LOW & SLOW
Lower temperatures and longer cooking times add flavor and tenderness to beef dishes.

Marketplace Examples

LONGHORN STEAKHOUSE
AUGUST 2016
CABERNET SHORT RIBS
Braised bone-in beef Short Ribs with a cabernet wine sauce, over white cheddar mashed potatoes.

CHAMPPS AMERICANA
JANUARY 2015
BIG TEXAS BEEF BRISKET PLATER
Whole beef Brisket, rubbed in our signature Dalmatian spice blend, basted with a spicy Texas mop sauce and slow roasted for ten hours. Served with chargrilled Andouille sausage, seasoned grilled corn on the cob, barbecue-seasoned kettle chips, and ranch-style baked beans.

CONSUMER MINDSETS AND MARKETPLACE SHIFTS SUPPORTING THIS PLATFORM
- Preparation methods like smoked, braised, roasted, and slow have all been growing on beef entrée menus in the past four years (23%, 18%, 4%, and 3%, respectively). (Source: Datassential’s MenuTrends)
- Innovative operators like Oak Valley Vineyard in San Antonio are leveraging raw smoked techniques to achieve a perfect state of doneness. Oak Valley Vineyard menus a cold smoked Ribeye, but raw smoked is not limited to fine dining. Casual operators like SugarFire Smokehouse in St. Louis are applying this technique to the Rueben Burger.
- According to the Beef Checkoff’s proprietary research with Datassential, 55% of operators are interested in menuing ‘low & slow’ beef dishes. 47% of operators are interested in menuing ‘raw smoked’ beef dishes.
- Beef entrées featuring the word smoked are most common on BBQ and steakhouse menus, but other low and slow prep methods can be found across a variety of cuisines. (Source: Datassential’s MenuTrends)