



100% Grass Fed Beef and Natural Vegetables

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Flavor Rubs

Flavor rubs are a great way to add flavor to a roast or steak prior to cooking. Many rubs are also useful as spice blends for soups and stews, beef hash, roasted vegetables, and many other recipes.

A marinade is wet, and often contains tenderizing ingredients in addition to flavoring ingredients. In contrast, a flavor rub is generally dry (or drier), and is used primarily to add flavor to the meat.

To use a rub, combine ingredients and rub onto meat prior to cooking. Place the meat in a glass or stainless-steel dish and refrigerate for an hour or two to absorb the flavors, or cook immediately.

Commercial rubs often contain MSG and preservatives. It is easy and fast to make your own rubs.

Rubs made exclusively of dry spices and herbs may be mixed ahead, and stored in air-tight containers for a couple of months - thus gaining the convenience of commercial rubs without the additives. Make sure to use garlic powder rather than fresh garlic, and stick to dried herbs and dried spices if you want to pre-mix and store a rub. (Use common sense - if all the ingredients were dry and shelf stable, then the rub can be pre-made and stored. If not, make and use fresh.)

Ingredients commonly used in rubs - combine to create your own unique recipe: minced garlic or garlic powder, minced shallots or green onions or onion powder, dried herbs - especially rosemary, thyme, oregano, and sage, cumin, chili powder, paprika, cayenne pepper, dried mustard, freshly ground black pepper.

Be creative - use the flavors that you enjoy. Here are some ideas.

Rosemary and Thyme to rub one 3-4 pound roast or 4 steaks: 3 garlic cloves, peeled and smashed (or 1 tsp. garlic powder), ½ tsp. dried or fresh rosemary, ½ tsp. dried or fresh thyme, ½ tsp. salt and ½ tsp. freshly cracked pepper. Mix ingredients thoroughly and rub into meat. Cook immediately or let stand up to 2 hours.

Southwestern Rub for a 1-2 lb. steak (use to prepare a steak and black bean salad, steak tacos or steak burritos) or for a 3-4 pound pot roast destined to become BBQ beef: 1 tsp. ground cumin, 1 tsp. chili powder, 1/2 tsp. cayenne pepper - or paprika for less heat, 1 tsp. freshly ground black pepper, 1 1/2 tsp. raw or brown sugar, 2 cloves peeled and minced garlic (or 3/4 tsp. garlic powder), 1 tsp. minced shallots or green onions. This rub is great if allowed to soak into the meat at least 2 hours or overnight prior to cooking.

Indian Spice Rub for 2 lbs. of stew meat: 1 tsp. Garam Masala (Indian spice blend), 2 tsp. turmeric, 1 tsp. freshly ground black pepper. Rub and use immediately or let stand up to 2 hours before creating a spicy Indian stew.