

**EPISODE 179**

[INTRODUCTION]

**[0:00:11.3] AVH:** Chef Sarah Russo, my guest today, is a private personal chef and the culinary manager at Pre Brands, a company that offers grass fed and grass finished beef. I've got to give a personal little shout out to Pre Brands because I think they're such a great company. Their beef is really good, they're genuine awesome people to work with and you know they're working on doing the right thing and educating their consumers when they hire someone like Sarah.

No, they did not sponsor this podcast but they should, Pre Brands, think about it. Anyway, Sarah specializes in cooking for people with food allergies, dietary restrictions, weight loss and other wellness goals. She's also the founder of Love Your Fat, personal chef and catering and you know, with a name like that, she's going to be popular in the paleo world. Today she gives us a low down on getting the most out of your grass fed grass finished beef. There's more to it than just kind of thrown it on the grill.

She gives us tips and tricks, ways to up your cooking game, which are actually very helpful and I get her to talk a little bit about her past experiences as a personal chef, to some professional athletes which is very interesting. We get into all of that but before we dig in, no pun intended, here is some info on today's podcast sponsor.

[SPONSOR MESSAGE]

**[0:01:32.5] AVH:** Today's podcast is sponsored by Clean Made Market and the Clean Made Food Fest. Taking place this October 21<sup>st</sup> and 22<sup>nd</sup> at the California Market Center in downtown Los Angeles. This market plus food fest is essentially a family friendly, health and wellness lifestyle experience for folks who want to enjoy some healthy food and learn about new brands, products and services for clean living.

The Clean Food Fest is this all-inclusive tasting event that features more than 50 of So Cal's best chefs and restaurants and whether you're Paleo, Gluten free, Vegan, all of the above, this

festival has food for you and whatever your preference, the event is judgment free but it's also free of gluten, dairy, soy and refined sugar which I know us paleo folks are into.

Clean Food Fest is basically, it's a great event for people with food sensitivities but just people who love food and like to eat well and healthfully. The coinciding Clean Made Market, it's all about clean living. So attendees can learn about and shop a bunch of sustainable brands, products and services as well as checkout interactive workshops, cooking demos and talks from industry leaders in categories like beauty and wellness, energy and sustainability.

Tech, pets, fitness, I could go on. And, Paleo Magazine is a sponsor of the event so we will have a lounge there so you can come and hang out and say hi to us as if you didn't have enough incentive to go to this already. Yeah, it's going to be great, if you want to learn more or attend this event, check them out online at [cleanfoodfest.com](http://cleanfoodfest.com).

[INTERVIEW]

**[0:03:25.9] AVH:** Alright Sarah, welcome to the podcast, thank you for being here.

**[0:03:28.6] SR:** Yeah, thanks for having me.

**[0:03:30.9] AVH:** Are you in Chicago right now? How are things going so far with your summer?

**[0:03:36.7] SR:** Really good you know? Chicago wins, we live for the summer, it's our three months of beautiful weather so we are definitely enjoying it, it's beautiful time.

**[0:03:48.0] AVH:** I can relate to that as a Canadian, we might even get less than three months so I can definitely relate to taking advantage of every minute of sunshine and warm weather that you get so that's good.

**[0:03:58.1] SR:** Yes, got to get out there.

**[0:03:59.9] AVH:** Yeah, okay. And barbecuing too which maybe we'll get into a little bit later but yeah, first, I'd love if you could just kind of tell us a bit about your background and the work that you've done and what led you to what you're doing now with Pre Brands?

**[0:04:13.0] SR:** Sure, I'm born and raised in Chicago. I went to undergrad in Michigan and got a bachelor's degree in social work with an emphasis in food issues. From early on, you know, food has always been something that's interested me, food politics, food deserts and the disparities of how people get and source their food between rural and urban areas and then also socioeconomic levels.

I really wanted to figure out a way to be part of this discussion and this picture. I wasn't sure if it was going to be behind a desk or if it was going to be in a more creative way. I started cooking alternatively Meaning, health forward foods, healthier versions of recipes in college.

