesn't mean it's "cheap". To us, "Fair price" is synonymous with "Value" – getting everything you paid for. Our products are more consistent, arrive ready to cook...or store... and our convenient steak 6 packs take full advantage of our always Free Shipping and allow us to offer a VERY competitive price as compared to our "online competitors". Give Prestige® Steaks and Ground Beef a try. It's better from the ground up.

6oz Prestige® Top Sirloin

## Prestige® Angus Filet Mignon

When it comes to steaks, the Filet Mignon is America's sweetheart. Like all of our steaks, we cut our filets from USDA Choice Angus beef AFTER its been aged for 35+ days. It is the go-to steak for many steak lovers and for good reason. The Filet Mignon is very tender, in fact, our 35+ day aged Filets can be cut with a butter knife. The 5oz portion makes it a great size for small appetites and the 8oz portion is perfect for the larger appetite. These steaks are luxury.



### Recommended Preparation Method:

Grill or pan-sear equally on both sides until desired internal temp. is reached. We recommend 375 - 400° F cooking surface/grill.

Rare - 120° F | Medium Rare - 130° F | Medium - 140° F

### 5oz Petite Cut

Item: 4103



1.25 - 1.5" Thick

QTY:

6 - \$119.99 (\$20 per steak)

12 - \$199.99 (\$16.67 per steak)

### 8oz Classic Cut

Item: 4109



1.5 - 1.75" Thick

QTY:

6 - \$149.99 (\$25 per steak)

12 - \$249.99 (\$20.83 per steak)

### 8oz PRIME Classic Cut

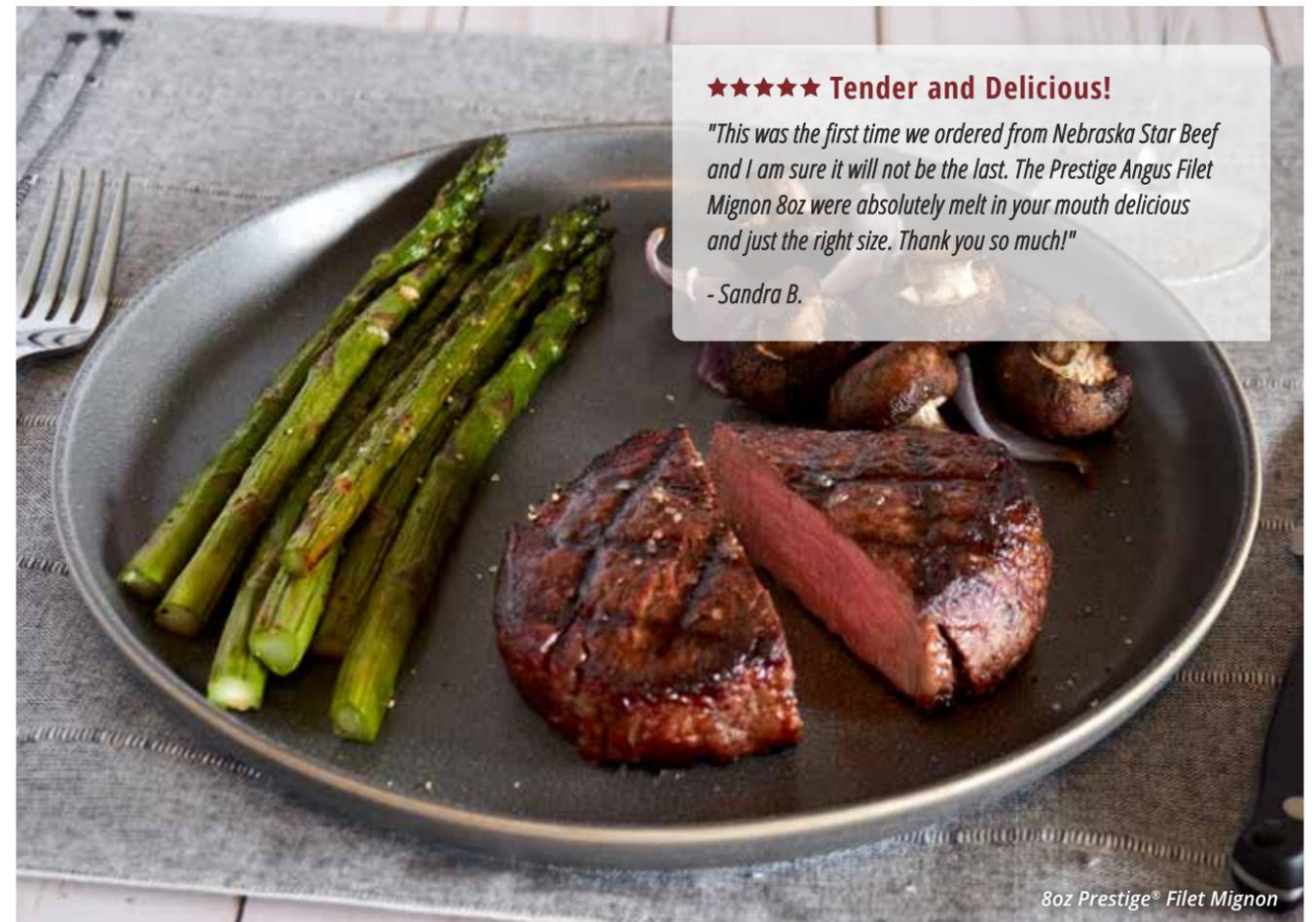
Item: 4109-P

(Refer to pgs. 26-27)

QTY:

6 - \$179.99 (\$30 per steak)

12 - \$299.99 (\$25 per steak)



### ★★★★★ Tender and Delicious!

"This was the first time we ordered from Nebraska Star Beef and I am sure it will not be the last. The Prestige Angus Filet Mignon 8oz were absolutely melt in your mouth delicious and just the right size. Thank you so much!"

- Sandra B.

8oz Prestige® Filet Mignon

### Prestige® Angus New York Strip

This is one hell of a steak. When the guys around the office fire up the grill, this is one of the most common steaks you'll see getting cooked. Why? The Striploin yields steaks that are just about the perfect combination of texture, flavor and tenderness. They also cost a little less than Ribeyes and Filets ... but are tender enough to use for steak sandwiches.



**Recommended Preparation Method:**

Grill or pan-sear equally on both sides until desired internal temp. is reached. We recommend 375 - 400° F cooking surface/grill.

**Rare - 120° F | Medium Rare - 130° F | Medium - 140° F**

#### 8oz Petite Cut

Item: 4104



.75 - 1" Thick

QTY:  
6 - \$109.99 (\$18.33 per steak)  
12 - \$179.99 (\$15 per steak)

#### 12oz Classic Cut

Item: 4108



1.25 - 1.5" Thick

QTY:  
6 - \$144.99 (\$24.17 per steak)  
12 - \$239.99 (\$20 per steak)

#### 12oz PRIME Classic Cut

Item: 4108-P  
(Refer to pgs. 26-27)

QTY:  
6 - \$173.99 (\$29 per steak)  
12 - \$287.99 (\$24 per steak)



6oz Prestige® Top Sirloin

### Prestige® Angus Ribeye

The Ribeye steak is one of the most popular steaks in existence. Our Prestige® Ribeye goes a couple steps beyond the rest. We only carve these steaks from USDA Choice, corn-fed carcasses AFTER they age for 35+ days. This delivers the absolute best flavor and tenderness possible. Take your steak experience to the next level. Try some Prestige®.



**Recommended Preparation Method:**

Grill or pan-sear equally on both sides until desired internal temp. is reached. We recommend 375 - 400° F cooking surface/grill.

**Rare - 120° F | Medium Rare - 130° F | Medium - 140° F**

#### 10oz Petite Cut

Item: 4055



.75 - 1" Thick

QTY:  
6 - \$149.99 (\$25 per steak)  
12 - \$209.99 (\$17.50 per steak)

#### 14oz Classic Cut

Item: 4059



1 - 1.25" Thick

QTY:  
6 - \$174.99 (\$29.17 per steak)  
12 - \$284.99 (\$23.75 per steak)

#### 14oz PRIME Classic Cut

Item: 4059-P  
(Refer to pgs. 26-27)

QTY:  
6 - \$209.99 (\$35 per steak)  
12 - \$341.99 (\$28.50 per steak)



### Prestige® Angus Top Sirloin

Somehow, over the years, the Top Sirloin steak seems to have taken a second (or third) fiddle to the Ribeye and Filet Mignon. A Sirloin done properly should take a back seat to no steak. The secret is a mix of genetics, the cattle's diet, the way the beef is harvested and aged, and finally, the way the steaks are cut. It's all about the details, and when the details are minded, it all comes together... Sirloin steaks are typically leaner than other cuts of steak, but that does not mean they are less tender. We take our Top Sirloin steaks a step further and only sell center-cut which cook up nicer and eat like a dream.



**Recommended Preparation Method:**

Grill or pan-sear equally on both sides until desired internal temp. is reached. We recommend 375 - 400° F cooking surface/grill.

**Rare - 120° F | Medium Rare - 130° F | Medium - 140° F**

#### 6oz Petite Cut

Item: 4135



1 - 1.25" Thick

QTY:  
6 - \$84.99 (\$14.17 per steak)  
12 - \$139.99 (\$11.67 per steak)

#### 10oz Classic Cut

Item: 4139



1.25 - 1.5" Thick

QTY:  
6 - \$129.99 (\$21.67 per steak)  
12 - \$199.99 (\$16.67 per steak)

#### 10oz PRIME Classic Cut

Item: 4139-P  
(Refer to pgs. 26-27)

QTY:  
6 - \$155.99 (\$26 per steak)  
12 - \$239.99 (\$20 per steak)



# Internal Temperature Never Lies...

**There seem to be a lot of shades of gray to suit individual preference in the world. Thankfully cooking doesn't have to be one of them, unless a person wants it that way.**

Lots of folks - especially guys - grow up listening to other folks telling them the best way to grill a steak. "5 minutes on the first side, then 6 minutes on the second, and it'll be perfect every time." Many will take this advice as gospel and never give what they are actually doing a second thought. Let alone give any consideration to the type or temperature of the heat source being used to cook, or the temperature of the steak when it goes on the grill... There are some folks who have enough experience to get it right most of the time as long as they're using the same grill and equipment and don't deviate from their normal process. But to jump in anytime, anywhere, with any steak, burger, or other cut and expect to be able to cook it properly utilizing what I refer to as "witchcraft" methods of determining "doneness"...luck had best be on the side of the cook.

**ARGUMENT 1: "How can this be... I've been cooking steaks for YEARS using the "6 minutes, then 5 minutes" method and my steaks always come out just the way I like them...."**

There is a strong possibility that this grill master has likely been using the exact same refrigerator, grill, and process for an equal number of years to which they are comparing their current method of determining when a steak or burger is cooked. What has happened is the cook unwittingly developed a process informally that insures the success of the steaks. Managing and controlling a process is a very good, and accurate way to ensure a consistent result. As long as this cook doesn't have to cook in a different place with different equipment, things will probably stay pretty happy at the dinner table.

