

CASE HISTORY

Meijer Supporting Mushrooms Through Community Outreach

IN THE COMMUNITY: MEIJER AT MARCH OF DIMES

At the Signature Chefs Auction, leading culinary talent in each city creates a collection of signature dishes in support of the March of Dimes, a non-profit that works to improve the health of babies.

On November 10, 2016, Meijer teamed up with Certified Angus Beef® to participate in the Cincinnati Signature Chefs Auction. Chef Michael Ollier and Registered Dietitian, Maribel Alchin, prepared and sampled Garlic and Rosemary Certified Angus Beef® brand Strip Roast Sliders with Sautéed Mushroom Trio.

On display was the packaging of True Goodness by Meijer Mushroom Restaurant Blend (crimini, shiitake and oyster). The True Goodness by Meijer products are free of artificial colors, flavors and preservatives.

Nearly 500 attendees came to show their support for this important cause. Meijer was delighted to serve over 400 sliders and take home the “Best Tasting Dish” award in the Signature Chef Competition.

Meijer was proud to be a Silver Sponsor of the event.



HOW MEIJER SUPPORTS MUSHROOMS ON THE MENU

There are many resources available for consumers online, including several great articles below that highlight the benefits of mushrooms. Visit ahealthieryou.meijer.com for more information.

Healthier Comfort Food Makeover:

You can enjoy healthier versions of your favorite comfort foods by making simple ingredient substitutions to cut the calories, fat, and sodium while keeping the flavor.

- Maribel Alchin, MBA, RD, LDN

Meat MyPlate:

Meal planning has evolved tremendously. Many people are finding alternatives to meat and no longer making it the focus of a balanced meal. - Tina Miller, MS RD

Healthy Cooking Substitutions to Try Before the Holidays:

Encouraging your family to eat healthy during the holidays doesn't mean they have to give up their favorite foods — you can easily lighten up your recipes without losing flavor. - Maribel Alchin, MBA, RD, LDN

Garlic and Rosemary Studded Strip Roast with Sautéed Mushrooms

Ingredients:

- 1 (4 lb) Certified Angus Beef® brand Strip Roast
- 3 cloves garlic, minced
- 1 teaspoon True Goodness® by Meijer™ organic dried rosemary leaves
- kosher salt and freshly ground black pepper as needed
- 1 tablespoon True Goodness® by Meijer™ organic extra virgin live oil
- 10 cloves garlic, cut in half lengthwise
- 8 fresh rosemary sprigs, cut about 1 ½ inches in length
- 4 tablespoons (half stick) True Goodness® by Meijer™ organic unsalted butter, cut in 4 pieces
- 12 ounces True Goodness® by Meijer™ organic Restaurant Blend mushrooms (sliced shiitake, oyster and mini bella)
- 2 pouches True Goodness® by Meijer™ beef broth concentrate

Directions:

1. Mix minced garlic, dried rosemary and 1 tablespoon salt in a small mixing bowl. Cut approximately 20 slits evenly spaced over top side of roast, about 1-inch deep using a paring knife. Rub mixture evenly all over roast and refrigerate overnight.

2. Preheat oven to 450°F. Remove roast from refrigerator and wipe clean with a paper towel. Rub roast with olive oil and season all sides with an additional teaspoon of salt and pepper. Place fat side up in roasting pan fitted with rack.
3. Place roast in over for 15 minutes. Remove from oven and reduce temperature to 325°F. Insert halved garlic cloves and rosemary sprigs evenly into pre-made slits. Place roast back in oven and continue cooking about 1 ¼ hours or medium doneness (135-140°F internal temperature).
4. While roast is in the oven, prepare the mushrooms. Heat a large frying pan to medium-high. Add butter and mushrooms and sear, stirring occasionally until crispy, 3-5 minutes. Turn off heat and add beef concentrate, ½ cup of hot water and ¼ teaspoon each of salt and pepper. Set aside, keep warm.
5. Remove roast from oven, place on cutting board and loosely tent with foil. Allow to rest 15 minutes before slicing roast across the grain; serve with mushrooms.

Per 4 ounce serving: 264 calories, 13g fat, 95mg cholesterol, 445mg sodium, 2g carbohydrate, 34g protein.

