

## This Holiday, Give A Gift Friends And Family Are Sure To Eat Up

(NAPSA)—One thing is certain, as a nation we are not very good at picking holiday gifts.

According to a survey conducted by August Partners, a national research organization, nearly half of recipients typically return the holiday gifts they receive.

So what gift does one select to meet the criteria of guaranteed use, practicality and enjoyment, without having the need to guess the right color, style or size? For 72% of shoppers, according to research conducted by an online shopping site, that gift is gourmet foods and beverages.

But we're not talking fruitcakes here. This holiday, give what is arguably America's favorite food—beef. And not just any beef. To make this a truly special present, select what is the most talked about gourmet beef of the year—100% grass-fed, grass-finished beef.

Grass-fed beef, produced from cattle that feed only on grasses and plants, is gaining in popularity for its cleaner and more authentic beef flavor than that found in beef derived from cattle that are fed grain. And it is healthier, too. Grass-fed beef is lower in calories and cholesterol than grain-fed beef and higher in omega-3 fatty acids and beta-carotene.

For the holidays, La Cense Beef®, one of the leading brands of 100% grass-fed beef, makes buying natural grass-fed beef online easy with "The Holiday Gift Pack," which includes two Rib Eye Steaks, two Sirloin Steaks and one London Broil Roast for the special price of \$86.85. The La Cense Beef Holiday Gift Pack can be purchased by visiting [www.LaCenseBeef.com](http://www.LaCenseBeef.com) or by calling 1-866-442-BEEF.

La Cense Beef is produced from



**“STEAK” A CLAIM ON the gratitude of friends and family with a holiday gift of beautiful beef.**

select Black Angus cattle raised on the 88,000 acre La Cense Ranch in Dillon, Montana—the heart of the state's famed beef-producing region. Fed only on native plants and grasses, cattle are raised in a humane manner and in a stress-free environment. The beef is hand cut and trimmed and dry aged for 19 days for a truly gourmet product.

To help you further share the enjoyment of La Cense Beef, or to inspire your own holiday meal, Peter Hoffman, head chef and owner of Savoy restaurant in New York, offers his own exclusive recipe.

### **London Broil Roast With Brussels Sprouts and Blue Cheese**

- 1 La Cense Beef® London Broil**
- 2 cloves garlic**
- 1 sprig rosemary**

- 1 pint Brussels sprouts**
- 1 medium red onion cut in rings**
- ¼ pound Stilton or Roquefort cheese**
- Olive oil**
- ½ lemon**

**Defrost the roast in the refrigerator.**

**Preheat your oven to 400 degrees.**

**Using a food processor or mortar and pestle, make a paste of garlic and chopped rosemary with some salt. Spread on the London Broil and leave to marinate for at least an hour, preferably overnight.**

**Clean up the Brussels sprouts by removing any ratty outside leaves, cutting them in half through the root base and giving them a toss in olive oil with salt and pepper. Place them on a roasting pan and cook them in the hot oven for 25 minutes or until they are slightly caramelized and tender to a knife passing through them.**

**Cut the onions into rounds, give them a toss in oil with salt and pepper and roast in the same way as the sprouts.**

**Preheat broiler or prepare barbecue (medium-high heat). Broil or grill steak until cooked to desired doneness, about 3 minutes per side for medium-rare. It is important not to overcook the meat and keep it on the rarer side. Also, in order to achieve the best results, let the steak rest well (no less than 10 minutes) before slicing it. This will help preserve the juices and allow the meat to relax. Thinly slice steak crosswise.**

**Toss the sprouts with the onion rings and crumble a bit of the blue cheese into the mixture. Season and add a bit of extra virgin olive oil to help the ingredients of the “salad” marry. Squeeze a bit of lemon in as well. Set on top of the roast slices and serve.**