



For Immediate Release

## Harris Ranch Beef To The Rescue On Busy Nights

(Selma, CA, November 30, 2011) – In the constant struggle to keep up with a busy life and eat healthy, Harris Ranch Beef offers a tasty, helping hand. The company's fully cooked beef entrées make it easy to get a flavorful dinner, made with quality ingredients, onto the dinner table in just minutes. It can be as easy as opening the package and heating the flavorful entrées, or customers can release their inner chef and get creative by using the entrées as a starting point for their own creation.

Now, Harris Ranch wants to help feed that creativity with a recipe contest using their Fully Cooked Beef Entrées. Between December 1, 2011 and March 1, 2012, customers may enter to win \$500 of Harris Ranch Beef by sharing their recipe that includes a Harris Ranch Fully Cooked Beef Entrée as an ingredient. Home cooks may enter their recipes at [www.harrisranchbeef.com](http://www.harrisranchbeef.com), (link to enter the contest will be live on December 1), or on our Facebook page. In fact, participants are encouraged to share their creations along with photos, videos and tips on the company's facebook page. Harris Ranch executive chef, Anthony Hagans and his kitchen team will determine a winner, who will be announced on March 1, 2012.

Harris Ranch Fully Cooked Beef Entrées are cooked to perfection using flavorful, custom-blended seasonings. They can easily be reheated in an oven or microwave in just a few minutes. Choices include a tender Beef Tri Tip Roast that could be sliced into bite sized pieces and added to a quick chili recipe. Slow cooked Homestyle Pot Roast could be sandwiched into slider rolls for an easy tailgate party munchy. Or spoon chunky Beef Stew into small squares of puff pastry. Seal, bake, and create a party appetizer in a jiffy. The possibilities are only limited by your imagination!

For over 40 years, Harris Ranch Beef Company has strived to produce the highest quality beef in the world. Located in California's Central Valley, the company has built a uniquely integrated beef production system where cattle are sourced, fed and humanely processed exclusively by Harris Ranch. Few, if any, beef companies – other than Harris Ranch – can claim they control all aspects of production. Still family owned and operated, the Harris family takes great pride in raising its beef to be as pure and great tasting as nature intended. For more information please visit [www.harrisranchbeef.com](http://www.harrisranchbeef.com).

For high resolution photos or to arrange an interview with Harris Ranch Beef, please contact Brad Caudill at [Brad.Caudill@HarrisRanch.com](mailto:Brad.Caudill@HarrisRanch.com) or Tyffani Peters at [Tyffani@marketingplus.tv](mailto:Tyffani@marketingplus.tv) or by phone: 707-318-2726.

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