**[0:05:00.1] AVH:** How crazy is that that that's alternative? I just have to...

**[0:05:03.8] SR:** I know.

**[0:05:03.7] AVH:** I just had to interject. That's ridiculous but that's the world we live in.

**[0:05:08.3] SR:** It is you know? It's making your lasagna, veggie noodles or something, that's alternative, that's what it is. I started doing that kind of stuff in college and loved it and never really had gotten into cooking before. I started cooking for my friends, they loved it, I was like, "I think this is my thing you know?" I want to share what I know about food and how to connect, how we feel and what we're eating by feeding people and educating them in that way.

I ended up going to Berkley California where I went to Bowman College of Holistic Nutrition and Culinary Arts. That is basically a culinary program that puts health and eating for health the focus and a lot of the graduates go on to be personal chefs, work with hospitals to come up with great meal plans, to really focus on protocols or diets that can benefit the health of the client or the group of people that you're cooking for, which I loved you know?

We learned everything from how to cook for someone who is undergoing chemotherapy, to someone with celiac disease and you know, there's always new things popping up. There's always new allergies – which is very sad, you know, what have we done to ourselves here? But it was just so interesting to me that there wasn't enough people out there educating that just because you have this restriction or this goal.

It doesn't mean that you have to limit your life and the food that you eat and not love every bite just because it's "a protocol" or "healthy." So I love that. I went there, learned how to cook in this way and stayed there for a while. Did a lot of farm to table dinners and started cooking for clients but I eventually did move back to Chicago because I have a big Italian family who live here who weren't going to have it any other way.

**[0:07:05.7] AVH:** That's where the lasagna thing came from earlier.

**[0:07:07.9] SR:** Yeah, exactly. You could tell it's at the forefront of my mind. I moved back to Chicago and started working for a healthy food company, just doing outreach and chef demonstrations, just trying to get my foot in the door here in this community. In doing that, I actually became a private chef for a couple of professional athletes in Chicago.

That was a really incredible experience because these athletes who burn over 5,000 calories a day who work on their bodies and their bodies are their tool, it's their business. They have to really make that connection between what they eat and where their energy comes from.

It was such a unique experience to do that for them and through that process, Pre Brands, the company I work for now, they found me and invited me to come cook a lunch for them at their office, their new office space in Chicago. It was so – the synergy was amazing, I just came in, everyone here really cares about good food, learning more, eating alternatively and it was just a perfect match. I came in, I cooked for them.

It was beautiful, there were fireworks. No, and it was great. Then they said "Hey, you know, we love what you did here with our product and we'd love for you to consider working for us and doing more of what you did today."

You know, it wasn't something I ever considered doing working for a food brand but I really love working for Pre and I think transparency is absolutely their number one priority in all areas. Whether it's you know, management being transparent with the team about how things are going and where they are to where we get our beef to our packaging, how it's completely transparent all the way around.

I just think that that's a theme here and I love that. You know, there's no hiding behind desks or behind papers and not being transparent. I just loved that energy that it brought to our team and it's been a great experience so far.

**[0:09:21.3] AVH:** That's awesome. Tell us a bit more about Pre Brands the company and your job there specifically. I know you do a lot of education on how to cook with fresh ingredients and the right tools to use and all that kind of stuff but tell us a bit more about who they are and what you're doing on a daily basis?

**[0:09:39.2] SR:** Sure. Pre Brands is a 100% grass fed, 100% grass finished beef company, we're based in Chicago and we source our delicious best beef in the world from New Zealand and Australia. It comes to Chicago where we pack it and then we sell it to major retailers and other online businesses. Yeah.

I mean, Pre was founded by our CEO Lenny and he wanted to find a way to disrupt this beef market, if you're listening to this podcast, I'm sure you know Ashley, the beef standards in our country are definitely lacking and the standards that are out there, there's much higher standards, unfortunately, in other countries versus ours.

Even the organic seal of approval doesn't require nearly as much as we require to become Pre product. Things like being 100% grass fed, 100% grass finished, humanely treated animals, no added antibiotics or hormones ever, you know, grazing 365 days a year and we found this amazing product and we're so happy to be able to share that with the world and change the way people eat beef.

