



FOODSERVICE GUIDE TO

# BEEF SHI

East meets West as sushi gets beefed up!

# BEEFSHI

The new culinary concept “Beefshi,” a creative take on traditional sushi that uses beef products like bologna, summer sausage, corned beef and pastrami as central ingredients, now has thousands of fans who have embraced its unveiling.

Developed by a Culinary Institute of America-trained chef, the recipes are designed to showcase prepared beef items in a new way that appeals to millennial consumers who are establishing their shopping habits. The Beefshi concept is brought to life in sixteen fun and engaging how-to recipe videos available at Beefshi.com. The Beefshi videos have been greeted enthusiastically online and in social media with countless consumers asking “where can I buy this?” Imagine if the answer could be “in my restaurant.”

During the retail-focused Annual Meat Conference in February 2018, hundreds of retailers sampled three Beefshi recipes and 55 completed a short survey to capture their reaction. Overall, 95 percent said they enjoyed Beefshi. Half of the retailers surveyed agreed that Beefshi was appropriate as a pre-made item for purchase at the supermarket. Twenty seven percent said it was suited to supermarket sales, as a menu item in a restaurant and for home preparation. Several retailers commented that Beefshi would be an ideal companion to traditional sushi in the service deli.

In response, the Meat Institute, a contractor to the Beef Checkoff, developed foodservice versions of eight original recipes plus eight new recipes in 2019 developed in partnership with state beef councils.

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## Taco Maki (AZ)

### Hand vinegar

1 cups water  
¼ cup rice vinegar

### Maki

8 sheets nori  
16 cups prepared sushi rice  
1 pound finely shredded spicy beef jerky  
32 cilantro sprigs  
2 cups slivered radishes

### Toppings

Santa Fe style tortilla strips – 4 per roll for a total of 256  
Queso fresco crumbles  
Pico de gallo

**Sushi Rice see page 19**

In a small bowl, stir together the hand vinegar.

Lay a bamboo sushi mat on a clean surface. Moisten hands with hand vinegar and shake off excess. Place a sheet of nori on the mat, shiny side down. Spread 2 cups of rice across the nori, leaving 1 inch empty at the end farthest from you.

Lay 2 ounces jerky slivers, 4 cilantro sprigs and ¼ cup radishes crosswise along the rice, covering half the surface closest to you.

Securing the jerky, cilantro and radishes with your fingers, use your thumbs to push the end of the mat up and over the filling, until the edge of the nori meets the rice on the other side. Press firmly on the roll.

Lift up the top of the mat and roll firmly until tight and round. Squeeze gently to shape the roll. Press the ends in carefully to secure any loose rice. Remove the bamboo mat and set the roll aside.

Repeat with the remaining ingredients to make 8 rolls total.

Use a very thin, sharp knife to cut each roll into 8 slices. Arrange on a sushi platter. Into the center of each roll stand four tortilla strips upright and then sprinkle each with queso fresco. Serve with pico de gallo.

**Makes 8 rolls, 64 pieces**



Nutrition Facts	
servings per container	
<b>Serving size</b>	<b>1 piece (68g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>110</b>
	<b>% Daily Value*</b>
<b>Total Fat</b> 3g	<b>4%</b>
Saturated Fat 1.5g	<b>8%</b>
Trans Fat 0g	
<b>Cholesterol</b> 5mg	<b>2%</b>
<b>Sodium</b> 310mg	<b>13%</b>
<b>Total Carbohydrate</b> 17g	<b>6%</b>
Dietary Fiber 1g	<b>4%</b>
Total Sugars 3g	
Includes 2g Added Sugars	<b>4%</b>
<b>Protein</b> 4g	
Vitamin D 0mcg	<b>0%</b>
Calcium 26mg	<b>2%</b>
Iron 1mg	<b>6%</b>
Potassium 73mg	<b>2%</b>

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

# comy cali roll (CA)

## Hand vinegar

- 1 cups water
- ¼ cup rice vinegar

## Piquant Sauce

- 2 cups plain yogurt
- ¼ cup Dijon mustard
- ¼ cup prepared horseradish
- 2 avocados, mashed until smooth

## Maki

- 8 sheets nori
- 8 cups prepared sushi rice
- 24 thin slices corned beef
- 2 avocados, cut into slivers
- 1 thin-skinned cucumber, cut lengthwise into thin strips

## Toppings

- Rice seasoning
- Microgreens, peashoots or baby arugula

Wasabi, for serving

**Sushi Rice see page 19**

In a small bowl, stir together the hand vinegar and set aside until needed.

To make the sauce, in a medium bowl blend together the yogurt, mustard, horseradish and avocado.

Lay a bamboo sushi mat on a clean surface. Moisten hands with hand vinegar and shake off excess. Place a sheet of nori on the mat, shiny side down. Spread 1 cup of rice across the nori, leaving 1 inch empty at the end farthest from you.

Lay 3 slices corned beef, 1/8th of the avocado and 1/8th of the cucumber slices crosswise along the rice, covering half the surface closest to you.

Securing the corned beef, avocado and cucumber with your fingers, use your thumbs to push the end of the mat up and over the filling, until the edge of the nori meets the rice on the other side. Press firmly on the roll.

