

SUPER BOWL

BY KATIE AYOUB

Chefs continue to innovate around bowl builds, maximizing their menu potential by strategically developing layers of flavors and contrasting textures. This Beef and Ancient Grain “Bibimbap” exemplifies the best of the trend, beautifully teeing up wholesomeness and craveability. Adam Moore, senior corporate chef with Charlie Baggs Culinary Innovations, builds a flavor narrative around every element in his bibimbap. Ancient grains lay the foundation for a modern, nutrient-dense profile. Sweet corn gets seasoned with togarashi, adding citrusy and spicy notes. Shredded cabbage and carrots get tossed with gochujang, a fermented Korean condiment. Edamame sprinkled with sea kelp granules brings menu interest and savoriness. Dried seaweed adds briny texture. And grass-fed beef from Australia, marinated in bulgogi seasonings, brings a nutrient-rich, lean meat with a great story of terroir. “With grass-fed beef, you can taste the terroir,” says Moore. “This kind of product allows chefs to tell a good story, much like you would with wine.” For this application, he favors the bottom sirloin flap, saying it’s a flavorful, tender strip cut. “If your prices are through the roof with skirt steak, consider using this value cut,” he says. “A grass-fed product goes really well with all of the lighter flavors in this recipe. You don’t need heavy flavors to stand up to grass-fed, which makes it perfect for modern menu innovation.”



THE SEASONING

Nutrient-rich sea kelp granules dust the edamame, adding another hit of umami with a hip, savory brininess.

THE BASE

Ancient grains of quinoa, barley and farro replace the more traditional white rice, and get an infusion of savory-sweet flavor from the bulgogi marinade.

THE MEAT

Because it’s inherently leaner, cook grass-fed beef about 30 percent less than grain- or corn-fed for a juicy, tender result.

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