**[0:11:02.6] AVH:** I can say from experience because you guys were kind enough to let me sample a fair bit of your product. I was very impressed and very happy with it and I agree with

you that there not only a transparent company but just it seems like a very genuine company, full of kind of good people who are trying to do something good and you guys are always super great to work with.

I mean, I think even hiring someone like you shows a lot of care and transparency too because it's just taking that extra step to educate people and help people, right? Yeah, go back to that a little bit more and talk about what you're doing on a daily basis with the company?

**[0:11:41.0] SR:** Sure. I really think that I have the best job. One, because I'm doing what I love but also because you know, I come in, and I have fresh groceries and I cook for the team three days a week. So I make everyone a big healthy lunch which is always fun. So we do team lunch, three days a week and the rest of my time is spent putting together information on recipes and doing all the recipe writing for our website, for social media, for the back of our packaging.

Then I also do video tutorials and educate our consumers on the best practices and how to cook our product. Sometimes steak and other beef products can be a little intimidating and so whether it's how to cut the steak against the grain or how to make the base for a great stew or even beef empanadas.

That's the bulk of what I do is making a practical connection to our consumer about how to use the product.

**[0:12:40.9] AVH:** It does sound like a pretty awesome job. Your focus as a chef has always been making foods that are delicious but that are also healthy and even more specifically, allergy free for people who have specific allergies or issues.

What are the food sensitivities that you seem to come up against the most?

**[0:12:59.9] SR:** Yeah. I really think there are some food diets, like paleo of course, some people do the 80/20 diet but as far allergies go, grains are huge, dairy is huge, a lot of people – celiac. Sadly, there's a lot of children that I've worked with also that have nut allergies and that really

limits especially when you're trying to go – trying to do alternative healthy cooking to eliminate nuts and seeds is really hard, as well as grains.

This happens but I think you know, not limiting yourself to the standard American diet and kind of opening up your eyes to all the different cuisines that are out there and all the flavors that are out there really help combat the kind of depression that can come with these restrictions. That's what I try to do you know? You might have a favorite dish like we discussed earlier like a lasagna and you can't have cashew cheese but maybe you can have sunflower seed cheese with that? Or maybe you cannot have like a night shade but maybe we can do layers of sweet potato instead of regular noodles.

There's always ways to alternate but as long as your expectations are there and understanding that it's not going to taste exactly the same. It's still like a really amazing experience especially when you try new cultural foods and flavors.

**[0:14:32.4] AVH:** Right, what are your favorite meals to cook personally? Like, do you cook a lot at home or are you exhausted because that's what you do for work? Would you rather have somebody kind of do the work for you? I'd love to know what you like to eat personally?

**[0:14:46.7] SR:** Yeah. I think that the best way for me to stay balanced because just like you said and I can tell you, lots of other chef friends of mine feel the same, it's when you do this for a living, you go home and you're like, "I have to do it again?" You know, it kind of hard but you know, meal prepping is literally the number one thing and then also I'm really into just eating simply.

I love to make something unique and delicious and kind of elaborate that takes a couple of hours but I try to leave that for the weekends. But during the week, I love to just have really simple food. You know, grilled vegetables, salad, clean proteins and then all the way sauce. People are like, "How do you keep from getting bored of this" and I'm like well, "I always have fresh salsa in my fridge, I always have pesto, I always have chimichurri."

You know, sometimes I have like a garlic-y cashew sauce in my fridge and then that's kind of how I mix it up and make it really flavorful by adding a little bit of that you know, deep flavor,

sometimes kind of fatty sauce. It transforms everything and that's how I keep on track, otherwise, you know, it's really easy to fall into snacking or eating out. So it can be done you know?

**[0:16:14.1] AVH:** yeah, I mean, I can imagine. I always think like, I love food so much, I absolutely live to eat instead of the other way around. If I was even more into this sort of food world than I am, I feel like I would have a really hard time with that balance but what you're describing makes a lot of sense.

You know, there are probably many opportunities that you have to eat very richly or even, you know, it doesn't have to be unhealthy but if you're still eating – you're making these extravagant meals a lot, or whatever.

