Subj: **Wintertime Steak Ideas**
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Lobel's

Online Exclusive
Two for February
FREE WAGYU Sirloin with Purchase

If you haven't tried American Wagyu yet, here's your chance. Try two kinds of Wagyu for the price of one with our special "Two for February" promotion:

Order a selected cut of American Wagyu beef and you'll receive a complimentary 10-ounce cut of Wagyu Boneless Center-Cut Sirloin (a $36.98 value).

Select any of the products below to receive this offer:

- Wagyu Porterhouse Steaks
- Wagyu Boneless Strip Steaks
- Wagyu Bone-In Strip Steaks
- Wagyu Boneless Rib Steaks
- Wagyu Bone-In Rib Steaks
- Wagyu Whole Tenderloin

Cut from the most tender part of the sirloin, the Boneless Center-Cut Sirloin is known for its meaty texture. Our Wagyu sirloin's inherent pure beefy taste and plentiful marbling make this cut an all-time favorite for grilling—tender, juicy, and robust.

This offer is an exclusive online promotion, and is only available while supplies last!

Holiday ordering deadlines

St. Patrick's Day
Thursday, Mar. 17

Order by 2 p.m. EST on Wednesday, Mar. 16 for delivery on Thursday, Mar. 17.

Easter Sunday
Sunday, Mar. 27

Order by 2 p.m. EST on Friday, Mar. 25 for delivery on Saturday, Mar. 26.

Save the $10 Saturday delivery surcharge: Order by 2 p.m. EST on Thursday, Mar. 24 for delivery on Friday, Mar. 25.

We do not offer deliveries on Sundays or Mondays.

In most parts of the country the backyard grill is still in storage. So what do you do for the next couple months when you want a great steak?

Our favorite methods are pan-searing and pan-roasting with an accompanying sauce or a compound butter. You'll be amazed at how a simple steak preparation can take on any style or personality depending on the sauce or butter that serves as a finishing touch.

Start with our master recipe for pan-searing or pan-roasting the perfect steak ... any cut of steak will work with these directions. Then choose a sauce or compound butter that suits your fancy. Most of the following sauces can be made in a jiffy while your steak is cooking.

Be sure to check our charts below to help you estimate cooking times, based on the thickness of your steak.

Try pan-searing or pan-roasting our Wagyu Boneless Center-Cut Sirloin. Receive one free through our online-exclusive offer. Click here for all the details.

Sauce Recipes	Butter Recipes
• Cognac & Herb Sauce • Mushroom Sage Sauce	• Maître d´Hôtel Butter • Mustard Butter • Chive Butter

In its February 2005 issue, *Gourmet Magazine* reviewed Lobel's smoked hams. Here's what they had to say:

Flavor & Texture: "A nice balance of sweetness, salt, and gentle smoke; juicy, tender meat. A real crowd-pleaser."

Visual Appeal: "Handsome, with a crosshatched exterior; rosy interior."

Click here to see our selection of smoked hams.

Tsunami Relief
Your Purchase Helps

During times of crisis, we at Lobel's of New York feel it's important to reach out and help those in need.

That's why we are pledging to donate a percentage of our sales from January and February 2005 to the International Response Fund of the American Red Cross to assist victims of the tsunami disaster.

If you make a purchase from us during January or February, a percentage of your sale will be contributed.

If you'd like to make a personal donation to help aid relief efforts, click here to donate at the Red

Plan Ahead
For parties and events, we recommend that you schedule your delivery for one to two days before the event. This allows for any unforseeable delivery problems. The meat comes vacuum-packed and will keep in its original packaging in your refrigerator for 5 to 7 days.

- Mushroom Sauce
- Béarnaise Sauce
- Quick & Easy Steak Sauce
- Shallot Butter
- Gorgonzola Scallion Compound Butter

Pan-Searing

1. Steaks should always be at room temperature before they are cooked. Remove your steaks from the refrigerator at least 30 minutes before cooking. Pat them dry with a paper towel.
2. Place a dry cast-iron skillet in a pre-heated broiler on high heat about 6 inches from flame or heating element. Heat pan for about 20 minutes.
3. Brush the steaks with olive oil and rub with coarse kosher or sea salt and freshly ground pepper.
4. **CAUTION: Pan handle will be extremely hot.** When the pan is heated, pull the oven rack out to give yourself clear access to the pan and lay the steaks carefully into the skillet to avoid splatters. Your vent or fan should be set on high because this method creates a fair amount of smoke as the steak is seared.
5. Sear the steaks for 2 to 3 minutes on each side.
6. After the steaks are seared, reduce the heat to moderately hot to hot and continue cooking the steaks to a desired doneness using the timing suggestions in the chart below.
7. Transfer the steaks to dinner plates or a platter, and let rest 5 minutes before slicing and serving.

Pan-Roasting

1. Steaks should always be at room temperature before they are cooked. Remove your steaks from the refrigerator at least 30 minutes before cooking. Pat them dry with a paper towel.
2. Preheat your oven to 375°F.
3. On the stovetop, heat an ovenproof frying pan or skillet (cast iron is great) on high heat until the pan smokes slightly or a drop of water evaporates on contact.
4. Brush the steaks with olive oil and rub with coarse kosher or sea salt and freshly ground pepper.
5. When the pan is heated, lay the steaks carefully into the skillet to avoid splatters. Your vent or fan should be set on high because this method creates a fair amount of smoke as the steak is seared.
6. Sear the steaks for 2 to 3 minutes on each side.
7. Put the pan directly into the oven and roast the steaks to a desired doneness using the timing suggestions in the chart below.
8. Transfer the steaks to dinner plates or a platter, and let rest 5 minutes before slicing and serving.

Cooking Times

Desired Doneness (Internal Temperature)	Steak Thickness		
	1 inch	1 1/4 inches	1 3/4 inches
Rare (120-130°F)	8 minutes	10 minutes	12 minutes

Cross's Web site.

Smoked Salmon for Lent

Giving up red meat for Lent? You won't miss out on flavor with our Black Label Smoked Salmon.

It's light on the palate with a clean, delicate taste and complex flavors—with a smokiness that is subtle, not heavy-handed.

After several washes of fresh orange and lemon juices, fresh—never frozen—Atlantic salmon is salt-cured, smoked, and finished in successive baths of fresh, whole milk and dry white wine.