**ARGUMENT 2: "I can tell exactly how the steak is cooked by simply touching it, I don't need to know the time or temperature."**

While there is an element of fact to this method, it takes consistent practice to master what is, in effect, an art form.



The trouble is, again, that the cook is most likely relying on the overall process with the "touch" of the steak being one small data point, with the other data points being overlooked due to familiarity. The "touch" of a steak or burger will give the cook an idea, but it is difficult to be within 10 degrees Fahrenheit of the actual internal temperature. 10 degrees F of internal temperature can be a lot, especially if the end result is too rare for a guest's liking.

**ARGUMENT 3: "I use an automatic cooking program that came on my grill."**

Oh...one of the programs that has a bluetooth connected, digital thermometer stuck in one of the items being cooked?

It's simple physics.

The rules of physics apply in the kitchen. There are some hard and fast rules that absolutely make a difference when cooking. Especially when dealing with meat, it's always good to tuck in the back of one's mind that meat is comprised of approximately 75% water. And water, is 784 times more dense than air. Simply put, it takes A LOT of hot air to change meat's temperature. Conductive heat, on the other hand, like heat from a grill

or pan, will heat the meat much more rapidly. Cooking in fluids, braising, etc, also provides a much more penetrating heat and will cook the fastest of all. This is one of the reasons why sous vide has become such a popular way to cook meat. Sous vide cooking relies on the much greater density of water to quickly bring meat (of roughly the same density) up to its final temperature, at that point it can be quickly seared and plated.

The temperature of the meat when it begins the cooking process has a significant impact on how long it takes to get the meat up to its final temperature. So, it is always wise to begin cooking from a consistent "start" temperature. We typically prefer to begin cooking steaks at room temperature, and burgers just on the verge of freezing. Why? Burgers are

typically much thinner than steaks, and this allows them to come up to temperature very quickly, so starting the cooking process at a lower temperature allows more control. Starting with cold burger also means that the burger is more stable and less apt to fall apart. The finish temperature on burgers is typically higher than steaks, around 150° F, and it's really easy to over cook a burger. Starting cold, affords more control over the process. Starting with a room temperature steak means that cooking to a relatively low finish temperature - 115° to 125° F - happens with minimal time on the grill or pan, it allows much more control over a lower final temperature, as the amount of heat that needs to be applied to evenly warm the center of the steak can cause significant overcooking on the surface areas, in very short order. Starting with an internal temperature within 40° or 50° F of the final temperature allows for relatively gentle cooking on the outer surface without the risk of over cooking.

## THAWING - AKA: PHASE CHANGE

Our steaks typically arrive frozen and many people store them in the freezer until they are ready to use. When we ship, we use dry ice to keep the items frozen. Dry Ice is a fairly unique material that changes from a solid directly into a gas in a process called sublimation. Changing from a solid, to a liquid, or directly to a gas is an endothermic reaction. This means that the cold energy is consumed as the frozen object



reaches the temperature of its surroundings - or "ambient temperature." When it comes to thawing steaks prior to cooking it can be a long wait. The longest part of the wait is when the frozen steak transitions to a thawed steak. This is called "phase change" and its part of the thawing equation requires more energy than any other part. This can easily be sped up by surrounding the frozen object by a more dense atmosphere. Sounds pretty complicated...huh?? Not really, all it takes is to submerge the frozen object in water that is above the freezing point. The fact that the water is 784 times more dense than air, uses up the cold energy that remains in the frozen object very quickly, in comparison to air of the same temperature.

Temperature is truly the most important element in cooking, especially premium proteins like steak. From the way the temperature is applied to the beginning temperature of the steak, roast, or burgers being cooked. Every one benefits from a slightly different approach and the "macro" of the situation is to understand what is being cooked and the desired end result. The "micro" metric that will truly define the equation is the internal temperature of the item being cooked, as well as knowing the proper internal temperature for that specific item. In other words...internal temperature never lies, and wise cooks use this to their advantage.

## Prestige® Angus Flank Steak

Often written off as fajita meat or a steak salad steak, the Flank Steak deserves more credit. When cut from high quality animals, aged properly, then expertly cut and trimmed, and prepared properly, the Flank Steak will hold its own on any plate. Flank Steaks are best cooked on a very hot grill, in our opinion, and don't respond well to being overcooked.



### 10oz Classic Cut

Item: 4111

QTY:

4 - \$64.99 (\$16.25 per steak)

8 - \$124.99 (\$15.62 per steak)

#### Recommended Preparation Method:

Grill or pan-sear equally on both sides until desired internal temp. is reached. We recommend 375 - 400° F cooking surface/grill.



5oz Prestige® Bottom Sirloin / Boston Strip

## ★★★★★ Angus Steak Order

*"I have used your company for a few months now and I am very pleased with the quality and service you provide. Eating these steaks bring me back to great Nebraska memories. Thank you."*

- Dennis R.

## Prestige® Bottom Sirloin/ Boston Strip

This steak is a hidden gem. Not everyone saves this steak due to it's relatively low yield per head of beef. It is a relatively lean cut that is very easy to cook. Versatile enough to slice for fajitas or a salad, the Bottom Sirloin is best served as a center plate steak. We prefer when cooked to Rare or Medium Rare; cooked beyond that it can tend to get a bit tough. The Bottom Sirloin is a great steak that can be used a variety of ways and is the perfect portion for every appetite!



### 5oz Petite Cut

Item: 4140

QTY:

4 - \$44.99 (\$11.25 per steak)

8 - \$79.99 (\$10 per steak)

#### Recommended Preparation Method:

Grill or pan-sear equally on both sides until desired internal temp. is reached. We recommend 375 - 400° F cooking surface/grill.

## Prestige® Chuck Steak

This is a great little steak cut from a piece of meat called the chuck tender. A tendon that runs through the center of the steak is it's only weakness. It takes a little extra effort to trim around the tendon, but it's minimal effort and we price it accordingly. If you're looking for a change up, but you're just not ready for chicken or pork...the Chuck Steak is a great option.



### 6oz Petite Cut

Item: 4007

QTY:

4 - \$44.99 (\$11.25 per steak)

8 - \$74.99 (\$9.37 per steak)

#### Recommended Preparation Method:

Grill or pan-sear equally on both sides until desired internal temp. is reached. We recommend 375 - 400° F cooking surface/grill.

## Prestige® Angus Skirt Steak

Another steak that too often get pigeonholed as "fajita meat" the Skirt Steak is an awesome steak on the grill! We age our skirt steaks 35+ days just like the rest of our steaks for maximum flavor and tenderness whether they are the centerpiece for your next family get-together or just an extra special Taco-Tuesday. These skirt steaks will raise the bar for grocery store skirt steaks.



### 10oz Classic Cut

Item: 4078

QTY:

4 - \$64.99 (\$16.25 per steak)

8 - \$124.99 (\$15.62 per steak)

#### Recommended Preparation Method:

Grill or pan-sear equally on both sides until desired internal temp. is reached. We recommend 375 - 400° F cooking surface/grill.

## Prestige® Chuck Tenderloin

The Chuck Steak is not common in grocery stores. It is a great little steak that is cut from a piece of meat called the chuck tenderloin. This steak is cut from a muscle group called the Teres Major. It is found in the Chuck region of the beef, just forward of the ribeye. The Chuck Tenderloin is also referred to as a "Mock Tenderloin" as it is very similar to the Filet Mignon in both appearance and tenderness. The yield of these steaks per head of beef is very low, so we will sell them as they are available. If you find them in stock, and want to order, don't hesitate.



### 5oz Petite Cut

Item: 4010

QTY:

4 - \$44.99 (\$11.25 per steak)

8 - \$74.99 (\$9.37 per steak)

#### Recommended Preparation Method:

Grill or pan-sear equally on both sides until desired internal temp. is reached. We recommend 375 - 400° F cooking surface/grill.



10oz Prestige® Skirt Steak

# NATURAL WAGYU STEAKS

“Wagyu” is the breed of cattle cultivated to create Japan’s signature “Kobe Beef.” Wagyu cattle have been bred to produce very well marbled meat. The marbling is much heavier than breeds found commonly in Europe and the west. Wagyu cattle are also a much younger breed, with breed origins dating back to only the 1960s, when Japan was in the midst of large socioeconomic changes. Prior to that time, cattle were mainly kept for farm work. After that time period, cattle have been raised mainly for beef. For comparison, the Angus breed as we know it today date back to the early-1800s.

12oz Wagyu New York Strip

## Premium Wagyu Filet Mignon

This 8oz Natural Wagyu Filet is the pinnacle steak in the Nebraska Star Beef® line. It has a very delicate texture and a heavenly taste that one must experience to believe. These steaks are cut to 1.5 to 1.75" thick and are best dusted with sea salt and fresh ground black pepper prior to grilling.



### 8oz Classic Cut

Item: 3109

QTY:

1 - \$69.99

4 - \$269.99 (\$67.50 per steak)

8 - \$519.99 (\$65 per steak)

#### *Recommended Preparation Method:*

Grill or pan-sear equally on both sides until desired internal temp. is reached. We recommend 375 - 400° F cooking surface/grill.

Rare - 120° F | Medium Rare - 130° F | Medium - 140° F



8oz Wagyu Filet Mignon



12oz Wagyu New York Strip

## Premium Wagyu New York Strip

12oz Natural Wagyu NY Strip is an amazing cut of steak. It has a great texture and extreme marbling, which combine to deliver an out of this world steak experience. The steaks are cut to approximately 1.25" thick.



### 12oz Classic Cut

Item: 3108

QTY:

1 - \$69.99

4 - \$269.99 (\$67.50 per steak)

8 - \$519.99 (\$65 per steak)

#### *Recommended Preparation Method:*

Grill or pan-sear equally on both sides until desired internal temp. is reached. We recommend 375 - 400° F cooking surface/grill.

Rare - 120° F | Medium Rare - 130° F | Medium - 140° F

## Premium Wagyu Top Sirloin

The 10oz Natural Wagyu Top Sirloin is a tender, well marbled steak that is a favorite for barbecues and provides a lot of bang for the buck. Our Natural Wagyu Top Sirloins are cut to 1.25" thick, which means they need a little extra time on the grill. This is a very versatile cut that can be prepared in a number of ways from oven roasting, to grilling, and even pan frying.



10oz Wagyu Top Sirloin

### 10oz Classic Cut

Item: 3139

QTY:

1 - \$39.99

4 - \$149.99 (\$37.50 per steak)

8 - \$279.99 (\$35 per steak)

#### *Recommended Preparation Method:*

Grill or pan-sear equally on both sides until desired internal temp. is reached. We recommend 375 - 400° F cooking surface/grill.

**Rare - 120° F | Medium Rare - 130° F | Medium - 140° F**

## Premium Wagyu Ribeye

Our 14oz Natural Wagyu Ribeye is one of those steaks that will leave an impression. In fact, don't be surprised if it changes your perspective on beef entirely. They are cut to approximately 1" thick and have marbling that has to be seen to be believed. This heavy marbling in Wagyu (aka American style Kobe) is different from conventional beef in that it is higher in Omega 3 fatty acids and it melts into the meat fiber as opposed to charring into gristle.