**Makes 8 rolls, 64 slices**



Nutrition Facts	
servings per container	
<b>Serving size</b>	<b>2 pieces (75g)</b>
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Amount per serving	
<b>Calories</b>	<b>90</b>
	% Daily Value*
<b>Total Fat</b> 2g	3%
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol</b> 5mg	2%
<b>Sodium</b> 190mg	8%
<b>Total Carbohydrate</b> 16g	6%
Dietary Fiber 1g	4%
Total Sugars 2g	
Includes 1g Added Sugars	2%
<b>Protein</b> 3g	
Vitamin D 0mcg	0%
Calcium 9mg	0%
Iron 1mg	6%
Potassium 68mg	2%

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# Potato-stick crunch Maki

## Hand vinegar

- 1 cups water
- ¼ cup rice vinegar

## Rolls

- 12 beef hotdogs, 4 cut in half crosswise
- 8 sheets nori
- 12 cups prepared sushi rice
- ½ cup onion dip
- About 3 cups potato sticks, crushed

Onion dip, for serving

**Sushi Rice see page 19**

In a small bowl, stir together the hand vinegar.

In a small skillet, fry the hotdogs until browned and sizzling.

Lay a sushi mat on a clean surface and cover with plastic wrap. Place a sheet of nori on the mat, shiny side down. Moisten hands with hand vinegar and shake off excess. Spread 1½ cups rice across the nori. Sprinkle the rice with a generous 1/3 cup crushed potato sticks and press them in gently. Turn the nori over so that the rice side is down.

Spread one tablespoon onion dip across the rice along one end. Lay 1½ hotdogs, end to end, on the onion dip.

Securing the hotdogs with your fingers, use your thumbs to push the end of the mat up and over the filling, until the edge of the nori meets the rice on the other side. Press firmly on the roll.

Lift up the top of the mat and roll firmly until tight and round. Squeeze gently to shape the roll. Remove the bamboo mat and set the roll aside.

Repeat with the remaining ingredients to make 8 rolls total.

Use a very thin, sharp knife to cut each roll into 8 slices. Arrange on a sushi platter and serve with additional onion dip.

**Makes 8 rolls, 64 pieces**



Nutrition Facts	
servings per container	
<b>Serving size</b>	<b>3 pieces(81g)</b>
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Amount per serving	
<b>Calories</b>	<b>100</b>
	% Daily Value*
<b>Total Fat</b> 1g	1%
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol</b> 15mg	5%
<b>Sodium</b> 370mg	16%
<b>Total Carbohydrate</b> 17g	6%
Dietary Fiber 1g	4%
Total Sugars 3g	
Includes 1g Added Sugars	2%
<b>Protein</b> 6g	
Vitamin D 0mcg	0%
Calcium 4mg	0%
Iron 1mg	6%
Potassium 86mg	2%

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# Muffarolletta (LA)

## Hand vinegar

1 cups water  
¼ cup rice vinegar

## Rice

2 cups mixed olives, stuffed green and pitted kalamata, patted dry  
3 tablespoons capers, patted dry  
4 cloves garlic, minced  
12 cups prepared sushi rice  
Freshly ground black pepper

## Rolls

32 slices thin sliced beef salami (about 1 pound)  
12 thin slices part-skim mozzarella, cut into sticks  
12 thin slices provolone, cut into sticks  
1 cup chopped celery leaves

Toasted sesame seeds, for sprinkling

**Sushi Rice see page 19**

In a small bowl, stir together the hand vinegar and set aside until needed.

To make the rice, finely chop the olives and capers and put them in a large bowl. Stir in the garlic and rice. Season to taste with pepper.

Lay a sushi mat on a clean surface and cover with plastic wrap. Lay 4 slices of salami on the mat, overlapping them by about ½-inch, to create a surface 7 inches wide and 6 inches deep.

Moisten hands with hand vinegar and shake off excess. Cover the salami with about 1½ cups sushi rice, leaving 1 inch empty at the end farthest from you.

Arrange 1/8th of each cheese along the center of the rice, crosswise, covering the half of the rice that is closest to you. Sprinkle the cheese with 2 tablespoons of the celery leaves.

Securing the cheese with your fingers, use your thumbs to push the end of the mat up and over the filling, until the one edge of the rice meets the other side. Press firmly on the roll to seal and shape.

Lift up the top of the mat and roll firmly until tight and round. Squeeze gently to shape the roll. Press the ends in carefully to secure any loose rice. Remove the bamboo mat, peel off the plastic and set the roll aside.

Repeat with the remaining ingredients to make 8 rolls total.

Slice each roll into 8 rounds, arrange on a sushi platter, and sprinkle each slice with some sesame seeds.

**Makes 8 rolls, 64 pieces**



Nutrition Facts	
servings per container	
<b>Serving size</b>	<b>1 piece (62g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>100</b>
	<b>% Daily Value*</b>
<b>Total Fat</b> 4.5g	<b>6%</b>
Saturated Fat 1.5g	<b>8%</b>
Trans Fat 0g	
<b>Cholesterol</b> 10mg	<b>3%</b>
<b>Sodium</b> 370mg	<b>16%</b>
<b>Total Carbohydrate</b> 13g	<b>5%</b>
Dietary Fiber 0g	<b>0%</b>
Total Sugars 1g	
Includes 1g Added Sugars	<b>2%</b>
<b>Protein</b> 3g	
Vitamin D 0mcg	0%
Calcium 36mg	2%
Iron 1mg	6%
Potassium 31mg	0%

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# Dansk Roll (MN)

## Hand vinegar

1 cups water  
¼ cup rice vinegar

## Sushi

8 sheets nori  
8 cups prepared sushi rice  
4 slices Danish rye, toasted and then processed into crumbs, about 2 cups  
16 4"x8" slices roast beef  
2 cups fried onions  
2 sheets nori, cut into 24 ¼-inch x 3-inch strips  
2 cups remoulade sauce, preferably Danish-style

**Sushi Rice see page 19**

In a small bowl, stir together the hand vinegar.