Being able to kind of simplify it at home, I think makes a lot of sense. Do you have any food sensitivities yourself? Do you eat mostly paleo? Not to put you on the spot, you don't have to.

**[0:16:48.8] SR:** Yeah, I'm actually really lucky. I don't have any food sensitivities or allergies. I have done an elimination diet when I was in school, when I was in culinary school. It was a really eye opening opportunity, you know, you eliminate all of these sensitive food groups and you start to osculate and add them back, you know, a couple of days at a time. I found that even though I'm not allergic, I do have like a slight sensitivity to dairy and to this day I really limit the dairy that I consume.

Not completely, I don't completely eliminate it but I just reduce it and I feel much better. But, I mean, overall, you know, the foods that we eat are what give us energy to live our lives and so even though I don't have any allergies or restrictions, I think eating in a paleo way really, it gives me life you know? Increased the veggies that I eat, I focus on eating less sugary foods and you know, my life is totally different. You know, less caffeine consumption, better sleep and so, even though I don't have that specific diet and I do time to time indulge in other things. I love eating this way.

**[0:18:07.7] AVH:** Yeah, what you're saying makes a lot of sense. I know someone smarter than me somewhere, I'm paraphrasing, said something about you know, "Whatever you eat is either

adding to your health or taking away from it.” Right? It is more complicated than that because food is so delicious and because bad food is everywhere but I think, when you look at it with that mindset, things do become a little bit more simple because you know, when you eat something and you’re paying attention to your body.

You know, when you eat something and you’re paying attention to your body, you know what makes you feel better and what makes you feel worse. There’s so much out there and there’s so much choice that even if you can’t eat or you shouldn’t eat certain things for your sort of specific needs, there are so many options always.

There are always ways and this is what you do, this is your job is to provide ways for people to enjoy what they’re eating and still be nourished, right? I think that’s such an important thing.

**[0:18:55.8] SR:** Yeah, enjoy every bite. I mean, I think it’s not sustainable to be eating dry chicken and steamed broccoli. I don’t think that you’re going to continue on to the path of health, eating that way but yeah, just finding you know, that balance and still enjoying your food and enjoying your life. I think that’s really important.

And enjoying it with people, that’s my number one thing. People always ask. I’m like, “Enjoy your food with people.”

**[0:19:24.9] AVH:** Okay, alright. Alright, I guess that helps with the whole like shame eating, like cupcakes and stuff, right? Because you’re probably less likely to do that in front of a bunch of people but that makes sense.

**[0:19:34.6] SR:** Yeah, share your food, I love that.

**[0:19:38.5] AVH:** I have to ask you because you touched on this earlier, you have experience as a personal chef to professional athletes. I know you can’t tell us who, you can’t tell us all the intimate details what these people ate and stuff. But I’d love to hear more of what you can tell us about what that experience is like.

Because as you touched on, that's obviously very different than you know, being a chef in a restaurant or even being a personal chef to a "normal person," who isn't using their body as the vehicle for their job. They have such a higher sort of nutritional demand. So can you talk about that a bit?

**[0:20:14.0] SR:** Yeah, no I can't reveal anything but –

**[0:20:17.0] AVH:** Boo, I want to know who it is!

**[0:20:19.5] SR:** Yeah, I want to get re-hired later so.

**[0:20:21.8] AVH:** Yeah, right.

**[0:20:23.3] SR:** Yeah, it was a really cool experience because like you said, it's unlike anything else. The volume of food that is being consumed is crazy. Basically it's like a meal for four for one person and that's a lot. One of my clients, for religious reasons, was vegan for two and a half months of the year and that was very hard at the beginning to get that many calories into the athlete when he was vegan. But then also most of my athlete clients also worked with a nutritionist who did constant blood work and testing and tried our different vitamins and different supplements.

Even had the sauna machines in their homes and just the whole nine yards. Really doing everything to optimize their health and wellness and so it was like, "This week we can have eggs, next week we cannot. This week we can have nuts, oh you know he kind of had a little reaction slightly. So let's change it up and do this." It's a constant, "How do you keep nourishing this person?" And he wants to love what he's eating. He wants to bite into it and love it and also be filled and have the energy that he needs.