### 14oz Classic Cut

Item: 3059

QTY:

1 - \$64.99

4 - \$249.99 (\$62.50 per steak)

8 - \$479.99 (\$60 per steak)

#### *Recommended Preparation Method:*

Grill or pan-sear equally on both sides until desired internal temp. is reached. We recommend 375 - 400° F cooking surface/grill.

**Rare - 120° F | Medium Rare - 130° F | Medium - 140° F**



## HOW LONG WILL MY STEAKS KEEP?

Over the past year there have been A LOT of first time customers buying our frozen beef online.

Many of our new customers ask a lot of similar questions about our products in general.

Three of the most asked are: "Is it safe to ship meat?" "How long will it keep?" and "Is it okay to re-freeze my beef?"

### "Is it safe to ship meat?"

Yes. Absolutely. We have been shipping frozen beef for a long time. Our distribution center has a large commercial walk-in freezer that is kept at -10° F at all times. That is where inventory is stored prior to being shipped. When a customer places an order, we pick the order from that inventory and place it in a styrofoam cooler with an appropriate amount of dry ice for the transit it will be making. Typically, steaks will arrive frozen, or very slightly thawed. This is perfectly normal, and safe. If there is an issue with your shipment arriving in an unusable condition, just give us a call and we'll work with you to resolve the issue.

### "How long will frozen beef keep?"

It depends how it is kept, but in a regular freezer like most people have in their kitchen, we typically recommend that our frozen beef is consumed within 6 months. It is entirely possible that they will remain perfectly serviceable for much longer, but we've found 6 months to be optimal. Consumer grade freezers do not get as cold as commercial freezers, and the temperature frozen products are held at does make a difference in how long they will keep. Our heavy cryovac packaging eliminates as much air gap as possible which makes the risk of freezer burn almost non-existent.

### "Is it okay to re-freeze my beef?"

Frozen beef has gotten a bad rap over the years, and there have been companies who perpetuate that stereotype. We built our frozen program differently. We modeled Nebraska Star Beef® after the way we've been feeding our family for generations. We only freeze our beef 1 time, and that is only after it has been perfectly aged to the peak of perfection. The freeze/thaw cycle can damage premium beef. The way beef - or any protein - is frozen also makes a difference. When things freeze slowly, ice crystals grow much larger. Ice crystals are sharp and they will rupture the cellular walls of the steak from the inside. This results in fluid being released from the cells of the steak. In the beef industry, this fluid loss is called "purge." The more time beef is frozen and thawed, the more purge will accumulate and the less "juicy" the beef will be when it's prepared. Most of the time steaks can get by with being refrozen once, but any more than that can really begin to affect the overall quality of the steak.

When it's all said and done, we do not believe that there is a safer or more convenient method to sell and deliver premium beef than selling and shipping it frozen. It allows us to deliver the best beef in the world - a true regional delicacy - to anyone in the lower 48 states safely, simply and in a timely manner.

# OUR PACKAGING AND RECOMMENDED STORAGE AND THAWING METHODS



We go to great lengths to create a product that is very unique and best in class. We considered every detail when we built our product line, and a big part of every one of our products is its packaging. Packaging is a very important element of creating a well rounded, premium food product. Packaging is the single thing that allows us to successfully market consistently aged steaks that ship frozen directly from our warehouse to the consumer. Using the best packaging allows us to ship steaks at temperatures as low as -109° F and maintain product integrity for up to two weeks in the refrigerator. Packaging protects our steaks from the atmosphere and bacteria that would otherwise destroy them. Packaging keeps our beef safe for our customers to consume and enjoy.

We utilize exclusively "Cryo-Vac" brand machinery and high barrier plastic roll stock to package all of our steaks, ground beef patties, and beef sticks. By using the best packaging we are able to maintain the best quality and product safety. After we package our steaks and burgers, they are flash frozen in a -30° F blast freezer. Freezing the product rapidly helps to keep the cellular structure of the beef in the best condition possible. We are believers in the Clarence Birdseye philosophy - Freeze rapidly, thaw slowly. We take care of freezing our beef very rapidly, but when we talk about thawing slowly, our packaging comes back into focus. The ideal thawing method for our steaks is to leave them in their package, and place them in the refrigerator until completely thawed. Life doesn't always work out that way. A second method of thawing that is quicker and won't diminish the quality of the steaks or burger is to leave it in its package and submerge it in a

bowl of cold water. The density and conductivity of the water will thaw the steak quickly but will keep the steak from reaching a temperature that is detrimental to its quality. Generally, the cold water thaw will reduce thaw time to 20 or 30 minutes and has no significant impact on overall quality.

Once thawed, in its original unopened and sealed package kept in a refrigerator, our steaks and burgers will generally keep well for 1 to 2 weeks without any loss of quality, but we don't recommend storing thawed steaks in the refrigerator for longer than 2 weeks. If for some reason you've thawed steaks and change your mind, they CAN be refrozen, although we do not recommend this as a regular practice. There will not be a significant loss in quality, but what will occur is damage to the cells of the meat in the freezing process which will cause there to be more fluid in the package when it's thawed the second time. Steaks that are thawed and refrozen are perfectly safe to eat, however they may not be as juicy and perfect as steaks that are kept frozen and thawed very slowly. To many, the difference is imperceptible, but every time the steak goes through the frozen/thawed/frozen cycle, the quality will be reduced by a small degree.

If you ever have a question about your Nebraska Star Beef® steaks, burgers or how to store, thaw or cook the product, please never hesitate to pick up the phone and call us or drop us an email. We are here to help and we want your experience with our steaks and burgers to be out of this world.



# ROASTS & BBQ

Low & Slow cooking has been used for millennia to break down tougher cuts of meat into tender, delicious meals. Expert butchers cut and trim our beef in the traditional manner and it arrives ready to be thawed, seasoned and cooked. There are many methods of slow cooking from Crock-Pots to BBQ pits. Nebraska Star Beef® Roasts and BBQ cuts will make any event into a something occasion.



6lb Prime Rib

## NATURAL ANGUS ROASTS

### Premium Angus Prime Rib

Nothing beats a prime rib for a holiday dinner. Nebraska Star Beef's® natural angus prime rib is a favorite family tradition. The prime rib is a well marbled, tender, juicy rib roast that is the perfect centerpiece for any holiday meal. Our prime rib roast is also perfect for those who would like to cut their own ribeye steaks.



\$139.99 | Item: 10582

1 - 6lb Prime Rib (Serves 4-6 people)

 amazon

B079H26V1Q

\$219.99 | Item: 10581

1 - 10lb Prime Rib (Serves 8-12 people)

B079GZ4KSB

#### *Recommended Preparation Method:*

Cook in an oven at 350 - 400° F until desired internal temp. is reached.

Rare - 110° F | Medium Rare - 120° F | Medium - 130° F



6lb Prime Rib

### Premium Angus Brisket Whole

Ranging from 10-12 lbs our brisket wholes are favored by numerous competitive BBQ teams. Requiring more skill to cook than a brisket flat, whole briskets are the ultimate brisket at a reasonable price. If you've never cooked a brisket you might check out the pointers on page 55, and plan on the better part of a day to cook this cut properly - if you choose to cook it like we do.



12lb Brisket Whole



#### ★★★★★ Quality

"I cannot recommend products high enough and the customer service is uniquely proactive. They know their farming and it shows in my BBQ ...and...my friends give me the accolades! Thank you Nebraska Star."

- David R.

\$109.99 | Item: 1038

1 - 10-12lb Brisket Whole (Serves 12-16 people)

 amazon

B079H995GM

#### *Recommended Preparation Method:*

Smoke for 2 hours at 350° F. Then roast at 250° F until internal temp. reaches 190° F. Wrap and rest for atleast 1 hour before serving.

### Premium Angus Chuck Roast

Our family has eaten many Chuck Roasts over the years. They are a favorite meal on Sundays after church. The "Chuck" roast gets its name because it comes from the chuck section of the beef, which is just in front of the Prime Rib. There are a few ways to cut Chuck roasts, and we've seen some interesting ones over the years. All of ours are cut cross grain by expert butchers who have made the art of butchery their lifes work. These roasts weigh in at 2lbs and are tender, juicy and flavorful. Perfect on the grill, in the crock-pot or in the oven with carrots, potatoes and onions.



**Item: 1019**  
 QTY:  
 1 - 2lb Chuck Roast (Serves 4-6 people) **\$29.99**  
 2 - 2lb Chuck Roasts **\$49.99 (\$25 per roast)**

*Recommended Preparation Method:*  
 1.5 hours at 350° F or until internal temp. reaches 180° F  
 Remove from heat, wrap in foil and rest for 30 minutes.

### Premium Angus Brisket Flat

Natural Angus Brisket Flats are a pit master's dream. Weighing in at around 5.5lbs per flat, they are well marbled, tender and ready for the smoker. Brisket Flats can be prepared in the oven as well and provide ample premium beef for an affordable price. Our brisket flats have the point (the fatty half) removed and are ready to be seasoned and cooked - no additional trimming required.



**\$74.99 | Item: 1039** [amazon](#)  
 1 - 5.5lb Brisket Flat (Serves 6-8 people) **B079H1YJK8**

*Recommended Preparation Method:*  
 Smoke for 1 hour at 350° F. Then roast at 250° F until internal temp. reaches 190° F. Rest for at least 1 hour before serving.

### Premium Angus Tri-Tip

A somewhat obscure cut, the Tri-Tip is one of the best kept secrets in the Nebraska Star Beef® line. Weighing an average of 2-3lbs, the natural angus tri-tip is a lean, juicy, flavorful cut of beef. It can be prepared a number of different ways from the grill to the oven to the smoker. We recommend cooking Tri-Tips to medium rare as it comes from the sirloin area and is similar in flavor and texture to a Top Sirloin steak.



**\$49.99 | Item: 1088** [amazon](#)  
 1 - 2-3lb Tri-Tip (Serves 4-6 people) **B079H95M1X**

*Recommended Preparation Method:*  
 Cook in an oven at 375° F until internal temp. reaches 130° - 140° F.  
 Rest uncovered for 5-10 minutes and serve.

### Premium Angus Hanger Steak

Also known as "the butcher's steak" the hanger steak has not achieved the same popularity as other more conventional cuts. One of the reasons this cut is often overlooked is because there just isn't that much, only a few pounds from each animal. We prefer to prepare hanger steak on the grill, much like a Tri-Tip, then slice it thin and serve it as a centerpiece to be shared. This cut of beef is very rich in flavor with a tender texture.



**\$59.99 | Item: 1105**  
 1 - 2-3lb Hanger Steak (Serves 4-6 people)

*Recommended Preparation Method:*  
 Cook at 375° F until internal temp. reaches 130 - 140° F.

