

ENJOY!

GRASS-FED BEEF

Salt Lick: Using Salt to Favorize and Tenderize Meat



THE MAGIC OF SALT

FOLLOW 5 TIPS FOR THE BEST RESULTS

Meat is protein, and sometimes protein needs a little help loosening up!

LOOSEN UP MEAT WITH SALT

Meat is protein, and sometimes protein needs a little help loosening up! So give your meat some help with a little well timed salt.

Dry brining with salt is the practice of spreading salt over the exterior of meat and allowing it to work its magic for a short amount of time. The meat is rinsed, then cooked. The primary purpose is to flavorize and “tenderize” your meat by breaking down connective tissue.

Most cooks will tell you that salt will dry out grass fed beef. But with a few simple adjustments, you can

prevent the drying out, and you can tenderize your meat.

So, consider dry brining the tougher cuts of meat that you pan fry or grill (e.g., flank steak). No need to dry brine meats that will be slow cooked; these meats will be tenderized by the sauce and heat.

Follow the Dry Brining steps and enjoy the best meat you’ve ever cooked.



MAKE SALT WORK FOR YOU!

Dry Brining

#1: Use Sea Salt

Salt is Not Salt. Unrefined sea salt does not have additives (like iodine and anti-caking agents), so use sea salt which has added trace minerals. Make sure it is fine (crushed) so that it spreads evenly on your meat.

#2: Choose Grill Meat

Not All Meat Needs Brining. We recommend only dry brining tougher meats that you grill (or pan fry). They are tougher and need tenderizing. You do not need to dry brine if you are slow cooking, as the heat and marinades will do the tenderizing.

#3: Sprinkle & Rest

Wash, Dry, Sprinkle, and Rest. Wash your meat and thoroughly dry it. Then sprinkle sea salt on all sides of the meat. Now let it rest. **Our rule of thumb: 1 hour dry brining for every inch of meat thickness.** Do not brine overnight.

#4: Rinse & Dry

Wash Off Salt and Dry. At the end of your brining time, rinse the salt off the meat and dry completely. Now you are ready to cook.

#5: Cook

Begin Cooking on Preheated Grill. Remember, your biggest enemy will be overcooking. Happy eating!