


# CLIFTON JOURNAL

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Now You're Cooking

## The heat is on!

### Great grilling tips from Whole Foods

Summer grilling season brings the nation's love affair with meat out into the open, with smoky aromas wafting over fences, sending savory signals of rewards in store after a long day of leisure.

According to a nationwide survey by Whole Foods Market, Americans eat meat an average of 4.2 times a week – that's 218 times a year. With so many meaty meals in store for the season, new twists on old favorites are in order to keep family and friends' appetites soaring as high as the temperatures. Whole Foods Market is helping shoppers shake up summer standbys through new recipes on [www.wholefoodsmarket.com](http://www.wholefoodsmarket.com) as well as online features such as a

virtual "My Recipes Box" and a three-part educational podcast series about natural meat.

As a result of the study Whole Foods Market has also offered a great list of tips and techniques to grill up some tasty meals. But the survey results found that what Americans put on the coals is as important as how they grill it. One way more and more Americans want to spice up their grilling is by using natural meat. When they go to fire up the grill, 65 percent of Americans want a guarantee that all meat and poultry products are free from added growth hormones

and antibiotics, and that the animals were humanely raised. Sixty-one percent of those surveyed felt it important that meat and poultry products' compliance to these standards should be labeled. And, 51 percent said having set standards for meat products is a key factor in deciding where to shop for meat. However, when asked if they'd ever purchased products meeting such standards, 51 percent said they were "not sure."

"The results of this survey tell us that Americans are lacking information about the way their meat and poultry is raised and that hav-

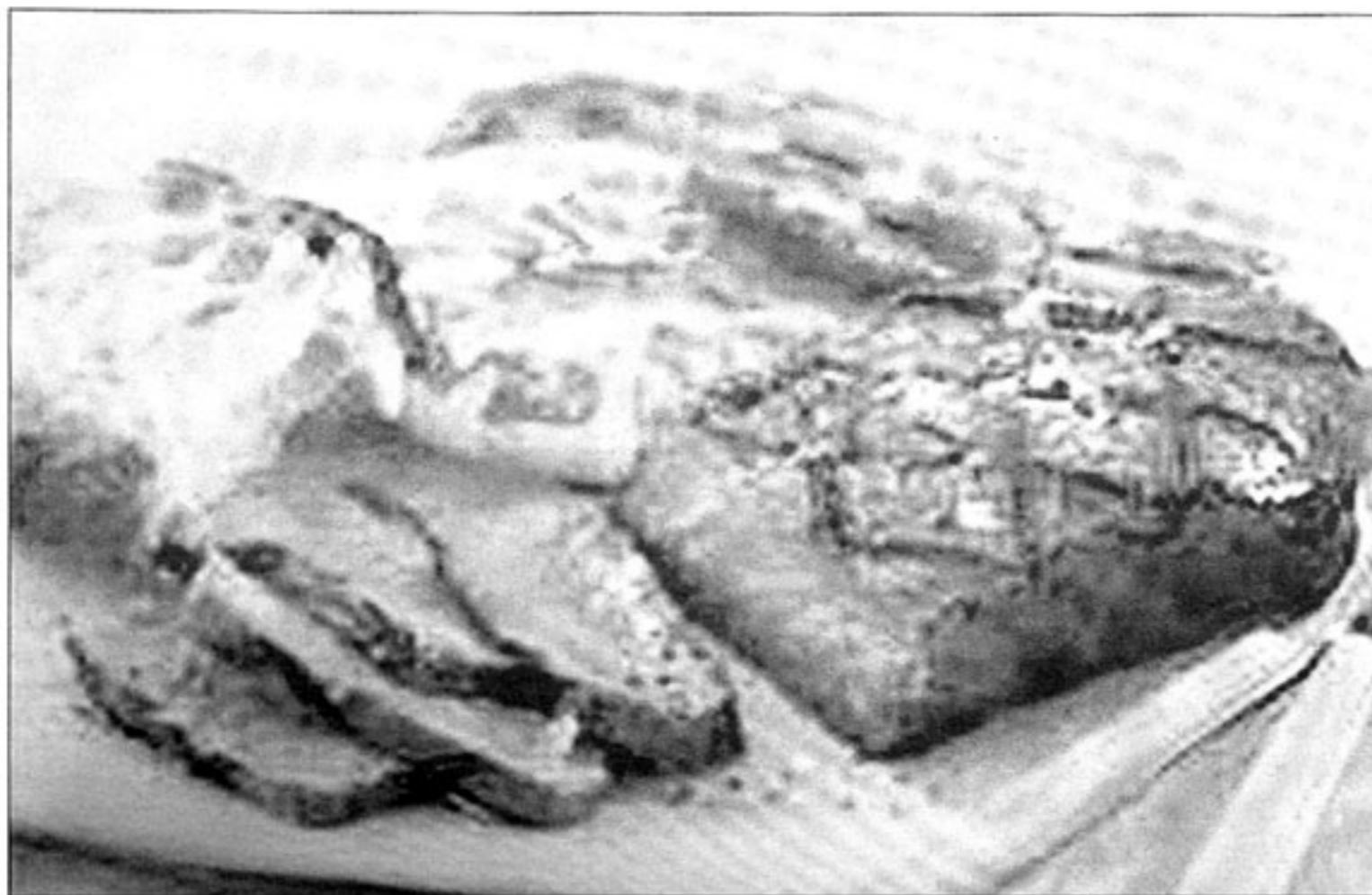
ing more information is nearly as important as the flavor of the meat they purchase," said Edmund LaMacchia, vice president of purchasing, perishables, for Whole Foods Market. "This clearly shows there is a strong demand for natural meat as Whole Foods Market defines it: raised without added growth hormones, any antibiotics - ever, no animal byproducts in the feed, and with specific standards for humane treatment through the life of the animal. We believe that natural meat is raised better and truly tastes better."