Lay a bamboo sushi mat on a clean surface. Moisten hands with hand vinegar and shake off excess. Place a sheet of nori on the mat, shiny side down. Spread 1 cup of rice across the nori, leaving 1 inch empty at the end farthest from you.

Sprinkle the rice with ¼ cup of the breadcrumbs. Lay 2 slices of roast beef on the rice, on the side closest to you, covering the surface. Sprinkle ¼ cup onions along the beef.

Securing the beef and onions with your fingers, use your thumbs to push the end of the mat up and over the filling, until the edge of the nori meets the rice on the other side. Press firmly on the roll.

Lift up the top of the mat and roll firmly until tight and round. Squeeze gently to shape the roll. Press the ends in carefully to secure any loose rice. Remove the bamboo mat and set the roll aside.

Repeat with the remaining ingredients to make 8 rolls total.

Use a very thin, sharp knife to cut each roll into 8 slices. Arrange on a sushi platter and serve with remoulade.

**Makes 8 rolls, 64 pieces**



Nutrition Facts	
servings per container	
<b>Serving size</b>	<b>2 pieces (74g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>130</b>
	<b>% Daily Value*</b>
<b>Total Fat</b> 2g	<b>3%</b>
Saturated Fat 0.5g	<b>3%</b>
Trans Fat 0g	
<b>Cholesterol</b> 10mg	<b>3%</b>
<b>Sodium</b> 230mg	<b>10%</b>
<b>Total Carbohydrate</b> 22g	<b>8%</b>
Dietary Fiber 1g	<b>4%</b>
Total Sugars 3g	
Includes 1g Added Sugars	<b>2%</b>
<b>Protein</b> 5g	
Vitamin D 0mcg	0%
Calcium 12mg	0%
Iron 1mg	6%
Potassium 50mg	2%

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Nutrition information does not include sauce.

# St Paul Handroll (MO)

6 eggs, beaten  
3 cups shredded beef summer sausage  
1 cup bean sprouts, coarsely chopped

1 cup mayonnaise  
½ cup minced dill pickle

20 sheets nori, cut in half  
8 cups prepared sushi rice  
4 cups shredded lettuce  
4 cups diced tomato

Soy sauce, for serving

**Sushi Rice see page 19**

In a large bowl, beat together the eggs, summer sausage and bean sprouts

Set a 10-inch non-stick skillet over medium heat and coat it with cooking spray. Pour in ¼ of the eggs and let them set until firm. Slide the omelet out of the pan and let it cool. Repeat three times with the remaining eggs to make four omelets. Cut all the omelets into thin slices.

In a medium bowl, blend together the mayonnaise and pickle.

To assemble hand rolls simply layer ingredients atop a piece of nori, starting with rice and building your roll as desired. After rolling you may want to tuck in additional ingredients. Roll the nori into a cone, sprinkle with soy sauce and serve.

**Makes 40 cone shaped rolls**



Nutrition Facts	
servings per container	
<b>Serving size</b>	<b>1 piece (79g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>140</b>
	<small>% Daily Value*</small>
<b>Total Fat</b> 7g	<b>9%</b>
Saturated Fat 2g	<b>10%</b>
Trans Fat 0g	
<b>Cholesterol</b> 45mg	<b>15%</b>
<b>Sodium</b> 350mg	<b>15%</b>
<b>Total Carbohydrate</b> 13g	<b>5%</b>
Dietary Fiber 1g	<b>4%</b>
Total Sugars 2g	
Includes 1g Added Sugars	<b>2%</b>
<b>Protein</b> 4g	
Vitamin D 0mcg	<b>0%</b>
Calcium 19mg	<b>2%</b>
Iron 1mg	<b>6%</b>
Potassium 45mg	<b>0%</b>

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# Beefy Weekly Maki

**Hand vinegar**  
1 cups water  
¼ cup rice vinegar

**Maki**  
8 sheets nori  
12 cups prepared sushi rice  
8 teaspoons caraway seeds  
1 tablespoon coarse salt  
16 4x8-inch slices roast beef, warmed  
½ cup finely shredded fresh horseradish  
2 cups warmed beef broth, for serving

**Sushi Rice see page 19**

In a small bowl, stir together the hand vinegar.

Lay a sushi mat on a clean surface and cover with plastic wrap. Place a sheet of nori on the mat, shiny side down. Moisten hands with hand vinegar and shake off excess. Spread 1 ½ cups of rice across the nori. Sprinkle the rice with 1 teaspoon caraway seeds and a light sprinkling of coarse salt. Turn the nori over so that the rice side is down.

Cover half the rice, crosswise, with 2 slices roast beef. Top with 2 tablespoons horseradish.