### ★★★★★ Superb Customer Service & Product

*"When FedEx failed to deliver my order on time (the meat had defrosted!) I called and without any trouble, Nebraska Star Beef made it right even though it wasn't their fault. Super impressed with the customer service AND the meat. Thank you!"*

*- Scott H.*

### Premium Angus Osso Buco

Osso Buco is a restaurant standard. A top choice for braising, broiling, crock-pot or insta-pot style cooking. Osso Buco is a bone-in cut from the shank of the beef and offers outstanding flavor and richness from the bone marrow. The meat is a bit tougher, so "low & slow" cooking is a must. Osso Buco makes out of this world shredded beef and is equally at home when used in a soup stock. Take a family gathering to new heights with this lesser known comfort food. Keep an eye peeled on our blog and email list for even more recipe ideas.



**Item: 118**  
 QTY:  
 4lbs - Osso Buco (Serves 12-16 people) **\$49.99**  
 8lbs - Osso Buco **\$74.99**

*Recommended Preparation Method:*  
 Smoke for 2 hours at 350° F. Then roast at 250° F until internal temp. reaches 190° F. Rest for at least 1 hour before serving.

**★★★★★ Raving Fans!**  
*"We quickly became raving fans after our first order! There has already been another one and there will be more. First order was a brisket flat and 10 individually wrapped pounds of ground beef. Ground beef is exceptional! We put the cast iron griddle on the grill and make smashburgers. Delicious. Smoked the brisket. Best we've ever had and we've smoked a lot of brisket. Yes...it's more expensive than the grocery store. If you can afford it, give this a try. It's worth it! These people have excellent service and a top shelf product."*  
*- Kevin L.*



Osso Buco



# BBQ

## WHERE DOES BEEF FIT IN?

**B**arbecue is one of the most polarizing forms of cooking in the culinary world. Different regions have different styles of cooking, different styles and flavors of sauce, different woods for different flavor of smoke ... and in each region, there is no other way than their way and that's that.

Barbecue, in the simplest definition, is one of the most raw forms of cooking known to man. It involves - heat, - generally from wood or charcoal - smoke, seasoning - sauce or dry rub - and a less expensive and generally larger size cut of meat. Less expensive cuts of meat are less expensive because they are usually a little more difficult to cook to perfection. The most iconic cut of beef used in barbecue is brisket. The brisket is roughly a 10 pound, particularly tough piece of beef that comes off the front of cattle, between the front leg and the neck. It is also very delicious when prepared properly. Each head of beef contains two briskets.

Tough meat can be very difficult to eat. Traditional cooking methods for tough cuts are roasting, broiling and boiling; none of the aforementioned processes impart a great deal of flavor into the dish. Enter "barbecue". While the differences in philosophy on the best way to barbecue can vary pretty widely, and the debate over the best way to barbecue is a hotly debated topic ... the basic theory, at least from the physics perspective, is pretty much the same. A long duration of relatively low cooking heat - WITH SMOKE - to break down the proteins and render the fat out of the meat and impart a smoky flavor. This type of cooking can really help to turn a very tough cut of meat into something that is tender, juicy and amazingly delicious.

Why low and slow? The answer is simple: Physics. When it comes to cooking a larger piece of meat it has to cook evenly throughout. If too much heat is applied too rapidly the outside will burn to a crisp and the inside won't cook. If the heat is applied slow and steady, the whole piece of meat will heat up evenly. When the internal temperature of the meat reaches around 140° F, the fat will begin to render or melt and drip out. Rendering the fat helps to remove the fat from the cut of meat being barbecued, as the fat finds its way out of the meat, it frees up space for the muscle cells to expand as they cook, also making the meat more tender. This helps to keep them from rupturing and releasing cellular fluid inside them, which is what helps keep the meat juicy. If the internal temperature of the meat is allowed to get much hotter than 205° F the cellular fluid can expand to the point the cell walls rupture and cause the meat to be dry and chewy.

Rest time is absolutely critical. Getting the meat to the appropriate internal temperature without burning it is only about 2/3rds of the cooking in the barbecue process. After the whole piece of meat reaches somewhere between 195 and 205° F, it needs to rest for a while. The best way is in what the restaurant industry refers to as a "hot box". A hot box holds the meat at a prescribed serving temperature which is usually in the 150 to 170° F range for extended periods of time. Meat should rest at least an hour and resting for multiple hours won't hurt a thing - and will probably help in most cases. In lieu of a proper hotbox, a small cooler will work great. It is important to wrap the meat securely in aluminum foil and then fill any airspace in the cooler with old towels or something similar and tape it shut. This will provide an ideal resting situation for the meat. Resting allows all of the muscle cells and fibers to cool down some and relax. As they relax, they become more tender. After the resting period, a properly cooked large barbecue cut should almost fall apart on its own.

Another thing that makes barbecue very unique, it's actually a sub-culture unto itself is "Barbecue Sauce". Barbecue sauces vary a great deal based on the region where the particular sauce originated, and some regions are even broken down further and defined by a particular style of sauce. North Carolina seems to favor a vinegar based hot pepper infused sauce - Tabasco or Texas Pete thinned with vinegar. Traveling down the coast to South Carolina, vinegar based mustard infused sauce is the standard. Georgia barbecue is known for taking South Carolina's mustard sauce and adding tomatoes (or ketchup) to thicken it. Alabama stakes claim to a very unique white barbecue sauce. It is a mixture of mayonnaise, vinegar and peppers. Moving to the northwest, St. Louis and Louisville claim their tomato based sauces are thinner than the thick, sweet, smoky and syrupy sauce that Kansas City has made famous. Texas favors a "mopping sauce", which uses molasses, tomato paste and vinegar along with peppers. It's a thinner sauce, some even describe it as more of a "glaze" but leaves a thin layer of flavor on meat as it cooks which also helps to seal in the juices.

Barbecue has become much more than a way to cook things. The United States in particular, has embraced barbecue and made it its own. Barbecue isn't bound by types of meat cooked, or wood used for heat and smoke. The variety that each barbecue region brings to this style of cooking give it a very broad and deep personality.

# PRESTIGE® ANGUS ROASTS

## Prestige® Angus Brisket Whole

Our Prestige® brisket whole is the perfect brisket for your next smoking session. These briskets are trimmed and ready to season and smoke. Being whole briskets means that they'll take a little longer to finish, but in addition to the satisfaction of a perfectly smoked brisket, you'll also have a nice haul of burnt ends to enjoy as well. Our whole briskets are shipped on dry ice and will arrive frozen. Thawing slowly is always best, and it's a good idea to plan on a couple days to thaw completely in the refrigerator prior to cooking.



**\$89.99** | Item: 4038

1 - 10-12lb Brisket Whole (Serves 12-16 people)

[amazon](#)

**B08BGCZ3DH**

### Recommended Preparation Method:

Smoke for 2 hours at 350° F. Then roast at 250° F until internal temp. reaches 190° F. Rest for atleast 1 hour before serving.

## Prestige® Angus Tri-Tip

Our Prestige® Tri-Tip roast is a real treat. We take Tri-Tips a little further than most beef companies. First, we age them 35+ days, then trim, package, and flash freeze at the peak of perfection. If you're not familiar with the "tri-tip", it's one of the best kept secrets in the beef business. It looks like a roast but it eats more like a steak. We prefer to cook them to medium-rare and give them a 10 to 15 minute rest prior to carving. They are as good to eat "as carved" as they are on a sandwich or fajitas.



**\$45.99** | Item: 4088

1 - 2-3lb Tri-Tip (Serves 4-6 people)

[amazon](#)

**B08C34WZ92**

### Recommended Preparation Method:

Cook in an oven at 375° F until internal temp. reaches 130° - 140° F. Rest uncovered for 5-10 minutes and serve.

## Prestige® Angus Hanger Steak

Hanger steak is one of the best kept secrets in beef. Why?? Well, there's only one in every head of beef so there just isn't that much to go around. Hanger steak has the nick name "the butcher's steak" as it was often kept by the butcher...trust us, they aren't keeping it because no one else wants it... This cut has a very rich flavor compared to other cuts of beef, and it can be too rich for some folks. It's best cooked to medium rare on a wood fire grill, and rested for 10 to 15 minutes prior to carving. We typically slice it thin across the grain, it's fantastic as sliced or on sandwiches or fajitas.



**\$59.99** | Item: 4105

1 - 2-3lb Hanger Steak (Serves 4-6 people)

### Recommended Preparation Method:

Cook at 375° F until internal temp. reaches 130 - 140° F.



## Prestige® Angus Korean Short Ribs

Nebraska Star Beef® "Korean Style Short Ribs" are a real treat. We are fortunate to have great customers who aren't afraid to let us know when there is something we can do to broaden our product line. That's just what we did with Korean Style Short Ribs! One of our best customers, Alex K., has forgotten more about Korean BBQ than we know at this point in time. He has helped us begin to develop our Korean BBQ line and our Korean Style Short Ribs are the first product that we are offering in that line. These short ribs are simple and QUICK to cook, just season with your favorite BBQ sauce and grill to perfection. Their thin cross section cooks in a blink.



**Item: 4032**

QTY:

2 - 2lb Pkgs. Korean Short Ribs (Serves 4-6 people) **\$59.99**

4 - 2lb Pkgs. Korean Short Ribs **\$109.99**

### Recommended Preparation Method:

Season and slow roast or crock-pot until "fall off the bone" tender.

## Prestige® Angus Loin Tips

The ULTIMATE finger food. Our sirloin tips are lean, premium trimmings from steak cuts like NY Strip, Filet Mignon, and Top Sirloin steaks. A lot of companies grind these cuts up into burger, but our family has been keeping the approximately 1"x1" (size varies some) cuts for making some of the most out of this world Kabobs you'll ever have the pleasure of eating. Another great way to prepare these gems is on a well soaked bamboo skewer as "steak on a stick". When we are cooking for events, "steak on a stick" is a top seller. They will turn average chili into a gourmet centerpiece and do the same for vegetable beef soup...we could go on. This cut is as versatile as a cook's imagination.



**Item: 4136**

QTY:

2 - 2lb Pkgs. Sirloin Tips (Serves 4-6 people) **\$39.99**

4 - 2lb Pkgs. Sirloin Tips **\$74.99**

### Recommended Preparation Method:

Grill or pan-sear until done or 2-3 minutes per side on 375° F grill.

## Prestige® Angus Short Ribs

Prestige® Short Ribs will take your BBQ to the next level. Cross cut from the chuck plate, our short ribs are thick, meaty, and tender. We package our short ribs in 2lb heavy duty "bone guard" bags so they can be stored in the freezer until you're ready to fire up the grill. They're also fantastic in the insta-pot or crock-pot as well; just add your favorite BBQ sauce and cook until they're "fork tender".



**Item: 4031**

QTY:

2 - 2lb Pkgs. Short Ribs (Serves 4-6 people) **\$59.99**

4 - 2lb Pkgs. Short Ribs **\$109.99**

### Recommended Preparation Method:

Season and slow roast or crock-pot until "fall off the bone" tender.

Prestige® Hanger Steak

Prestige® Loin Tips



## BEST BRISKET EVERY TIME

### PREP TIME

It is best to figure on the better part of a day to cook a brisket to perfection, smaller briskets (5 - 6lbs) can be done in 6 hours or so, large ones (12 - 14lbs) can take 10 hours or more, most land somewhere between the two aforementioned extremes.