Having extremely stringent ani-

mal welfare standards and a clear, specific definition of "natural meat" in the supermarket industry, Whole Foods Market only sells meat and poultry adhering to its strict standards: no antibiotics, ever; no added growth hormones; humane animal husbandry, handling during transport, and slaughter; no animal byproducts in feed, including feather-meal or rendered fat; and no more than one-third of an animal's life can be spent on a feedlot.

With Whole Foods Market having done the work for the home cook by selecting only the best natural meat, all that is left to do is to

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## GRILLING

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fire up the grill and try some suggestions for fun alternatives to the old favorites and follow these tips on how to grill up a meal that will keep friends and family coming back for more.

### IDEAS FOR ADDING NEW CUTS ONTO THE COALS

■ **Global Grilling:** Seductive spices take taste buds for a trip around the world, and Whole Foods Market's pre-marinated options make Indonesian peanut satays, Middle Eastern kabobs as easy as the traditional burger.

■ **Where There's Smoke...:** For an inexpensive way to shake old favorites, use a smoker box (a small box with water-soaked wood chips placed inside a gas grill) to impart rich flavor.

■ **Cheeseburger in Paradise:** Flip that boring old patty wagon off its tired rails by topping buns with blue cheese-stuffed or horseradish-infused beef, Thai spiced turkey or curried pork.

■ **The Missing Link:** From pork bratwurst to chicken sausage, Whole Foods Market's sausages created in-house make one of the easiest, quickest grilled summer meals.

■ **Call That Chicken a Cab:** Chicken gets crazily delicious when cooked whole while perched on top of a full, open can of beer on the grill rack. Guests can sip their favorite summer lagers while awaiting El Pollo Loco.

■ **Lovable Leftovers:** Fido may feel deprived, but that last piece of steak or chicken makes the perfect topping for the next day's salads, pizzas, cold sesame noodles and more.

### HOW TO KNOW YOUR COALS ARE READY

Light coals about 30 minutes in advance of cooking time. To determine if the coals are ready, hold your palm five inches over the fire. If you can hold it there for two to three seconds, the fire is hot; if you can stand four to five seconds, the fire is moderate; and tolerating it a full six seconds means the fire is low.

### DIRECT HEAT VS. INDIRECT HEAT

High heat – both direct and indirect – is the foundation of grilling. You want to use high heat to cook food quickly. Because foods cook rapidly on a grill, you

have to turn them to cook evenly and to prevent burning. However, if you turn "grillables" too frequently the cooking process slows, often leaving food tough and dry. The secret to great grilling is turning only when necessary and knowing the best cooking method for your chosen foods.