Securing the meat with your fingers, use your thumbs to push the end of the mat up and over the filling, until the edge of the nori meets the rice on the other side. Press firmly on the roll.

Lift up the top of the mat and roll firmly until tight and round. Squeeze gently to shape the roll. Press the ends in carefully to secure any loose rice. Remove the bamboo mat and set the roll aside.

Make the remaining 7 rolls in the same manner.

Use a very thin, sharp knife to cut each roll into 8 slices. Arrange on a sushi platter and serve with warmed beef broth for dipping.

**Makes 8 rolls, 64 pieces**



Nutrition Facts	
servings per container	
<b>Serving size</b>	<b>2 pieces (91g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>120</b>
	<small>% Daily Value*</small>
<b>Total Fat</b> 0.5g	<b>1%</b>
Saturated Fat 0g	<b>0%</b>
Trans Fat 0g	
<b>Cholesterol</b> 10mg	<b>3%</b>
<b>Sodium</b> 510mg	<b>22%</b>
<b>Total Carbohydrate</b> 24g	<b>9%</b>
Dietary Fiber 1g	<b>4%</b>
Total Sugars 3g	
Includes 2g Added Sugars	<b>4%</b>
<b>Protein</b> 5g	
Vitamin D 0mcg	<b>0%</b>
Calcium 12mg	<b>0%</b>
Iron 1mg	<b>6%</b>
Potassium 72mg	<b>2%</b>

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# Triple BLT Mega Roll (WY)

## Hand vinegar

1 cup water  
¼ cup rice vinegar

## Rolls

1 ½ pounds sliced roast beef  
16 cups prepared sushi rice  
2 cups bacon bits  
4 cups arugula  
32 very thin slices beefsteak tomato  
Freshly ground black pepper  
1-2 cups bacon-flavored potato chips

Ranch dressing, to serve

Additional bacon-flavored potato chips, to serve



**Sushi Rice see page 19**

In a small bowl, stir together the hand vinegar and set aside until needed.

Lay a sushi mat on a clean surface and cover with plastic wrap. Lay 3 ounces beef slices on the mat, overlapping them by about ½-inch, to create a surface 7 inches wide and 6 inches deep.

Moisten hands with hand vinegar and shake off excess. Cover the beef with 2 cups sushi rice, leaving 1 inch empty at the end farthest from you. Sprinkle with ¼ cup bacon bits.

Cover the rice with ½ cup arugula, then lay four slices of tomato in a row on the side closest to you. Season the tomatoes with pepper. Cover the tomatoes with a handful of potato chips.

Securing the potato chips, arugula and tomatoes with your fingers, use your thumbs to push the end of the mat up and over the filling, until the one edge of the rice meets the other side. Press firmly on the roll to seal and shape.

Lift up the top of the mat and roll firmly until tight and round. Squeeze gently to shape the roll. Press the ends in carefully to secure any loose rice. Remove the bamboo mat, peel off the plastic and set the roll aside.

Repeat with the remaining ingredients to make 8 rolls total. Slice each roll into 8 rounds, arrange on a sushi platter, and serve with ranch dressing and additional potato chips.

**Makes 8 rolls, 64 pieces**

Nutrition Facts	
servings per container	
<b>Serving size</b>	<b>1 piece(83g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>140</b>
	<b>% Daily Value*</b>
<b>Total Fat</b> 6g	<b>8%</b>
Saturated Fat 1.5g	<b>8%</b>
Trans Fat 0g	
<b>Cholesterol</b> 40mg	<b>13%</b>
<b>Sodium</b> 310mg	<b>13%</b>
<b>Total Carbohydrate</b> 16g	<b>6%</b>
Dietary Fiber 2g	<b>7%</b>
Total Sugars 3g	
Includes 2g Added Sugars	<b>4%</b>
<b>Protein</b> 6g	
Vitamin D 0mcg	<b>0%</b>
Calcium 24mg	<b>2%</b>
Iron 2mg	<b>10%</b>
Potassium 143mg	<b>4%</b>

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# Wisconsin Inside Out Maki

## Hand vinegar

2 cups water  
1/2 cup rice vinegar

## Maki

8 sheets nori  
16 cups prepared sushi rice  
1 lb summer sausage, cut lengthwise into thin sticks  
1 lb sharp Cheddar, cut into thin sticks  
4 large dill pickles, sliced paper-thin, for serving

Spicy brown mustard, for serving

**Sushi Rice see page 19**



In a small bowl, stir together the hand vinegar.

Lay a bamboo sushi mat on a clean surface. Moisten hands with hand vinegar and shake off excess. Place a sheet of nori on the mat, shiny side down. Spread 1 cup rice across the nori, leaving 1 inch empty at the end farthest from you.

Lay 2 ounces summer sausage and 2 ounces cheese crosswise along the rice, creating rows of sausage and cheese and covering half the surface closest to you.

Securing the meat and cheese with your fingers, use your thumbs to push the end of the mat up and over the filling, until the edge of the nori meets the rice on the other side. Press firmly on the roll.

Lift up the top of the mat and roll firmly until tight and round. Squeeze gently to shape the roll. Press the ends in carefully to secure any loose rice. Remove the bamboo mat and set the roll aside.

Make the remaining 7 rolls in the same manner.