### NOTES

- The brisket will take a day or two to thaw in the refrigerator, so it's best to plan accordingly for that - or simply submerge the brisket in a sink full of cool water and it will thaw in a few hours.
- Cooking a brisket perfectly is all about the internal temperature of the brisket and the time it takes to cook every brisket is different, so the only way to cook them perfect every time is using a digital meat thermometer and monitoring the internal temp closely. Unfortunately there is no time/temperature combination that will work for every brisket.

### ITEMS YOU'LL NEED

- Digital cooking thermometer
- A large cookie sheet & drip rack if using the oven
- Heavy tin foil
- Medium sized plastic cooler
- Old towels or a bunch of paper towels

### PREP INSTRUCTIONS

- Starting with a thawed brisket, thoroughly preheat your oven or grill to 350° F. If using a grill, it's fairly important to be able to maintain a consistent heat for a few hours, and you'll want to make sure that it is indirect heat as to not start the brisket on fire as the fat renders. Most wood pellet grills do a great job, gas or charcoal grills can be much more challenging. The oven is always the safest bet, in my opinion.

- Remove the brisket from the packaging.

- Season the brisket. My preference for seasoning briskets is a blend of Salt, Pepper (Black and White) and Garlic (aka SPG). When you season the brisket you want to use a reasonable amount of seasoning, but don't over do it. The seasoning should just accentuate the flavor of the beef, it shouldn't overpower it. Guests can season to taste once it's cooked & cut. If you have a jaccard tenderizer, now is the time to use it, but it's not a necessity.

### COOKING INSTRUCTIONS

- When the internal temperature of the brisket has reached somewhere between 170 - 180° F, remove it from the oven or grill and wrap it with heavy tin foil and reduce the heat setting of the oven or grill to 225 - 250° F. Place the tin foil wrapped brisket back in the oven or grill at the lower temp until the internal temperature of the brisket reaches 195 - 200° F.

- While you are waiting for the brisket to reach it's finish temperature, pack the bottom of the cooler that you will be using to rest the brisket with old towels, paper towels or brown packing paper, this will help to absorb any rendered fat that drips out of the foil.

- When the internal temperature of the brisket is between 195 - 200° F, remove it from the oven or grill and place it in the prepared cooler and put the lid on. Allow it to rest like this for at least one hour, briskets will rest this way easily for a few hours. So if it finishes a few hours prior to serving, just leave it in the cooler until you're ready to serve. This resting period is what makes the brisket tender as it allows the muscle fibers time to relax and soften.

- Slice the brisket into pieces approximately 3/8 - 1/2" thick and serve with a variety of BBQ sauces.

# GROUND BEEF



Nebraska Star Beef® takes ground beef very seriously. There is a great deal of difference between various types of ground beef. Variables range from the Lean/Fat ratio to the cut of beef that comprises the grind to whether or not the beef has been aged prior to grinding. At Nebraska Star Beef® we go the extra mile to produce the absolute best ground beef on the market.

→ See all of our Recipes:

<https://www.nebraskastarbeef.com/category/recipes/>

# GROUND BEEF

*It is not all created equal.*



**G**round beef is the “Rodney Dangerfield” of the beef business. If you’re too young to know who Rodney Dangerfield is back in the 1980’s he was a comedian that “just don’t get no respect”. Ground beef doesn’t get the respect it deserves either. If ground beef doesn’t sell as fast as (or faster than) the rest of the carcass - which is the steaks - the steaks start to lose value. Here’s the tale of the butcher’s tape. Popular steak cuts only make up about 25% of the carcass. That leaves approximately 75% of the carcass that needs to be moved as ground beef, roasts or similar. The average hanging beef carcass weighs approximately 850 pounds. By the time it’s boned, it drops to around 530 pounds, around 100 pounds of the 530 pounds ends up as steaks and the other 430 +/- pounds usually becomes ground beef. So, from a production perspective, it’s 4 times more important to sell ground beef than it is steaks. But that doesn’t mean that all ground beef is the same. Not by a long shot.

The prevailing view of the retail market seems to be one of “ground beef is ground beef is ground beef” and it has to be that way for the beef industry to function. But it’s not that simple. There are numerous types of ground beef. We’ll dive into this a little deeper and break down some of the different types of ground beef and what makes them different and touch on some of the characteristics of each.

The first thing to determine with ground beef is whether it’s “Fresh Trim” or “Aged Trim”.

In the beef world, the term “fresh” means “has not been frozen”. “Aged trim” has also never been frozen, but it is beef that’s been trimmed from the steak cuts, which are generally aged prior to being cut into retail steaks. “Fresh” trim has a longer shelf life than aged trim and it’s usually ground pretty quickly after the cattle are harvested, then its shipped out to distribution and retail who move it as quickly as possible. Fresh ground beef is good product and the system works well and is generally preferred by the food distribution system due to the increased shelf life when compared to burger made of aged or frozen trim.

“Aged trim” is a little different situation. It comes from the trimmings created when steaks are cut. Most steak cuts leave the packer and distributor in what is referred to as “primal” form, which is the entire muscle group which is the raw material for steaks. Most butchers and restaurants let these “primals” age anywhere from 2 to 6 weeks prior to cutting steaks as it improves tenderness and gives the steaks better flavor. The trim generated from the steak cutting process is aged the same as the steaks and has the same benefits of increased tenderness and better flavor, but, it needs to be cooked or frozen soon after grinding or it will spoil. There is a fair amount of trim created when cutting primals into steaks. Only 45% - 85%, depending on the primal, normally turns into steak. The rest becomes expensive aged trim.

From a flow perspective, it’s important to keep fresh ground beef moving. Trim and other “grindable” cuts comprise nearly 75% of the usable carcass so it must be sold at a much, much higher

rate than steaks. Steak trim, on average, is 30% of the total primal weight or about 30 pounds of aged trim versus around 430 pounds of fresh trim per animal, making aged trim much more scarce.

It is believed by many that aged trim makes a better burger, but it requires a different process and there is much less of it, so it demands a premium price, like our Angus/Wagyu Blended burger. It also needs to be frozen soon after grinding to prevent spoilage. All of these things add up to it being the perfect compliment to our line of premium, aged steaks.

We produce fresh ground beef as well, but the majority of our fresh ground product goes out to our restaurants and our restaurant customers in bulk form. We operate on a much smaller scale than the big guys, but all the same math applies - there’s a lot of fresh trim to move and it needs to move fast. When one looks at ground beef on the world scale, it becomes very easy to see why ground beef and Filet Mignon are priced on opposite ends of the spectrum - 450 pounds of trim vs. approx 5 pounds of cuttable Filet Mignon on each animal.

**“The prevailing view of the retail market seems to be one of “ground beef” is ground beef is ground beef” and it has to be that way, to a degree, for the beef industry to function and flow. But it’s not that simple. There are numerous types of ground beef.”**

Other factors that are more important than one might think when discussing ground beef are things like the way it’s ground - single or double ground - the lean/fat ratio, and the temperature of the beef when it is ground. These are all very important considerations. Single vs double ground is easy to understand, single ground is more coarse, and double ground makes a little finer

product. The temperature at which beef is ground is also very important. Slightly above freezing is best. Grinding beef at too high a temperature can lead to a phenomena called “fat out” where the fat in the blend separates from the meat and creates a greasy product. Which leads into one of the most misunderstood things about ground beef and we run into it often. That is “lean/fat ratio”.

Conventional wisdom says “leaner is better”. Leaner ground beef does not necessarily make a better, or more healthy burger. In fact, the majority of restaurants that market a premium or gourmet burger are using ground beef with a lean/fat ratio of somewhere between 65/35 and 80/20. It takes an adequate amount of fat to make a great burger, just like it takes marbling to make a great steak. Many people believe the contrary to be true. If a burger does not have enough fat, it tends to be very dry, chewy and lacks flavor. Having enough fat helps to keep the burger juicy, tender and flavorful. Dietary fat is not a bad thing, in moderation.

We hope this information sheds some light on ground beef and why there is so much of it on the market. We also hope it helps to understand the process of making ground beef and why its so important for beef producers to keep it moving and why a little company like Nebraska Star Beef® is able to do things that the big guys don’t when it comes to ground beef.

## NATURAL GROUND BEEF

### 80/20 Natural Angus Ground Beef

Our Premium Angus Ground Beef is perfect for burgers, meatloaf, meatballs, pasta dishes, tacos, burritos or any other dish that calls for ground beef. Premium Angus Ground Beef gives you the ability to put a gourmet twist on any of them. Always make sure to thaw Ground Beef in the refrigerator or in a pan of cool water. Thawing in the microwave will compromise the quality of this premium product.



**\$89.99** | Item: 1204-10  
10 - 1lb Packages Natural Ground Beef

**B079H3XHL6**

**\$144.99** | Item: 1204-20  
20 - 1lb Packages Natural Ground Beef

**B08CBM7CT6**

**\$194.99** | Item: 1204-30  
30 - 1lb Packages Natural Ground Beef

**B08CBMCMQD**

### ★★★★★ High Quality Ground Beef & Outstanding Service!

*"Finding decent 80/20 ground beef anymore can be difficult. We eat low carb and Keto and finding great quality beef that is sourced in our state of Nebraska can be hit or miss sometimes. We love the outstanding quality of the beef we order, and the exceptionally quick service. Did I mention the turn around from ordering to shipping is lightening fast - so fast it's almost like having your own store right next door. I ordered one and received our order in 48 hours or less - it's amazingly fast service. The communications that we receive when we have placed an order is very quick updating the status and when the items have shipped. Within a matter of several hours or less our order is already packed, and on it's way to us. Now that is service! Outstanding beef, and exceptional service. What more could you ask for - we will definitely keep coming back for more!"*

- Ron

## PRESTIGE® GROUND BEEF



- Angus Beef**
- USDA Choice & Prime**
- Humanely Raised**
- Corn Fed**

### 80/20 Prestige® Angus Ground Beef

Prestige® Ground Beef is custom blended specifically for our "Angus Burgers & Shakes" restaurant chain. It's an 80% lean ground beef that is juicy and flavorful and delivers great value for your dollar. If you're looking for the best deal in ground beef...you just found it.



**\$79.99** | Item: 4201-10  
10 - 1lb Packages Prestige® Ground Beef

**B086PDVT77**

**\$124.99** | Item: 4201-20  
20 - 1lb Packages Prestige® Ground Beef

**B086PKVSS2**

**\$164.99** | Item: 4201-30  
30 - 1lb Packages Prestige® Ground Beef

**B086PK8HMV**



- Angus Beef**
- USDA Choice & Prime**
- Humanely Raised**
- Corn Fed**
- Antibiotic & Hormone Free**

## NATURAL ANGUS/WAGYU PATTIES

### 1/3lb Ground Beef Patties

5.3oz Angus/Wagyu hamburger patties are the perfect sized burgers for a family meal. Each of the 4 patties is a third of a pound of the best burger we could dream up. We learned that in order to build the ultimate burger we had to blend Angus and Wagyu beef. The reason we blend Angus and Wagyu beef is to build the tastiest burger that has minimal shrink on the grill. The Wagyu tends to shrink on the grill due to its fat content - fat that is high in omega 3 fatty acids and has flavor like no other. The Angus delivers a flavor dimension of its own, and the fact that we start with lean muscle ground gives it a great bite, texture and taste that is perfectly balanced with the richness of the Wagyu ... and it doesn't shrink it. The perfect fusion of flavor, texture, and grill master savvy.



