

To ensure your program will succeed, Alberta Pork offers the following material.



Tent Cards

FREE

A great way to highlight the program at the point of purchase. These tent cards clip into your sign holders, or can stand on the top of your service counter.

Frill Set Pack

FREE

Available 'Free' at any time, these are a perfect merchandising add on. Each pack includes 8 white caps to dress the ribs, recipes and instructions. These frill packs require no labour on your part, just include them with the roast, and the consumer puts the frills on after the roast is done.

Pop-Up® Timers

These timer packs are available at a nominal fee. Each individual pack includes recipes, instructions and one Pop-Up Timer. Call Alberta Pork to order.



www.albertapork.ca

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Food safety questions?
Call The Food Safety Info Line 1-800-892-8333

Crown Roast

"Enhance the Value"



The Perfect Entertaining Choice

The Crown Roast has been a festive tradition and the essence of fine dining for generations. Trends over the years have changed and the traditional Crown has become larger than many family gatherings are able to consume. There are other options and ideas that can still generate excitement about a Crown Roast dinner.

Variations of the Crown Roast offer some enticing opportunities for the meat department during the festive season and should be a great source of margin as well. To capture customer interest, build a display around these roasts about one week before each holiday. The Crown Roast is a great alternative to ham or turkey which is often sold at cost or less. It can be a gamble to display a full, traditional Crown Roast without a confirmed sale, the best method is to utilize the Mini Crown (see below) in your counter.

The Mini Crown has great eye appeal and is small enough to keep the retail price attractive. Display a row of roasts in oven-ready trays, with small potatoes and carrots added, for a ready-made meal. Complete the package with Alberta Pork's Pop-Up Timer and Frill Set packs (see back for details).



Mini Crown

- The convenience and size of this roast has made it very popular over the past few years for both the retailer and the customer.
- Using a single rib half of the loin, de-bone (as in the Crown), and remove the back rib.
- It is recommended the cap and blade bone off the rib end of the loin be removed for this roast to ensure quality.
- Tie a double loin rib end roast about an inch shorter than the height of the back ribs.
- Next, wrap the back ribs around the loin roast with the ribs extending out like a Crown.
- Needle tie the two ends of the ribs and be sure to arrange the ends so the ribs are even across the top.
- Trim the meat between the rib to the level of the roast.
- This roast offers another opportunity to merchandise the rib end of the loin, which often can be a challenge.

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Crown Roast

- To prepare this roast properly requires two loins. Using the complete rib half of each loin, remove the Chine bones with the band saw, cutting through to the muscle. This allows you to get your knife under the feather-bones; remove these as well.
- Trim the ends of the ribs down to the main loin muscle to expose about one to two inches of rib.
- Peel the membrane off the ribs, leaving a clean bone.
- To ensure the best quality, remove the cap and blade bone off the rib end of the loin.
- To tie the first ends together, place the loins end-to-end. Using a needle, tie behind the first rib on each loin.
- Wrap the other ends around and tie them as well.
- Tie a string around the base of the roast to keep the desired shape.
- Fill the centre with desired stuffing.

Traditional Single Rib Crown

- Using a single loin, follow instructions above.
- To make this roast work, requires an incision between each rib. Try not to cut any deeper than necessary, as the exposed surface tends to dry out the roast.
- Remove the membrane on the outside of the rib to make it easier to wrap. This also makes a pleasant eating experience for the customer.

Stuffing for Perfection

What effect does stuffing have on a roast? If done properly, stuffing a roast does not affect the shelf life. Remember the following basics regarding proper storage and use of stuffing mixture:



- Store stuffing mix in a proper environment, away from moisture and cleaning supplies.
- Mix stuffing in a clean container using cold water.
- Be sure to add water as directed. Too much will cause the dressing to run out of the roast; not enough will draw moisture from the meat.
- Mix only enough stuffing for immediate use and discard any leftovers.
- When doing rewraps, label with the original packing date.
- Be sure the customer knows the stuffing must be cooked to an internal temperature of 160° F (70° C).

Work with your local spice supplier to take advantage of the new and creative dressings available for today's roasts and today's consumers.



Boneless Crown

- This roast uses a boneless loin 6 to 8 inches in length.
- Split the loin lengthwise, creating two strips.
- Flip the two strips so the silver skin is down on the block.
- Starting from the narrow side of the strip, make a series of incisions about an inch apart.
- Bend each piece so the ends meet (see photo).
- The ends can be tied, but it is not essential.
- Place wedges of peppers or fruit between incisions to ensure the roast stays moist.
- Stuffing is optional. Be creative by trying wild rice or couscous.

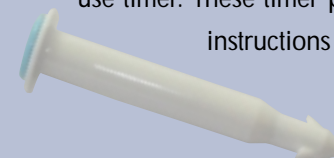


Rack

- This roast is simply a centre-cut, bone-in loin roast, with the ribs trimmed to expose the bone.
- Guard of Honour is prepared by using two racks displayed with the ribs facing each other and the bones intertwined.
- Often this roast is displayed seasoned with a rub. Try coating the exterior with a pepper, cajun or espresso mix.

Pop-Up® Cooking Timer

Ensure a flavourful juicy roast is cooked to perfection every time with this easy to use timer. These timer packs come individually packaged, including instructions and recipes.



Available from Alberta Pork, see the back for details.