Use a very thin, sharp knife to cut each roll into 8 slices. Arrange on sushi platters with a pretty, loose pile of pickle slivers and a dish of spicy brown mustard.

**Makes 8 rolls, 64 pieces**

Nutrition Facts	
servings per container	
<b>Serving size</b>	<b>1 piece(65g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>120</b>
	<b>% Daily Value*</b>
<b>Total Fat</b> 4.5g	<b>6%</b>
Saturated Fat 2.5g	<b>13%</b>
Trans Fat 0g	
<b>Cholesterol</b> 15mg	<b>5%</b>
<b>Sodium</b> 270mg	<b>12%</b>
<b>Total Carbohydrate</b> 15g	<b>5%</b>
Dietary Fiber 1g	<b>4%</b>
Total Sugars 2g	
Includes 1g Added Sugars	<b>2%</b>
<b>Protein</b> 4g	
Vitamin D 0mcg	<b>0%</b>
Calcium 54mg	<b>4%</b>
Iron 1mg	<b>6%</b>
Potassium 12mg	<b>0%</b>

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Nutrition information does not include dill pickle and mustard.

# New York Deli Roll

## Hand vinegar

2 cups water  
1/2 cup rice vinegar

## Futo-Maki

4 sheets nori  
12 cups prepared sushi rice  
3 tablespoons caraway seeds  
4 ounces thinly sliced corned beef  
1/3 cup prepared horseradish, well-drained  
16 thin slices Swiss cheese (about 12 ounces), sliced into thin sticks

Dijon mustard, for serving

**Sushi Rice see page 11**



In a small bowl, stir together the hand vinegar.

Lay a sushi mat on a clean surface and cover with plastic wrap. Place a sheet of nori on the mat, shiny side down. Moisten hands with hand vinegar and shake off excess. Spread half the rice across the nori. Sprinkle the rice with about 1 teaspoon caraway seeds. Turn the nori over so that the rice side is down.

Cover half the rice, crosswise, with 1/4 of the corned beef slices. Spread the corned beef with about 2 teaspoons horseradish. Cover the corned beef with 1/4 of the cheese.

Securing the meat and cheese with your fingers, use your thumbs to push the end of the mat up and over the filling, until the edge of the nori meets the rice on the other side. Press firmly on the roll.

Lift up the top of the mat and roll firmly until tight and round. Squeeze gently to shape the roll. Press the ends in carefully to secure any loose rice. Remove the bamboo mat and set the roll aside.

Make the remaining rolls in the same manner.

Use a very thin, sharp knife to cut each roll into 8 slices. Arrange on sushi platters and serve with Dijon mustard.

**Makes 8 rolls, 64 pieces**

Nutrition Facts	
servings per container	
<b>Serving size</b>	<b>2 pieces(100g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>180</b>
	<b>% Daily Value*</b>
<b>Total Fat</b> 6g	<b>8%</b>
Saturated Fat 3.5g	<b>18%</b>
Trans Fat 0g	
<b>Cholesterol</b> 20mg	<b>7%</b>
<b>Sodium</b> 330mg	<b>14%</b>
<b>Total Carbohydrate</b> 24g	<b>9%</b>
Dietary Fiber 1g	<b>4%</b>
Total Sugars 3g	
Includes 2g Added Sugars	<b>4%</b>
<b>Protein</b> 7g	
Vitamin D 0mcg	<b>0%</b>
Calcium 105mg	<b>8%</b>
Iron 1mg	<b>6%</b>
Potassium 27mg	<b>0%</b>

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Nutrition information does not include mustard.

# Sunday Supper Sushi

## Hand vinegar

2 cups water  
1/2 cup rice vinegar

## Au Jus

2 cups beef broth  
1 tablespoon Worcestershire sauce  
4 garlic cloves, slightly smashed

## Sushi

18 thinly sliced roast beef (about 5 ounces), 8x3-inches each  
Garlic salt, to taste  
Freshly ground black pepper, to taste  
4 cups prepared sushi rice  
1 1/2 cups shredded carrots, very lightly blanched and cooled  
1 1/2 cups pea shoots or watercress

6-8 radishes, very thinly sliced, for serving

**Sushi Rice see page 19**

In a small bowl, stir together the hand vinegar and set aside until needed.

First make the au jus. Put the beef broth, Worcestershire sauce and garlic cloves into a saucepan, bring to a simmer and cook for 2 minutes. Let cool for 5 minutes and remove the garlic cloves. Just before serving, reheat the au jus.

Lay a sushi mat on a clean surface and cover with plastic wrap. Lay a piece of roast beef on the mat. Sprinkle with garlic salt and pepper. Moisten hands with hand vinegar and shake off excess. Cover the beef with 1/2 cup sushi rice, leaving 1 inch empty at the end farthest from you.

Arrange one quarter of the carrots and pea shoots along the center of the rice, crosswise, covering the half of the rice that is closest to you.

Securing the carrots and pea shoots with your fingers, use your thumbs to push the end of the mat up and over the filling, until the one edge of the rice meets the other side. Press firmly on the roll to seal and shape.

Lift up the top of the mat and roll firmly until tight and round. Squeeze gently to shape the roll. Press the ends in carefully to secure any loose rice. Remove the bamboo mat, peel off the plastic and set the roll aside.

Repeat with the remaining ingredients to make 8 rolls. Slice each roll into 6 rounds, arrange on sushi platters and serve with reheated au jus.