**\$14.99** | Item: 5206  
4 - 5.3oz Ground Beef Patties



#### ★★★★★ Best Burgers Ever!

"Five Star Customer Service and high quality beef. My family loves these burgers!"

- Karen Q.



## GOURMET MEATLOAF

### INGREDIENTS

- 2 lbs Nebraska Star Beef® Angus Ground Beef
- 2 Cups "Panko" bread crumbs
- 4 Eggs – beaten
- 1 Cup Ketchup
- 1 Cup Milk
- 1 medium Onion – finely chopped
- 2 Cloves, Garlic – finely chopped
- 1 Tbs Nebraska Star Beef® Signature™ Seasoning
- 1 Tbs Worcestershire Sauce

### TOPPING

- 1 Cup Ketchup
- 1 Tbs Nebraska Star Beef® Signature™ Seasoning
- 4 Tbs Brown Sugar
- White Vinegar\*

### ITEMS YOU'LL NEED

- Large mixing bowl
- Wooden spoon
- 9" x 5" x 3" Loaf pan
- Measuring cup
- Measuring spoons
- Meat thermometer

### INSTRUCTIONS

- Pre-heat conventional oven to 350° F.
- Combine ingredients into a large mixing bowl and mix thoroughly, first with spoon, then with hands, until the "batter" becomes very sticky. The mixing process will "extract proteins" from the meat. Which will help to bind all ingredients and give the meatloaf a nice firm and toothsome texture.



- Start with the base by adding the burger, then add in eggs and Panko. Next, add in ketchup, diced onion and worcestershire sauce. Start blending with a spoon and move to hands after a few minutes. Protein is extracted when burger passes the gravity test. Form a cylinder of the blend in hand and hang from one side. If the meat blend does not break you have blended it enough.

- Next, press the batter into an un-greased loaf pan and round the top - similar to a loaf of bread. Place in preheated oven for 1 hour or until the internal temperature of the meat loaf is approximately 150° F.



- In the mean time, combine the topping mixture - ketchup, Signature Seasoning and brown sugar. After removing from the oven evenly cover the meatloaf with half of the topping mixture. To the remaining topping, add just enough white vinegar (approx. 1 tbsp) to create a medium bodied, pour-able consistency and use this as a finishing/dipping sauce.

- Place the meatloaf back in the oven and cook until the internal temperature reaches 160° F. Remove from oven, cover with foil and allow meatloaf to rest for at least 15 minutes. Remove from the pan and slice into 1/2" thick slices.

# SIGNATURE™ SEASONING



Nebraska Star Beef® seasonings are developed by us for use on our beef. It usually ends up that they taste pretty good on a lot of other food as well. Pork, chicken, fish, eggs and even french fries, Nebraska Star Beef® seasonings are very versatile. We work with a local seasoning producer here in the state to develop and bottle these products and we don't cut corners anywhere. They aren't the cheapest seasonings on the market, but we believe they are the best.

## Signature™ Seasoning

Our first seasoning and still one of our favorites. A special blend of bright and savory herbs and spices. Signature™ Seasoning will help take your steak experience to the next level. Signature™ Seasoning is "All Natural", meaning no MSG and no Nitrates, just dried & ground herbs, spices and sea salt.



\$9.99 | Item: 7012

1 - 5oz Bottle

[amazon](#)

B077PBG4PC

\$24.99 | Item: 7001

1 - 32oz Bottle

## Signature™ Seasoning Variety Pack

Used in steakhouses across Nebraska and the midwest.



\$39.99 | Item: 7016

- 1 - 5oz Bottle Signature™ Seasoning
- 1 - 5oz Bottle Signature™ Universal (Lower Sodium)
- 1 - 5oz Bottle Signature™ SPG (Salt, Pepper, Garlic)
- 1 - 5oz Bottle Signature™ BBQ Dry Rub
- 1 - 3.9oz Bottle Signature™ Horseradish Prime Rib Rub

[amazon](#)

B0784BL2LN



### ★★★★★ Signature Seasoning

*"Love this seasoning have been using for many years the best on steaks, chicken etc."*

- Maria P.

## Signature™ Universal (Lower Sodium)

The "Signature" flavor profile but modified to be much more easily used in and on a variety of dishes, which makes it much easier to incorporate this amazing flavor into a variety of dishes from main dishes to sides and salads. It's ground much finer than our original Signature™ Seasoning.



\$9.99 | Item: 7008

1 - 5oz Bottle

[amazon](#)

B077P3RJF5

## Signature™ SPG (Salt, Pepper, Garlic)

SPG stands for “Salt, Pepper, Garlic”, but it’s not quite that simple. Different varieties of each ingredient are blended together perfectly to create a flavor experience that will leave you craving the next bite. We start with only the highest quality ingredients and expertly blend them to perfection. SPG is excellent on all proteins from poultry, pork, beef, wild game, and fish.



\$9.99 | Item: 7011  
1 - 5oz Bottle

[amazon](#)  
B077PFWKV4



## Signature™ Horseradish Prime Rib Rub

This flavor goes with steak like peas go with carrots. It’s a classic. It is designed to add an accent to the flavor of a steak, but it’s not overpowering. We like to use Horseradish Prime Rib Rub both as a seasoning applied prior to cooking our prime ribs as well as a finishing seasoning on prime rib and any other steak. This seasoning is best reserved for beef dishes.



\$9.99 | Item: 7010  
1 - 3.9oz Bottle

[amazon](#)  
B077P3LH7M

## Signature™ BBQ Dry Rub

As the name implies, this is classic BBQ flavor. A little sweet, a little smoke and just the right blend of pepper and mustard. Our BBQ dry rub is a familiar flavor profile that everyone will enjoy. Great on all types of meat or anywhere else that needs a little touch of BBQ.



\$9.99 | Item: 7009  
1 - 5oz Bottle

[amazon](#)  
B077P3P6H2

# SEASONING BEEF

**A GREAT STEAK SHOULDN'T NEED SEASONING.**

Lesser steaks and other cuts tend to get more seasoning to help improve the overall experience. So why is seasoning such a booming business? Fact is, “seasoning” or spices has been a booming business for thousands of years.

When it comes to spices and seasonings in general ... Salt is king. Salt is the most widely used condiment in the history of mankind. Salt is also the foundation for almost every blended seasoning in existence. Salt simply makes food taste better, and has for millennia.

A great steak shouldn't need seasoning, but the right seasonings in the right portions can make a great steak even better. Like many things, seasoning a steak is all about balance. It's important to have enough seasoning to accent the flavor of the beef, but not so much seasoning that it overpowers the beef. Too much of anything is too much.

*- Let's Season a Steak -*

**1.** Allow the steak to come to room temperature in the package, open package and “pat” the steak dry with paper towel.

**2.** Pour seasoning into a small dish, then use the “pinch” method to apply the desired amount to the surface of the steak, then gently massage it into the steak. Some believe that a light coat of oil on the steak prior to seasoning helps the seasoning to adhere. We do not subscribe to this theory. We believe that it is better to apply the seasoning directly to the surface of the steak, as this allows the seasoning to permeate deeper into the meat and affect the flavor more dynamically. Oil applied before seasoning seals the surface of the steak and does not allow the seasoning to blend with the meat. Allow the seasoned steak to rest for 30 minutes to an hour to absorb the full flavor and aroma of the seasoning.

**3.** Prior to finishing the steak - whether on a grill, in an oven or with any other heat source, the seasoned steak should be seared. We prefer a cast iron pan at medium heat. Searing is the process of caramelizing the outermost layer of the steak. Caramelization, also known as the Maillard Effect, occurs at a fairly low temp - around 325° F - while many believe it should be done on a blazing hot pan, that is simply not true.

Medium heat is plenty, and it will also reduce the amount of smoke in the kitchen. Once the pan has been heated to temperature, add 1 Tablespoon of Extra Virgin Olive Oil and 1 Tablespoon of AA Unsalted butter. Stir until the two have blended and come up to the temperature of the pan - 30 seconds to 1 minute is plenty of time.

**4.** Lay the steak in the mixture of butter and oil. When the steak “lets go” of the pan - or is easily lifted from the surface of the pan with minimal effort. The caramelization or searing process should be complete. The majority of the surface touching the pan should be a nice medium brown color. Flip the steak and repeat.

The steak can then be finished in the searing pan, in the oven or on the grill. Always measure steak doneness with a good quality meat thermometer. We recommend pulling and resting the steak at an internal temperature of 115° F, this will produce a nice rare/medium rare finish. If you like more of a medium rare, take the internal temp to 120 - 125° F before removing from the heat source. The internal temperature will continue to coast up after the steak is removed from the heat source.

# LUCKY Jerky

America's Leading All Natural Beef Jerky Producers, Lucky® Beef Jerky Understands That Taste And Quality Are Essential. Saying that our jerky is the best is no cheap marketing ploy, but a well-established fact that we stand behind.

For generations our family-owned business has raised hearty, healthy, delicious natural beef. As an extension of Nebraska Star Beef®, Lucky® Beef Jerky uses only USDA Choice Natural Angus Beef. Few companies can boast about the quality ingredients in their beef jerky recipes, nor do they follow our all natural process in producing beef jerky. Since our meat is 100% all natural you can enjoy our products with your family, without fear of it ever containing antibiotics or growth hormones. We believe that everything from how our cattle are fed to how our products are stored play a role in making the best gourmet jerky available at very affordable prices for today's consumers.



- BEEF RAISED WITH NO ANTIBIOTICS & NO GROWTH HORMONES
- NO SODIUM NITRITE
- NO MSG
- HUMANE TREATMENT OF ANIMALS
- INGREDIENTS YOU CAN PRONOUNCE

# ALL-NATURAL AND CORN FED

There is a lot of mis-information floating around about Beef & Beef Jerky. Frankly a lot of folks like to put a spin on their message to make their product sound better than others. We would never take away from someone else's story, but we want to offer a little plain talk about beef jerky - whether you buy ours or the other guys'.

## ALL NATURAL

- The USDA Defines "All Natural" as "no further processing upon harvest" it doesn't have a thing to do with the administering of drugs, antibiotics, etc, etc. If you choose to purchase jerky that is advertised as "All Natural" "no further processing upon harvest" is the only requirement a manufacturer IS REQUIRED to hit.

A number of producers, Lucky Beef Jerky being one of them, have made a choice to hold their definition of "All Natural" to a higher standard. This definition of All Natural goes well beyond the USDA "no further processing upon harvest" rule to include humane animal handling techniques, No Antibiotics, No Hormones, No Growth Promotants or ANY other medical treatments.