And so it was a learning curve but I really think it made me a better chef. It made me very creative, making food out of nothing sometimes it felt like. But it was a very positive experience but you could tell even on the different diets, or the different protocols that they were on, who felt the best and who didn't based off of how committed they were to eating the right thing. I

mean I even shipped food to them when they were travelling or went with and travelled with them and made their food.

So they weren't even eating at their hotel or their restaurant. They were not eating fast food, they really cared about every single item that they put into their body and what it did. So it was a learning experience for me but it was also a very inspiring. I think it's going to be the trend and I think that people are going to really start to dial into everything that they eat, so it's exciting.

**[0:22:54.4] AVH:** So logistically with some of these professional athletes you were just working for them and it was essentially like a live in situation? Like you were there all the time just cooking for them, how does that work? Or are you at a facility and you are sending food to them all the time? How does your day work?

**[0:23:13.6] SR:** So it's in home cooking. I didn't live there, luckily they both were Chicago based. So I went into their home and I probably was there around 6 AM to make sure, you know breakfast was good and ready and snacks and smoothies and all these things were prepared and then I was there usually until almost dinner and served breakfast and lunch to them and then dinner was just on the stove. So that way I could go home and actually get some sleep before starting it all over again but another cool things –

**[0:23:42.7] AVH:** Right and are you feeding their families as well or just them?

**[0:23:45.2] SR:** Usually, yeah usually because I mean the families don't eat much else so you know? So after they've had their four helpings there is always some leftover. So yeah, family style meals were great. I did want to mention too, getting to have a chef in this capacity is really cool because since you are there every day there is nothing that came into his kitchen in a bottle. So if I needed tomato sauce for some reason I made it from scratch.

And if I needed broth for a recipe, I always had a pot of broth every single day made from veggie scraps and animal bones. So every single item that he was fed was hand-shelled or ground and I made my own nut flours and everything. So it was very important that everything to the extreme was taken care off and then working –

**[0:24:43.4] AVH:** And you had to work with their nutritionist?

**[0:24:50.0] SR:** Yes.

**[0:24:50.2] AVH:** Their trainers as well and I would imagine you would have to spend a lot of time talking to them personally about the things that they like and don't like and how they like to eat? I mean there would be a lot of pre-work there, no pun intended.

**[0:25:01.7] SR:** Oh a lot and you know food is such a personal thing. You can't just hire a chef and then they come in and you assume that they're going to make what you like. Especially when you have this kind of service you don't want to just like your food, you want to love your food. So it was interesting to the first month or so is always the hardest to figure out. The likes, the dislikes, the loves and then to repeat those things and really hone in on this person's taste.

It's almost as if my taste kind of changes based off on what he likes. So I am starting to taste food from his perspective and say, "Oh yes! He will really like this." So it was interesting.

**[0:25:39.3] AVH:** Right, interesting. So you also founded Love Your Fat, which is a great name by the way. I think paleo people will really get into that and that's where you offer your personal chef services, special event catering, private cooking classes, stuff like that. Is that stuff that you can still keep up with your current job or is that something that you can do one off things now? Or how does that work?

**[0:26:03.0] SR:** Occasionally I will do a one off thing. Like last week I had a little client and he has 13 food allergies and it was his birthday and so his mom asked me to make his birthday cake and of course. So I do those types of things but I am actually very, very lucky. I have a couple of people working for me now that are professionally trained chefs and they did not go to the school that I went to but they are very interested in ketogenics and the paleo diet. Eating for health.

They were willing to learn from me and they took over my clients when they started working for pre. So I am still very much involved even though I am not directly cooking for Love Your Fat.