**Makes 8 rolls, 48 slices**



**\*\*WITH REGULAR ROAST BEEF \*\***

Nutrition Facts	
servings per container	
<b>Serving size</b>	<b>3 pieces(81g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>100</b>
	<b>% Daily Value*</b>
<b>Total Fat</b> 1g	<b>1%</b>
Saturated Fat 0g	<b>0%</b>
Trans Fat 0g	
<b>Cholesterol</b> 15mg	<b>5%</b>
<b>Sodium</b> 370mg	<b>16%</b>
<b>Total Carbohydrate</b> 17g	<b>6%</b>
Dietary Fiber 1g	<b>4%</b>
Total Sugars 3g	
Includes 1g Added Sugars	<b>2%</b>
<b>Protein</b> 6g	
Vitamin D 0mcg	<b>0%</b>
Calcium 4mg	<b>0%</b>
Iron 1mg	<b>6%</b>
Potassium 86mg	<b>2%</b>

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Nutrition information does not include au jus or radishes.

**\*\*Reduced sodium roast beef may be substituted; nutrition information when this is used in place of regular roast beef may be found at www.Beefshi.com.**

# carolina sushi

## Hand vinegar

2 cups water  
1/2 cup rice vinegar

## Cabbage

8 large cabbage leaves, center rib removed  
6 cups water  
3 ounces salt  
3 ounces sugar  
1/3 cup cider vinegar

## Maki

8 cups sushi rice  
4 teaspoons celery seeds  
12 ounces sliced bologna, cut into thin strips and fried  
1 1/2 cups grated carrots  
1/2 cup minced white onion

BBQ sauce, for serving

**Sushi Rice see page 19**

In a small bowl, stir together the hand vinegar and set until aside till needed.

Put the cabbage leaves into a large bowl. In a medium saucepan, stir together the water, salt, sugar and cider vinegar. Bring to a boil. Pour the hot water mixture over the cabbage and stir to immerse all the leaves. Let sit for 30 seconds, drain, rinse with cold water, and squeeze the cabbage dry.

Lay a bamboo sushi mat on a clean surface. Moisten hands with hand vinegar and shake off excess. Place 2 cabbage leaves on the mat to cover it. Trim any excess along the edges with a scissors. Spread 1/4 of the rice across the cabbage, leaving 1 inch empty at the end farthest from you. Sprinkle the rice with 1 teaspoon celery seed.

Lay 1/4 of the bologna along the center of the rice and sprinkle it with 1/4 of the carrots and onion.

Securing the fillings with your fingers, use your thumbs to push the end of the mat up and over the filling, until the edge of the cabbage meets the rice on the other side. Press firmly on the roll.

Lift up the top of the mat and roll firmly until tight and round. Squeeze gently to shape the roll. Press the ends in carefully to secure any loose rice. Remove the bamboo mat and set the roll aside.

Make the remaining three rolls in the same manner.

Use a very thin, sharp knife to cut each roll into 8 slices. Arrange on sushi platters and serve with BBQ sauce.

**Makes 4 rolls, 32 pieces**



Nutrition Facts	
servings per container	
<b>Serving size</b>	<b>1 piece(79g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>110</b>
	<b>% Daily Value*</b>
<b>Total Fat</b> 3g	<b>4%</b>
Saturated Fat 1g	<b>5%</b>
Trans Fat 0g	
<b>Cholesterol</b> 5mg	<b>2%</b>
<b>Sodium</b> 380mg	<b>17%</b>
<b>Total Carbohydrate</b> 17g	<b>6%</b>
Dietary Fiber 1g	<b>4%</b>
Total Sugars 3g	
Includes 1g Added Sugars	<b>2%</b>
<b>Protein</b> 3g	
Vitamin D 0mcg	<b>0%</b>
Calcium 12mg	<b>0%</b>
Iron 1mg	<b>6%</b>
Potassium 76mg	<b>2%</b>

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Nutrition information does not include BBQ sauce.

# sleeping dog sushi

## Hand vinegar

2 cups water  
1/2 cup rice vinegar

## Sauce

2 cups ketchup  
1/2 cup red wine vinegar  
1 tablespoon ground mustard, or more to taste

## Sushi

1/3 cup pickle relish juice  
4 cups prepared sushi rice  
12 hot dogs  
1 sheet nori, cut into 48 1/4-inch x 3-inch strips

**Sushi Rice see page 11**

In a small bowl, stir together the hand vinegar and set it aside until needed.

First make the sauce. Stir together ketchup, red wine vinegar and ground mustard. Set aside until ready to serve.

Sprinkle the rice with pickle relish juice and toss to distribute evenly. Moisten hands with hand vinegar and shake off excess. Shape a scant 1 1/2 tablespoons sushi rice into a slightly oval shape, firmly pressing the rice together. Shape carefully, squeezing gently to create a uniform oval, about 2 inches long and 3/4 inch tall. Repeat until all the rice has been used.

Slice each hot dog into lengthwise quarters. Discard the outside slices that are curved on one side. Cut the remaining 24 hot dog slices in half crosswise, creating 48 pieces. Use a paring knife to shape each piece of hot dog into a chevron.

Set a grill pan or non-stick skillet over high heat. When the pan is hot, set the hot dog chevrons in it, cut-side-down and cook until nicely charred.