## ANOTHER MYTH

"Grass Fed Organic beef is better than traditional Corn Fed beef". Grass Fed Organic beef is definitely receiving the buzz in the marketplace these days, but the thing to keep in mind is that there isn't enough grass to support the raising of domestic cattle to support the domestic beef market. This onion needs to be peeled back a couple layers to understand what this means. Just because there isn't enough grass to produce enough domestic beef for the domestic market demand doesn't mean folks don't want to cash in on the demand. What is filling the void is "Organic Grass Fed Beef" from South America and New Zealand. While these more tropical climates do have a much greater abundance of grass and space, how much do you trust the folks raising these cattle without the very watchful eye of the USDA? It is something to consider when looking at beef products that



are marketed as organic, grass fed. If someone says they are local, make them vet their information. Corn feeding is still an excellent and efficient way to grow cattle, and it's been the feed of choice for premier cattle producers for well over a century. It is also why mid-western beef is what is found in the best restaurants in the world. It is a regional delicacy akin to Alaska King Crab, Sockeye Salmon, or Maine Lobster. Corn does a couple things that actually help the environment. Feeding cattle a combination of grass and corn allow the animals to grow at a natural pace that is more rapid than if they were simply browsing on grass. While

**"A number of producers, Lucky Beef Jerky being one of them, have a choice to hold their definition of 'All Natural' to a higher standard."**

it may sound calloused, being able to harvest the animal sooner means it will consume less fresh water and other food resources to create a certain amount of nutritious, lean protein. Grass fed beef gain at a rate of around 1 - 1.5 lbs per day. Corn fed cattle gain at a rate of 3.5 - 4 pounds per

day. This gets an animal to market weight quicker with less secondary impact on the environment and delivers more beef per pound of feed consumed. Just some facts to keep in mind when making the grass fed/corn fed decision.

So how does the beef jerky world work?? Just like any other manufactured product. An enterprising group of individuals go to work on an idea to create a product. They look at raw

## WHAT DOES IT MEAN?

material, production process, packaging and what it will take to sell the product that they create. The way most folks are successful at making money is to create the most value in the product as possible. That means pushing the cost on all the raw materials down as far as possible to create the best product that they can for the money invested. In the case of jerky, if a producer of jerky doesn't own and raise the cattle they produce, then they are at the mercy of the market for consistency of raw material supply and cost. By owning our own cattle, we have 100% control of the raw material going into our jerky. This allows us to make Lucky Beef Jerky a very consistent, high quality jerky. It's not the cheapest, but once you try it, we believe you will discover that it is among the absolute best "boutique" jerky on the market for a price that is much closer to "everyday" jerky. Lucky Beef Jerky is a delicacy that is packed with old world value. Give a bag a try, you won't be disappointed.



### Original Flavor

A savory blend. It isn't spicy or salty, it just tastes good. If you like a flavor that everyone can agree on this is your jerky. Our original blend slab jerky is the best selling jerky in our line and we're proud of it!

	<p><b>1.5oz   Item: 5107</b>                  QTY:                  1 - \$3.50                  24 - \$67.20</p> <p><b>3oz   Item: 5112</b>                  QTY:                  1 - \$5.50                  12 - \$60.00</p> <p><a href="#">amazon</a>  <b>B017EVG8ZS</b></p>		<p><b>1.25oz   Item: 5102</b>                  QTY:                  1 - \$2.30                  48 - \$76.80</p> <p><a href="#">amazon</a>  <b>B017EVG4U2</b></p>		<p><b>12oz   Item: 7003</b>                  QTY:                  1 - \$12.99</p> <p><a href="#">amazon</a>  <b>B017EVGAVK</b></p>
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★★★★★ **The Best**  
 "If you aren't chewing Nebraska Star Beef Lucky jerky, then forget you!"  
 - Charles W.



### Teriyaki Flavor

A very traditional teriyaki blend. We don't use as much sugar as a lot of folks, so it's definitely not a sweet teriyaki, but it's not spicy. Our teriyaki flavor has the twang of Soy Sauce, with a salty finish. This flavor ranks #2 on the best sellers list.

	<p><b>1.5oz   Item: 5106</b>                  QTY:                  1 - \$3.50                  24 - \$67.20</p> <p><b>3oz   Item: 5111</b>                  QTY:                  1 - \$5.50                  12 - \$60.00</p> <p><a href="#">amazon</a>  <b>B017EVG5MO</b></p>		<p><b>1.25oz   Item: 5103</b>                  QTY:                  1 - \$2.30                  48 - \$76.80</p> <p><a href="#">amazon</a>  <b>B017EVG4Z2</b></p>		<p><b>12oz   Item: 7004</b>                  QTY:                  1 - \$12.99</p> <p><a href="#">amazon</a>  <b>B017EVGARE</b></p>
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### Peppered Flavor

The jerky flavor most of us grew up eating. It's a traditional, well balanced base with coarse ground black pepper that gives the jerky just the right amount of zing. This flavor isn't spicy, but it is bold.

	<p><b>1.5oz   Item: 5105</b>                  QTY:                  1 - \$3.50                  24 - \$67.20</p> <p><b>3oz   Item: 5110</b>                  QTY:                  1 - \$5.50                  12 - \$60.00</p> <p><a href="#">amazon</a>  <b>B017EVG65U</b></p>		<p><b>1.25oz   Item: 5101</b>                  QTY:                  1 - \$2.30                  48 - \$76.80</p> <p><a href="#">amazon</a>  <b>B017EVG4S4</b></p>		<p><b>12oz   Item: 7002</b>                  QTY:                  1 - \$12.99</p> <p><a href="#">amazon</a>  <b>B017EVG94I</b></p>
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### Red Pepper Flavor

Our first Sweet & Hot. This was created from our Original profile with balanced amount of ground red pepper, crushed red pepper, and brown sugar. The sweet helps to smooth out the heat so it's a light, clean heat that tastes good.



**1.5oz | Item: 5108**  
 QTY:  
 1 - \$3.50  
 24 - \$67.20

**3oz | Item: 5113**  
 QTY:  
 1 - \$5.50  
 12 - \$60.00

[amazon](#)  
 B017EVG8U8



**1.25oz | Item: 5104**  
 QTY:  
 1 - \$2.30  
 48 - \$76.80

[amazon](#)  
 B017EVG5LU



**12oz | Item: 7005**  
 QTY:  
 1 - \$12.99

[amazon](#)  
 B017EVG8IA

### BBQ Flavor

This flavor captures the true essence of America's own cooking style. Our BBQ jerky is the perfect balance of beef, smoke and premium seasonings that come together in a very satisfying flavor that will leave you wanting the next bite. This jerky is safe for everyone, it's not hot or overly salty, it just tastes GREAT. Try some for yourself!!



**1.5oz | Item: 5123**  
 QTY:  
 1 - \$3.50  
 24 - \$67.20



**1.25oz | Item: 5147**  
 QTY:  
 1 - \$2.30  
 48 - \$76.80



**12oz | Item: 7013**  
 QTY:  
 1 - \$12.99

[amazon](#)  
 B077PNHH7Q

### Sweet & Spicy Flavor

Our Sweet & Spicy jerky was a flavor we stumbled onto by accident. Chandler was making up a few batches of deer jerky and decided to see what would happen when he mixed the teriyaki and red pepper seasonings. It came out great and the rest is history. It's got a great teriyaki tone and you won't even notice the red pepper until the very end. It's just spicy enough to be interesting, and savory flavor that hits the spot.



**1.5oz | Item: 5121**  
 QTY:  
 1 - \$3.50  
 24 - \$67.20



**1.25oz | Item: 5148**  
 QTY:  
 1 - \$2.30  
 48 - \$76.80



**12oz | Item: 7017**  
 QTY:  
 1 - \$12.99



★★★★★ **Good Stuff**  
 "Second order of jerky from Nebraska Star Beef. Great service, fast shipping and most importantly, some of the best jerky I have ever had."  
 - David U.

### DIY Jerky Making Master Kit

Contains Seasoning & Cure for 100lbs of jerky (20lbs of each flavor). All kits season 20lbs of meat in 5lb batches.



**\$59.99 | Item: 7015**  
 1 - 12oz Original DIY Kit  
 1 - 12oz Teriyaki DIY Kit  
 1 - 12oz Red Pepper DIY Kit  
 1 - 12oz BBQ DIY Kit  
 1 - 12oz Peppered DIY Kit

[amazon](#)  
 B0784BPWF5



## 1. Prepare Meat



## 2. Marinate 24 - 36 Hrs



## 3. Cook to 165° F



# HOW TO MAKE JERKY

*So you've got a dinner party coming up and you need a break from traditional hors d'oeuvres. Try something that will knock peoples socks off!*

Beef Jerky is probably not something that makes the list of "common" hors d'oeuvres but it should. If you're thinking OMG – I can't believe these rednecks are suggesting this ... stop and think for a second ... if you were going to serve chocolate chip cookies for dessert, you probably wouldn't get "Chips Ahoy", would you? You'd bake up a fresh batch of cookies and serve them while they're still warm, right? Why should beef jerky be any different? And it's easier to make than chocolate chip cookies ... Win/Win right there.

### INGREDIENTS:

- 5 lbs, of lean beef round
- Lucky® Beef Jerky Seasoning
- Lucky® Beef Jerky Cure
- Optional liquid smoke , other seasonings
- 1 cup cold water
- Sea salt if cure is not desired (optional)

### DIRECTIONS:

- Procure 5 pounds of lean beef rounds from the butcher shop or meat market. Lamb, pork and chicken work great too – the key is to make sure they are as lean as possible. All fat must be trimmed completely from the meat block.
- Get the meat cold. Very cold. Slightly frozen is perfect, but not so frozen you can't cut it.
- Slice the meat across the grain, into 1/4" – 3/8" thick slices. As you cut the meat, it will thaw and soften up a bit.
- Using a Lucky Beef Jerky DIY Cure and Seasoning kit, mix one packet of seasoning and one packet of cure with a cup of cold water and stir until the kit is thoroughly dissolved into the mixture – add additional seasoning, liquid smoke, etc, if one wishes. (if you prefer uncured jerky, simply replace the cure packet with an equal amount of Sea Salt.)
- Next, mix the meat with the marinade and put it in a large Ziploc bag and let it set for 24 – 36 hours. Making uncured jerky- the rest time prior to cooking is less critical as the time is designed to allow the cure to fully penetrate the meat. (Cured jerky will keep for weeks in the refrigerator, uncured will keep for a while, but not as long.) (For fresh jerky hors d'oeuvres, cured jerky isn't as critical.)

Once the meat has had a chance to marinade, lay it out on a drip rack on a cookie sheet. Do your best to lay it out so that no two pieces are touching. Now you're ready to cook.

### No smoker, no problem!

Set your conventional oven to 185° F (or it's lowest setting above 165° F). Leaving the top of the door cracked to promote convection, allow the meat to cook until the internal temperature reaches 160 - 165° F. The great part about this jerky is that it can sit in the oven at the low temperature until you're ready to serve, which gives the host or hostess the opportunity to have some flexibility of schedule. Results are amazing, better than any store bought jerky you've ever eaten.

