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Steak's Sizzle Wins America's Heart

Survey Reveals Americans are Taking their Love for Beef to the Next Level

CENTENNIAL, Colo. (January 20, 2011) – Americans are keeping the romance alive with beef, according to the latest survey fielded by Pelegrin Research Group on behalf of the beef checkoff. While Americans may be nervous to profess their love for a special someone on Valentine's Day, they aren't shy to admit that every day is better with beef. Viewed as a dependable long-term partner, half of Americans say beef would be the one to stand by them through thick and thin – twice the level of any other meat. And from conference calls to car pools, after a long day's work, Americans are almost four times as likely to prefer to come home to a beef meal over chicken.

It's easy to see: Americans aren't just flirting with beef on Valentine's Day; they are ready to commit to exploring this sizzling protein in new and delicious ways.

"Americans hold a special place in their hearts for beef," said Dave Zino, executive chef for the National Cattlemen's Beef Association, which contracts to manage programs for the beef checkoff. "But it's not just about special occasions. Beef remains at the center of the plate because only beef delivers the 'Steak Effect' – more sizzle, flavor, satisfaction and enjoyment than any other protein."

- **In It for the Long Haul.** When considering a potential long-term food partner, Americans are eight times more likely to choose steak over chicken because it has the most "sizzle."
- **Let The Sparks Fly!** More than half (51 percent) of Americans surveyed believe serving steak to someone best says "I love you," more than all other proteins combined.
- **Sweet Satisfaction.** Nearly twice as many Americans choose beef versus chicken when asked which satisfies them as much as chocolate does.
- **We ♥ You Just the Way You Are.** Twice as many people believe that steak can truly stand on its own compared to chicken and other proteins.
- **Hungry for a Connection.** Men say they have eight times more chemistry with steak than they do with chicken.

Romance-Infused Signature Recipe

Do you know the two-step? Two-thirds of Americans (63 percent) consider themselves middle-of-the-road beef cooks, but they want to learn more. And what better time to start getting closer to beef than on Valentine's Day, with the official I Heart Beef recipe, the "[Two Steppin' Tenderloin](#)." Featuring the always-romantic Filet Mignon with a delicious pesto dipping sauce, it's easy to prepare a wonderful meal that captures a moment in time in a way that only beef can. Using a technique similar to what steakhouse chefs use nationwide, the two-step cooking process is a simple method that yields restaurant-quality steaks from the comfort of your own kitchen. Brown Tenderloin steaks on the stove top then move the pan to the oven to finish hands-free, for tender and juicy steaks that will get the sparks flying.

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To create the perfect steak dinner this Valentine's Day and every day, visit the advanced [recipe search](#) tool on [BeefItsWhatsForDinner.com](#). In addition, look to the [Newsroom section](#) for more simple tips and instructional videos to help you get cooking.

About The Beef Checkoff

The Beef Checkoff Program was established as part of the 1985 Farm Bill. The Checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board, which administers the national Checkoff program, subject to USDA approval.

About the National Cattlemen's Beef Association

The National Cattlemen's Beef Association is a contractor to the national Beef Checkoff Program, which is administered by the Cattlemen's Beef Board. Consumer-focused and producer-directed, NCBA and its state beef council partners work together as a marketing organization on behalf of the largest segment of the food and fiber industry.

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Funded by The Beef Checkoff