Set a piece of hot dog atop each rice oval. Wrap with a strip of nori, arrange on sushi platters and serve with sauce.

**Makes 48 pieces**



Nutrition Facts	
servings per container	
<b>Serving size</b>	<b>3 pieces(72g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>130</b>
	<b>% Daily Value*</b>
<b>Total Fat</b> 5g	<b>6%</b>
Saturated Fat 2g	<b>10%</b>
Trans Fat 0g	
<b>Cholesterol</b> 10mg	<b>3%</b>
<b>Sodium</b> 310mg	<b>13%</b>
<b>Total Carbohydrate</b> 17g	<b>6%</b>
Dietary Fiber 1g	<b>4%</b>
Total Sugars 2g	
Includes 1g Added Sugars	<b>2%</b>
<b>Protein</b> 3g	
Vitamin D 0mcg	<b>0%</b>
Calcium 5mg	<b>0%</b>
Iron 1mg	<b>6%</b>
Potassium 82mg	<b>2%</b>

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Nutrition information does not include sauce.

# The Texan Roll

## Hand vinegar

2 cups water  
1/2 cup rice vinegar

## Rolls

5 ounces thinly sliced roast beef  
2 teaspoons chili powder  
8 cloves garlic, mashed to a paste  
8 cups sushi rice  
5-6 limes, zested and juiced  
1 tablespoon cumin seeds  
4 jalapenos, trimmed and cut into thin strips  
4 scallions, trimmed and cut into thin strips  
16 sprigs cilantro  
1 cup cotija cheese crumbles, or feta

Pico de gallo or salsa, for serving

**Sushi Rice see page 19**

In a small bowl, stir together the hand vinegar.

Lay a sushi mat on a clean surface and cover with plastic wrap. Moisten hands with hand vinegar and shake off excess. Lay 2 pieces of roast beef on the mat to cover it. Sprinkle with some chili powder and 1/4 of the garlic, rubbing both into the beef with your fingers. Cover the beef with 1 cup sushi rice, leaving 1 inch empty at the end farthest from you.

Sprinkle a little lime zest and juice over the rice. Sprinkle the rice with cumin seeds.

Arrange 1/8th of the jalapeno and scallion strips, two cilantro sprigs and a sprinkling of cheese along the center of the rice, crosswise, covering the half of the rice that is closest to you.

Securing the jalapeno, scallion and cilantro with your fingers, use your thumbs to push the end of the mat up and over the filling, until the one edge of the rice meets the other side. Press firmly on the roll to seal and shape.

Lift up the top of the mat and roll firmly until tight and round. Squeeze gently to shape the roll. Press the ends in carefully to secure any loose rice. Remove the bamboo mat, peel off the plastic and set the roll aside.

Repeat with the remaining ingredients to make eight rolls. Slice each roll into six rounds, arrange on sushi platters and serve with pico de gallo or salsa.

**Makes 8 rolls, 48 pieces**



**\*\*WITH REGULAR ROAST BEEF \*\***

Nutrition Facts	
servings per container	
<b>Serving size</b>	<b>2 pieces(90g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>130</b>
	<b>% Daily Value*</b>
<b>Total Fat</b> 2g	<b>3%</b>
Saturated Fat 1g	<b>5%</b>
Trans Fat 0g	
<b>Cholesterol</b> 15mg	<b>5%</b>
<b>Sodium</b> 310mg	<b>13%</b>
<b>Total Carbohydrate</b> 21g	<b>8%</b>
Dietary Fiber 1g	<b>4%</b>
Total Sugars 3g	
Includes 1g Added Sugars	<b>2%</b>
<b>Protein</b> 6g	
Vitamin D 0mcg	<b>0%</b>
Calcium 47mg	<b>4%</b>
Iron 2mg	<b>10%</b>
Potassium 97mg	<b>2%</b>

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Nutrition information does not include pico de gallo.

**\*\*Reduced sodium roast beef may be substituted; nutrition information when this is used in place of regular roast beef may be found at [www.Beefshi.com](http://www.Beefshi.com).**

# Reuben Roll

## Hand vinegar

2 cups water  
1/2 cup rice vinegar

## Rolls

24 thin slices pastrami (about 6 ounces)  
6 cups sushi rice  
4 teaspoons caraway seeds  
8 thin slices Swiss cheese (about 3 1/2 ounces), cut into slivers  
2 1/2 cups sauerkraut, rinsed, drained and squeezed dry

Russian dressing, for serving

**Sushi Rice see page 11**

In a small bowl, stir together the hand vinegar.

Lay a sushi mat on a clean surface and cover with plastic wrap. Lay 1/4 of the pastrami slices on the mat lengthwise. Moisten hands with hand vinegar and shake off excess. Spread 1/4 of the rice across the pastrami, leaving one inch empty at the end farthest from you. Sprinkle the rice with 1 teaspoon caraway seeds. Turn the nori over so that the rice side is down.

Cover half the pastrami, crosswise, with 1/4 of the cheese and 1/4 of the sauerkraut.

Securing the meat and cheese with your fingers, use your thumbs to push the end of the mat up and over the filling, until the edge of the nori meets the rice on the other side. Press firmly on the roll.

