



CELEBRATE
FATHER’S DAY
WITH GREAT
GRILLED FARE

CUTS FIT
FOR A KING

T-Bone Steaks with
Dad’s Steak Rub

FAMILY FEATURES

This year, recognize dad with the gift he’s really looking forward to receiving — a feast fit for a steak-loving king shared with family and friends.

Fire up the grill and serve up robust, savory cuts, such as Omaha Steaks T-bone or Rib Crown selections for your Father’s Day celebrations. The T-bone is a thick cut to give you more bone-in strip and butter-tender Filet Mignon for even the heartiest of appetites, while the Rib Crown is carved from the most prized part of the Ribeye and is known for exceptional marbling, flavor and tenderness. Both cuts are grain-fed, aged to perfection and flash-frozen to capture freshness and flavor. Omaha Steaks make the perfect gift, so you can confidently ship them directly to your favorite fellow or grill them up for him at home.

For more steak recipes for your Father’s Day celebration, visit www.omahasteaks.com.

Make it a memorable day

This Father’s Day, give your dad a gift that ignites his love of grilling. The T-bone and Rib Crown cuts from Omaha Steaks offer up big, meaty portions every guy would be happy to receive. While you’re honoring your dad, be sure to visit www.RemarkableDads.com for quotes, stories and other Father’s Day inspiration.

T-Bone Steaks
with Dad’s Steak Rub

Prep time: 15 minutes | Cook time: 15 minutes
Total time: 30 minutes
Servings: 4

- 4 Omaha Steaks T-Bone Steaks
- 2 tablespoons cooking oil
- Dad’s Steak Rub (see recipe)

Thaw steaks overnight in refrigerator or quick thaw by placing sealed steaks in sink with water for 30 minutes to 1 hour.

Prepare rub recipe.

Heat grill on medium. Blot dry steaks with clean paper towel, then brush each side with cooking oil. Generously season both sides of steaks with rub.

Grill steaks to desired doneness. For medium rare steak, grill for about 8 minutes on first side and 6–7 minutes on second side.

Dad’s Steak Rub

Yield: 1/2 cup

- 4 tablespoons coarse sea salt or kosher salt
- 1 tablespoon coarse ground black pepper
- 1 tablespoon coarse dehydrated onion flakes
- 1/2 tablespoon coarse dehydrated garlic
- 1/2 tablespoon crushed red pepper
- 1 teaspoon whole dill seed
- 1 teaspoon dried whole thyme
- 1 teaspoon whole cumin (toasted and crushed coarse)
- 1 teaspoon whole coriander (toasted and crushed coarse)

Combine all and mix well. Store in air tight container or zip lock bag for up to 6 months.

Note: To prepare cumin and coriander, toast by placing in dry pan over medium heat, shaking pan about 2–3 minutes until seasonings start to brown. Crush using bottom of pan on cutting board or with mortar and pestle.

Rib Crown Steaks
with Roasted Root Vegetables

Prep time: 60 minutes | Cook time: 15 minutes
Total time: 1 hour and 15 minutes
Servings: 4

- 4 Omaha Steaks Rib Crown Steaks
- 2 tablespoons cooking oil
- 2 tablespoons Dad’s Steak Rub (see recipe)
- Roasted Root Vegetables (see recipe)

Thaw steaks overnight in refrigerator or quick thaw by placing sealed steaks in sink with water for 15–30 minutes.

Prepare rub and vegetables.

Heat grill on high. Blot dry steaks with clean paper towel, then brush each side with cooking oil. Generously season both sides of steaks with rub.

Grill steaks to desired doneness. For medium rare steak, grill for about 5 minutes on first side and 3–4 minutes on second side.

Serve each steak with vegetables.

Roasted Root Vegetables

Prep time: 20 minutes | Cook time: 40 minutes
Total time: 60 minutes
Servings: 4

- 2 pounds mixed root vegetables (carrots, red beets, yellow beets, turnips, celery root, baby purple potatoes, baby gold potatoes)
- 2 tablespoons extra-virgin olive oil
- 1 teaspoon kosher salt
- 1/4 teaspoon freshly ground black pepper

Heat oven to 400°F.

Wash and peel root vegetables. Cut into even size wedges about 1/2 to 3/4 inch thick.

Toss with olive oil, salt and pepper.

Place on foil lined sheet pan.

Roast for 30–40 minutes or until all vegetables are done, stirring once half way through cooking time.

Using the proper grilling technique

For exceptional steaks every time, incorporate these tips from Omaha Steaks Executive Chef Karl Marsh.

