



Roll with **Beefshi**

Beefshi, an innovative sushi-style concept that features convenient beef products like pastrami, roast beef, summer sausage, hot dogs, corned beef and bologna prepared in rolls with rice and vegetables, was developed by a Culinary Institute of America-trained chef. The recipes are designed to showcase prepared beef items in a new and exciting way.

The concept of Beefshi fits perfectly alongside existing sushi options as a delicious, unique choice for people who may not be comfortable with raw fish or for people who enjoy both traditional sushi and prepared meat products.

When the North American Meat Institute, a contractor to the Beef Checkoff, demonstrated the Beefshi concept at supermarkets throughout the country, participating stores saw significant increases in both units and sales of the beef products being demonstrated. **Some sales increases were as high as 350 percent compared to last year at the same time.**¹



In a recent survey² of more than 1,000 American consumers, we learned:



Americans' biggest barrier to eating sushi is because they "don't want to eat raw seafood."

- Nearly half (43%) reported that not wanting to eat raw seafood is the main barrier to eating sushi.
- Other reported barriers include freshness (24%) and cost (23%).



Americans are eager to try Beefshi.

- Half of American adults are interested in trying beef-based sushi.
- The groups most interested in trying Beefshi include:
 - Men
 - Younger and middle-aged adults
 - Urban dwellers
 - People who live in the West
 - Hispanics



A variety of audiences (culinary students, restaurant industry professionals, food editors and writers, professional chefs, Registered Dietitians and consumers, to name a few) have already tried Beefshi and loved it, but **more people say they are "likely" to try it.**

- Four in ten Americans said they are "likely" to try Beefshi.
- Those most likely to try Beefshi, include **males, 18-54-year-olds**, the employed, and those living in the West.

Did You Know?

- Contrary to popular belief, **sushi does not mean raw seafood**. The term refers to the vinegared rice that can be paired with many ingredients including fish, vegetables or meat.
- **The various fillings that can be used in today's sushi are limitless.** Therefore, consumers can use their favorite ingredients—including deli meats—to design their favorite sushi/Beefshi.



Beefshi recipes taste as good as they look and can be enjoyed individually as an appetizer or grouped together as a full meal.

A few favorites include:

✓ **DOUBLE BLT MEGA ROLL**

Sushi rice, bacon bits, sliced tomato, arugula, BBQ potato chips and a sprinkling of black pepper, rolled in thin-sliced roast beef. Service with ranch dressing for a new spin on a deli classic.



✓ **TACO MAKI**

Mixing the flavors of a taco with the style of sushi featuring sushi rice in a nori wrap, topped with spicy, shredded jerky, fresh cilantro and radish slivers. Garnish with queso fresco crumbles and tortilla strips, and service with pico de gallo for a south-of-the-border flavor.

✓ **BEEFY CALI ROLL**

The classic California Roll gets beefed up! Sushi rice topped with thin-sliced corned beef, avocado slivers and cucumber strips, all rolled in a nori wrap. Sprinkle the pieces with rice seasoning, and spice it up with a piquant sauce and some crunchy wasabi peas.



✓ **REUBEN ROLL**

Warm pastrami, sauerkraut and thinly sliced Swiss cheese rolled into sushi rice and served with Russian dressing.

Hungry for More?

For more regional and original Beefshi recipes, ideas, inspiration and how-to videos, visit [Beefshi.com](https://www.beefshi.com)

[BeBeefPrepared.com](https://www.BeBeefPrepared.com)

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Funded by Beef Farmers and Ranchers

1. July 2020 Reported Sales Data from eleven Albertsons locations
2. Southpaw Insights (April 2021). *Americans' Interest in Beefshi*. Prepared for the North American Meat Institute