Lift up the top of the mat and roll firmly until tight and round. Squeeze gently to shape the roll. Press the ends in carefully to secure any loose rice. Remove the bamboo mat and set the roll aside.

Make the remaining three rolls in the same manner.

Use a very thin, sharp knife to cut each roll into 8 slices. Arrange on sushi platters and serve with Russian dressing.

**Makes 4 rolls, 32 pieces**



Nutrition Facts	
servings per container	
<b>Serving size</b>	<b>1 piece(61g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>90</b>
	<b>% Daily Value*</b>
<b>Total Fat</b> 2.5g	<b>3%</b>
Saturated Fat 1.5g	<b>8%</b>
Trans Fat 0g	
<b>Cholesterol</b> 10mg	<b>3%</b>
<b>Sodium</b> 260mg	<b>11%</b>
<b>Total Carbohydrate</b> 12g	<b>4%</b>
Dietary Fiber 1g	<b>4%</b>
Total Sugars 2g	
Includes 1g Added Sugars	<b>2%</b>
<b>Protein</b> 4g	
Vitamin D 0mcg	<b>0%</b>
Calcium 51mg	<b>4%</b>
Iron 1mg	<b>6%</b>
Potassium 28mg	<b>0%</b>

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Nutrition information does not include Russian dressing.

# The Hiker's Roll

- 8 large eggs, beaten
- 20 sheets nori, cut in half
- 8 cups prepared sushi rice
- 12 ounces beef jerky, in choice of flavor, very finely shredded
- 4 cups pea shoots or watercress
- 4 ripe avocados, diced

Sriracha, soy and/or wasabi for serving

**Sushi Rice see page 19**

Set a non-stick skillet over medium heat and coat it with cooking spray. Pour in about ¼ of the eggs and let them set until firm. Slide the omelet out of the pan onto a cutting board. Make three more omelets in the same manner. Slice each omelet into thin strips.

To assemble hand rolls simply layer ingredients atop a piece of nori, starting with rice and building your roll as desired. Roll the nori into a cone, top with sriracha, soy and/or wasabi, as desired, and serve.

**Makes 40 cone shaped rolls**



Nutrition Facts	
servings per container	
<b>Serving size</b>	<b>1 piece(83g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>140</b>
	<b>% Daily Value*</b>
<b>Total Fat</b> 6g	<b>8%</b>
Saturated Fat 1.5g	<b>8%</b>
Trans Fat 0g	
<b>Cholesterol</b> 40mg	<b>13%</b>
<b>Sodium</b> 310mg	<b>13%</b>
<b>Total Carbohydrate</b> 16g	<b>6%</b>
Dietary Fiber 2g	<b>7%</b>
Total Sugars 3g	
Includes 2g Added Sugars	<b>4%</b>
<b>Protein</b> 6g	
Vitamin D 0mcg	<b>0%</b>
Calcium 24mg	<b>2%</b>
Iron 2mg	<b>10%</b>
Potassium 143mg	<b>4%</b>
<small>*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	

Nutrition information does not include sriracha, soy sauce and wasabi.

# Sushi Rice

- 3 lbs 8 ounces short grain rice
- 9 cups water
- 2 3-inch square pieces kombu

## Dressing

- 1 cup rice wine vinegar
- 4 ounces granulated sugar
- 2 teaspoons salt (about 1 ½ ounces)



Put the rice into a large mixing bowl and cover it with cold water. Stir the rice with your hands, massaging it to release the starch. Strain the rice through a large china cap or sieve and put it back into the bowl. Swirl the rice thoroughly and strain it again. Repeat once more.

Put the rice into a large rice cooker or very large saucepan. Add the water and kombu. If using a rice cooker, turn it on. If using a saucepan, cover tightly and set over high heat. When the water boils, reduce heat to very low. Let cook until all the water is absorbed. Turn off heat and let sit, covered, for 15 minutes. Remove the kombu from the cooked rice.

While the rice is cooking, make the dressing. Put the vinegar into a medium saucepan and set it over low heat. Stir in the sugar and salt until dissolved. Remove from heat and let cool.

Spoon the hot rice onto a full size sheet pan and immediately drizzle the dressing over it. Use a rice paddle or wooden spoon to gently stir the rice to coat it. Be careful not to mash or break the rice.

Let the rice cool until it is just barely warm to the touch. Put the rice into a large mixing bowl and cover with a damp towel to keep it moist.

To refresh leftover rice that has been refrigerated, sprinkle it with water, cover with a damp towel and microwave until hot and tender.

**Makes 24 cups**

Nutrition Facts	
servings per container	
<b>Serving size</b>	<b>1 cup</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>270</b>
	<b>% Daily Value*</b>
<b>Total Fat</b> 0g	<b>0%</b>
Saturated Fat 0g	<b>0%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 480mg	<b>21%</b>
<b>Total Carbohydrate</b> 61g	<b>22%</b>
Dietary Fiber 2g	<b>7%</b>
Total Sugars 7g	
Includes 4g Added Sugars	<b>8%</b>
<b>Protein</b> 4g	
Vitamin D 0mcg	<b>0%</b>
Calcium 3mg	<b>0%</b>
Iron 3mg	<b>15%</b>
Potassium 48mg	<b>2%</b>
<small>*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	

Nutrition information is for informational purposes only and would not need to be declared, as it is intended to be used as an ingredient in following beefshi recipes.

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