The direct cooking method means the food is cooked directly over the heat source. Use the direct method for foods that take less than 25 minutes to cook. Use this method for steaks, chops, kabobs, sausages and vegetables.

The indirect cooking method is similar to roasting, but with the added benefits of that grilled texture, flavor and appearance. To cook indirectly, place all of your fire at one end of the grill and cook over the end without the coals. On a gas grill, turn on one burner instead of both and place your "grillable" on the unlit side. Close the cover and cook slowly. Heat rises, reflects off the lid and inside surfaces of the grill and circulates to slowly cook the food evenly on all sides. Use this method for foods that require 25 minutes or more of grilling time, such as whole leg of lam, whole chickens, whole turkeys, rib roasts as well as whole fish. Remember to use a meat thermometer to ensure meat is cooked to the proper temperature.

### RULES FOR GOOD GRILLING

Rule 1 – Always keep your grill clean.

Rule 2 – Apply oil or cooking spray to your cooking grate prior to lighting the grill when grilling low fat meats and other foods. Never apply cooking spray to a lit grill.

Rule 3 – Always give yourself plenty of time. Don't leave your family and/or guests waiting.

Rule 4 – Always keep an eye on what you are grilling.

Rule 5 – Do not use spray bottles of water to control flare-ups. Flare-ups are caused by too much fat and too much heat. Trim excess fat before grilling. When turning meat, move it to a different part of the grill.

Rule 6 – Do not add sugary or oily sauces or marinades to meat on the grill. This causes burning.

Rule 7 – Keep your grill away from anything flammable like lighter fluid, fences, your house, pets, children, the neighbor's new car...

Rule 8 – Spice up your food with marinades or rubs a good hour before you grill. This allows

the flavor to sink in.

Rule 9 – Invest in a good set of grilling tools. Table forks are good for eating, not for grilling.

Rule 10 – Always make more than enough for everyone. Extra meat or seafood can be sliced, shredded or flake to top a salad the following day.

### COOK THOROUGHLY!

Cook food to a safe internal temperature to destroy harmful bacteria. Meat and poultry cooked on a grill often browns very fast on the outside. Use a meat thermometer to be sure the food has reached a safe internal temperature. Never partially grill meat or poultry and finish cooking later.

Chicken Breasts – 170°F  
Ground Poultry – 165°F  
Whole Poultry – 180°F  
Beef, Veal or Lamb Steaks – 145°F  
Ground Beef Hamburgers – 160°F  
Roasts and Chops – 145°F  
All Cuts of Pork – 169°F

### GRILLING MEAT

■ **A perfect juicy steak!** Place the steak in the freezer one hour before you start grilling. This will allow the outside of the steak to get well done while the inside stays juicy and delectable.

■ **Ribs ...** cooked to perfection. Brush or marinate ribs with barbecue sauce, wrap in foil and pre-cook in the oven for two hours at 160°F. Unwrap and transfer ribs to the grill. Cook for 10 minutes.

■ **Grills aren't just for steaks!** You can roast any meat by using the indirect heat method – a tasty way to cook whole leg of lamb, whole chickens, rib roast, even turkey! Here are the keys to roasting on the grill: use plenty of charcoal, keep meat on the side of the grill without flame with the thick-

est part facing the fire.

### DELICIOUS MEAT SELECTIONS FOR THE GRILL

■ **Leg of Lamb**  
Perfect for roasting, rub with olive oil, rosemary and garlic, or try a rub

■ **Pork Chops**  
Grill pork chops with fruit-based marinades like pineapple or orange soy. Serve with pineapple or mango chutney, or top with lightly grilled apple slices and Vidalia onions.

■ **Spare Ribs**  
Barbecue sauce ... the perfect sauce.

■ **Whole Chickens**  
Use a meat rub or marinate in zesty Italian dressing.

### ABOUT WHOLE FOODS MARKET

Founded in 1980 as one small store in Austin, Texas, Whole Foods Market is now the world's leading retailer of natural and organic foods, with 181 stores in North America and the United Kingdom. There are currently eight Whole Foods locations in New Jersey with additional stores scheduled to open in Paramus and West Orange. Whole Foods believes in a virtuous circle entwining the food chain, human beings and Mother Earth: each is reliant upon the others through a beautiful and delicate symbiosis. For more information, visit [www.wholefoods.com](http://www.wholefoods.com).