### We offer 6 different flavors of DIY Cure & Seasoning kits:

Original, Black Pepper, Red Pepper, Teriyaki, BBQ and Sweet & Spicy. These flavors are great, stand alone products. If your the experimental type additional seasoning can be added to suite individual taste. Each package contains 4 packets of Cure and 4 packets of seasoning. DIY kits are all pre-measured for 5 pound batches of jerky. (5 pounds of raw jerky will turn into 2 – 2.5 pounds of finished jerky. Usual serving size is 2 ounces of finished product)



We have jerky variety bundles in many sizes to fit your needs. Whether you are looking for a high protein snack for your travels and adventures or as a gift for that special someone we have several to choose from!

**Candy Dish Killer**



**\$25.99** | Item: 3006

15 – 1.25oz Assorted Premium Beef Sticks

**Mini Sampler**



**\$16.99** | Item: 5156

3 – 1.5oz Assorted Premium Slab Jerky Bags  
3 – 1.25oz Assorted Premium Beef Sticks

Subscription Options Available  
See Website for Details

**Jerky Lover**



**\$34.99** | Item: 5157

10 – 1.5oz Assorted Premium Slab Jerky Bags

Subscription Options Available  
See Website for Details

**Snack Master**



**\$49.99** | Item: 5158

10 – 1.5oz Assorted Premium Slab Jerky Bags  
10 – 1.25oz Assorted Premium Beef Sticks

Subscription Options Available  
See Website for Details

**Premium Slab Bundle**



**\$54.99** | Item: 55

10 – 3oz Assorted Premium Slab Jerky Bags

Subscription Options Available  
See Website for Details

**Premium Sampler**



**\$22.99** | Item: 56

3 – 3oz Assorted Premium Slab Jerky Bags  
3 – 1.25oz Assorted Premium Beef Sticks

Subscription Options Available  
See Website for Details

**Deer Camp Special**

This package is perfect for hunters. It has plenty of jerky to fuel their outdoor adventures and the DIY Jerky Kits to cover at least one successful season of jerky making. Lucky® DIY Jerky Kits are the easiest and most convenient to use kits on the market...and getting a bag and beef stick of each of our commercial flavors - made with the exact same seasoning - will allow them to determine which flavor they prefer when it comes time to make jerky.

**\$89.99** | Item: 3007

6 – 1.5oz Assorted Premium Slab Jerky Bags  
6 – 1.25oz Assorted Premium Beef Sticks  
6 – 12oz Assorted DIY Seasoning Kits



# BEEF JERKY

## Commercial vs Homemade



One of the most popular snack foods in the world, beef jerky, dates back centuries, if not millennia. The survival of early man depended on their being able to safely store food products without the means of very modern conveniences like refrigeration or food driers.

No one knows exactly how early man figured out that dried meat was safer to eat for longer periods of time than not dried meat...but imagination is sufficient... There are two means that would have allowed early man to accomplish longer term food storage: 1. Freezing 2. Drying. Depending on the location and time of year, freezing may not have been an option. That leaves them with the single option of drying to preserve perishable food items. But how does simply "drying" preserve food? We first must look at the mechanism that facilitates food's decomposition. It is one of the most fundamental elements on the planet. Water. Or, in the commercial food production world, it is very specifically, "active water." Foods that have a water activity below .95 typically will not support the growth of bacteria, yeast, and/or mold. So, if foods can be effectively dried to a water activity below .95 of their ambient moisture, they tend to become very stable. How food items reach this reduction in active water is not particularly important, as long as they are dried before they are allowed to spoil.

Let's take a deeper dive into how commercial jerky differs from different types of traditional and homemade jerky.

### Commercial jerky:

Like many processed foods, beef jerky is subject to a raft of regulations imposed by the USDA FSIS. They are created

as regulations to standardize the way the food is commercially prepared for sale on the open market...and make it safer for people to consume... Things



that are considered heavily in the USDA regulations are things such as acidity (pH), Water Activity (Aw), wet bulb temperature of the oven, and the finished internal temperature of the jerky. All of these items are intended to prevent things like botulism and other microscopic food-borne bugs; e coli, mold, etc, etc. that all have the ability to cause illness when consumed by humans. In the process of implementing all of these safety measures, food tends to get treated and cooked considerably more than prior to the technological advancements and techniques.

"Active water" is not a common term for the average snack food consumer. However, it is one of the most critical factors when it comes to creating shelf stable food. Commercial beef jerky producers refer to it as "water activity". In scientific terms, it is a ratio of the vapor pressure of the moisture in the food, to pure water at the same ambient temperature. For example, a piece of jerky with an aW of .85 means that the vapor pressure in the jerky's water molecules are 85% of the vapor pressure of pure water at the same temperature.

A term that should be familiar to folks who can various foods to preserve them, pH, is not one that most would think of when discussing meat snacks. It is certainly not something the majority of meat snack consumers ever consider. Creating a slightly acidic environment is another a good way to prevent all types of bugs from growing in food products. It has been a staple process in canning food for decades, if not longer. In commercial beef snack production, it's very common as well, but typically only in "ground and formed" type products like beef sticks and sausages.

In modern, commercial beef jerky production, jerky is slow cooked in specially built smokehouses that control not only heat and smoke, but also humidity. By adding humidity to the cook cycle, heating of the product is more thorough and the drying process is actually sped up because the humidity creates a more penetrating heat which kills microorganisms better than dry heat. Modern ovens also measure temperature utilizing "wet bulb" temperature, which accounts for the insulative characteristics of the moisture that exists in the meat.



### Now, let's take a look at traditional and DIY jerky:

Historically speaking, drying jerky... is a lot like drying laundry - there are many different ways to dry it - it just needs to get dry. Many primitive cultures across the world dried (and still dry) meat in the sunlight, or a combination of sunlight, breeze, and smoke. The smoke would help to keep insects off the meat while it dried and the additional heat of the fire would help speed drying. Indigenous tribes in Africa still dry meat in this fashion and it's sold far and wide as a source of revenue and as a delicious regional delicacy called "biltong." If you've ever had the real thing, the jerky that some folks market domestically as biltong doesn't come close.

There are some very definite advantages to making jerky at home. The first is taste. The cook has 100% of the control over the flavor when jerky is made at home. Looking at this topic from a perspective developed from a reasonable amount of experience in both commercial cooking operations and making jerky at home; it can all be condensed down to one really big difference. Control. From the consistency of the thickness of the slices of meat, to the temperature control of most home ovens, there is just much more variation when making jerky outside of an industrialized setting. Additionally, on the control front, most home jerky makers don't have the ability to test water activity or pH of their jerky to ensure that it has been cooked to a point where it is unlikely to spoil at room temperature.

The ability to control the entire process will always be the biggest difference between commercial jerky production and the home jerky maker.

### So, what are some things that DIY jerky makers can do to elevate their jerky game? Read on to find out...

1. Start with cold meat. The colder the better, without it being frozen solid. This is true of both slab style jerky and meat that will be made into ground and formed jerky. Putting the grinder head in the freezer is also a good idea. The colder the meat is, the better the fat will stabilize when the proteins are extracted during the mixing process. Starting with slightly frozen rounds will aid in the slicing process when making slab jerky.
2. If you really enjoy making jerky, get a deli style meat slicer. This will offer the most control over the slicing process when making slab style jerky. Being able to control the thickness of the slices very accurately will make cooking the jerky consistently a much easier proposition.
3. When making beef sticks or other types of ground and formed jerky, don't skimp on the mixing. We typically mix commercial beef stick batter for around 10 minutes to get the batter to a very sticky and firm consistency. This will give the finished product much better texture and "bite". It is important to keep the mixture very cold during this process, if it is allowed to warm to the point where the fat becomes greasy, the finished consistency will not be good.
4. A wise man once said, "Internal Temperature Never Lies" and the same is true when it comes to jerky. Whether one is cooking ground and formed jerky or slab jerky, the internal temperature will tell you when it's cooked. While the USDA Guideline is 160° F for beef to ensure that all microorganisms like e coli are killed. Commercial jerky is typically cooked to 165° F on a "wet bulb" measurement, which accounts for the insulate properties of moisture in the meat that is being cooked.
5. Another commercial jerky "hack" to keep the jerky more moist and tender, without upsetting the active water level, is to move the cooked jerky directly into a refrigerated area. This helps to cool the jerky more quickly and arrest the cooking (moisture loss) process more rapidly.
6. The ultimate commercial jerky hack for managing active water is one of the most commonly used ingredients in the food preservation industry... sugar. Sugar is used even more widely than salt to help stabilize active water and to help prevent food from spoiling as rapidly. And sugar has a taste that is pleasing to most people.

Jerky comes from the simplest roots based on the fundamental human need to preserve food to sustain life. Technology has helped to make it a safer food item than it started out. That said, making jerky at home is simple and should not be overlooked from both the enjoyment and food preservation

perspectives. There is much joy to be realized in making a batch of jerky that perfectly suits one's personal taste. Learning how to make great jerky the old fashioned way, without tens of thousands of dollars worth of equipment, is a very satisfying and useful skill to have in one's proverbial toolbox.

# PREP & COOKING INSTRUCTIONS



## PACKAGING

All Nebraska Star Beef® products are delivered in a high quality cryovac package to ensure that no air contacts the product. To take care of premium beef, Premium Packaging is a must.

## STORING

Upon arrival we recommend that you place your Nebraska Star Beef® products in a deep freeze at -2° F. With our cryovac packaging you'll be able to store our products in your freezer up to 6 months and not lose any product integrity.



## THAWING

Thaw frozen meat slowly. DO NOT USE MICROWAVE! Overnight in the refrigerator is best, but a pan of cold water works great if you're in a hurry. Frozen meat will lose a little color when thawed; as long as it's thawed slowly, this will not affect quality.

## SEASONING

DON'T OVER DO IT! This is premium beef; it has GREAT flavor. Use a little Signature Seasoning or coarse ground salt and black pepper to accent its flavor. Season to taste when it's on your plate.



## COOKING

The easiest way to consistently cook a perfect steak is in the oven. Preheat to 400° F and put a drip rack on a cookie sheet. Pan-sear then place your lightly seasoned steak on the drip rack and use the cook times under each steak description for a perfect medium-rare steak.

## RESTING

Another restaurant secret is "rest time." Give your steak 5 minutes to "rest" when it comes out of the oven. This will allow the heat to distribute evenly through the meat, and for the fibers to relax. It will result in a more tender steak every time.



# SHIPPING PROCESS



## \*We add packing paper to the bottom of the cooler.

This does two things: 1. It adds cushion. 2. It helps to eliminate ANY airspace in the bottom of the cooler. Air will cause the package contents to warm more quickly.

## \*We install a highly specialized thermal liner bag.

Using this bag to isolate the frozen contents will add 24+ hours to the length of time the contents remain frozen. In certain instances where products are in an inner pack or short transits, we may omit the thermal liner.



## \*Frozen steaks and burgers are placed into the cooler, then dry ice is added and the bag is sealed completely.

## \*More paper is added to the top of the package

to eliminate any air space and packing slip, dry ice warning and a catalog are added on top of that and the cooler is taped shut securely.



## Using this method, we are able to keep product frozen for up to 5 days

even during the summer months which allows us to use FedEx Ground service for all shipments. We offer Second Day or Overnight shipping options, but they are rarely necessary.





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