1. Clean and heat your grill on high.
2. Blot dry any moisture using a clean paper towel, and then lightly oil the steak before you put it on the grill. This helps the searing process and prevents sticking.
3. Season your food before grilling, preferably with Omaha Steaks seasonings.
4. Sear the outside of steaks when grilling. This really helps with the flavor and juiciness.
5. Use tongs or a spatula to turn your meat on the grill. Using a fork can damage and dry out the meat.
6. Cover your grill as much as possible during the grilling process. This helps to lock in the grilled flavor and will help prevent flare-ups.
7. Keep a spray bottle with water handy to douse any unexpected flare-ups.
8. Use the 60/40 grilling method. Grill for 60 percent of the time on the first side, then grill 40 percent of the time after you turn over the food. This will give you an evenly cooked product.
9. Place your cooked product on a clean plate. Never place cooked product on the plate you used to transport the raw product to the grill without thoroughly washing it first.
10. Allow your steaks to “rest” for 5 minutes between cooking and eating. This will help retain moisture when you cut into them.



| KNOW WHEN YOUR STEAK IS DONE | | | | |
|------------------------------|---------------------------------------|----------------------------|----------------------|---|
| | Interior Color | Touch | Internal Temperature | Surface Appearance |
| Rare | Completely red all the way through | Feels very soft | 120° to 130°F | Beads of bright red juices barely begin to form on edges of steak |
| Medium Rare | Red center with pink edges | Feels soft and spongy | 130° to 140°F | Red juices form on surface |
| Medium | Pink in center with brown edges | Offers resistance to touch | 140° to 150°F | Abundant pink juices on surface |
| Medium Well | Mostly brown, slightly pink in center | Feels slightly firm | 150° to 160°F | Brown and pink juices on surface |
| Well | Brown all the way through | Feels very firm | 160° to 170°F | Juice, if present, will be brown |

New Study Reveals When, Where And How Much We Drive

SIOUX FALLS — On average, Americans drive 29.2 miles per day, making two trips with an average total duration of 46 minutes. This and other revealing data are the result of a ground-breaking study currently under way by the AAA Foundation for Traffic Safety and the Urban Institute.

The Foundation’s new American Driving Survey offers the most up-to-date, comprehensive look at how much Americans drive on a daily and yearly basis.

First-year data, collected May 2013 through May 2014, is available now from the ongoing study, which will set the benchmark for future data and ultimately reveal trends in Americans’ driving habits.

“This is the first ongoing study that provides a look at when and how much

Americans are driving,” said Peter Kissinger, President and CEO of the AAA Foundation for Traffic Safety. “Existing federal data with this level of detail was last released in 2009, eight years after the previous release. This substantially limits the extent to which we can use existing data to draw conclusions about Americans’ current driving habits.”

The first-year results of the American Driving Survey revealed that:

- Motorists age 16 years and older drive, on average, 29.2 miles per day or 10,658 miles per year.
- Women take more driving trips, but men spend 25 percent more time behind the wheel and drive 35 percent more miles than women.
- Both teenagers and seniors over the age of 75



METRO GRAPHICS

drive less than any other age group; motorists 30-49 years old drive an average 13,140 miles annually, more than any other age group.

- The average distance and time spent driving increase in relation to higher levels of education. A driver with a grade school or some

high school education drove an average of 19.9 miles and 32 minutes daily, while a college graduate drove an average of 37.2 miles and 58 minutes.

- Drivers who reported living “in the country” or “a small town” drive greater distances (12,264 miles an-

nually) and spend a greater amount of time driving than people who described living in a “medium sized town” or city (9,709 miles annually).

- Motorists in the South drive the most (11,826 miles annually), while those in the Northeast drive the least (8,468 miles annually).
- On average, Americans drive fewer miles on the weekend than on weekdays.
- Americans drive, on average, the least during winter months (January through March) at 25.7 miles daily; they drive the most during the summer months (July through September) at 30.6 miles daily.

“This new data, when combined with available crash data, will allow us to conduct unique, timely studies on crash rates for the

first time,” said Kissinger. “This will allow us to identify specific problems and evaluate various safety countermeasures to a degree never before possible.”

Results from the American Driver Survey were based on telephone interviews with a nationwide sample of 3,319 drivers who reported detailed information about all their driving trips taken the day before the interview. Data collection is ongoing; the information reported in the first-year results was collected between May 21, 2013 and May 31, 2014. The full results from the inaugural American Driving Survey are available online at www.aaafoundation.org/.