**[0:26:53.6] AVH:** Very cool and so it's loveyourfat.com is it the website?

**[0:26:58.1] SR:** Yes.

**[0:26:58.6] AVH:** For people who want to check it out, okay. Cool alright, so you and I we got to meet in person at Paleo F(X) because we did a Facebook Live demo video at the Pre-Brands booth outside there for Paleo Magazine. That video actually lives on Paleo Magazine's Facebook page. So people can go and take a look and listen and learn from that one, where you talk about some of the do's and don'ts, things to know about grass fed beef and honestly I was surprised at how much I learned.

I am not a chef by any means but I always felt that if you get the best quality grass fed, grass finished beef, then most of the work is done for you, you just throw it on a grill, whatever but there's obviously more to it. So you're like, "Yeah just a little bit more" anyway, that's why you're the chef and I am not and that's why I do the eating. But can you just for now kind of give us a little bit of this grass fed beef 101 lesson like some of the biggest tips and tricks and what we should know?

**[0:27:59.8] SR:** Yeah, absolutely. So the Pre Brands grass fed beef actually comes vacuum sealed which is amazing. It elongates the shelf life, the freshness life of the product for 21 days from packaging and that's what vacuum sealing does, which is amazing. It sucks all of the oxygen out and it creates that barrier. So your meat is not oxidizing and so basically you would pull open the package of Pre, let's say a Pre rib eye. You would flip it out, it's wet aging in its own juices.

Which makes it such a tender cut of steak. Then from there usually when you bring it home either from the butcher or you open your Pre rib eye and you're going to dry your steak. So using a paper towel or something that you can throw away or wash for sanitary purposes, just patting it dry is really important. Sometimes people will just put a wet piece of meat on the grill or in their grill pan and what it does is it gives you a boiled flavor and when you are having such an amazing product, you don't want to –

It's not going to ruin it, it's still going to be good. But you want it to be great. So definitely pat it dry and then in order to seal in moisture, you want to create a crust. A great way to create that crust and to seal the moisture inside a piece of steak is to salt it. So I always use real sea salt and just sprinkle it on either side liberally and then as you know your grill pan, if you are doing it at home, a cast iron is a great tool. It gives that nice crust, gets really hot. It's a perfect in home grilling tool.

And so either get that nice and hot or your outdoor grill. I like to bring this steak to almost room temperature. This is important because when it goes into your hot pan, the contact between the cold steak and the hot pan, is not going to not ruin, but it is going to minimize the nice seer that you can get if it's fighting cold to hot versus it just being lukewarm to hot, if that makes sense. We at Pre think that all steaks should be cooked medium rare.

**[0:30:13.8] AVH:** Alright, I was going to ask you about this because I don't want to be judgy here people but I think there's a right way to eat beef. Okay, good I'm glad.

**[0:30:23.6] SR:** So yeah, we are a 100% the medium rare camp. In order to get that we do about three and a half minutes on each side. One thing I really love about – there's many thing I love about Pre – but one of the other things that I love is that it's so consistent. So whenever you buy a rib eye it's the consistent weight, it's the consistent size and so if you buy it once and you're like, "Four minutes on each side is great for me, I love this" you can just keep doing it just like that.

And not have to worry, not have to weigh it, not have to use your temperature thermometer to see if it's reached 130 – 135 and it just makes cooking easy breezy and a steak went from being a luxury item that you'd have occasionally, to being an everyday item. So yeah but those are my biggest tips when it comes to cooking steak especially on the grill. So room temperature, dry and then salt crust.

**[0:31:28.3] AVH:** Awesome. Okay that's good, that makes me feel like I actually am on top of these things because we actually had some steak here last night and I think we did all of the things that you just mentioned and accomplished. So I think I am on the right track, okay that

makes me feel better. What about salt? It's obviously important, are there any other spices if people want to –

**[0:31:51.0] SR:** Mix it up?

**[0:31:52.1] AVH:** Yeah, what are some other spices that go well with red meat?

**[0:31:56.3] SR:** Sure, my favorite spice mixture is doing cumin, smoked paprika, garlic powder, chipotle powder and a pinch of cayenne. So I am in that warm spices, chili spice category. I love those spices and they work really well together and they taste amazing on steak. Especially something like a rib eye that has a little bit more fat, gorgeous flavor.

**[0:32:27.7] AVH:** Okay, alright that's good. I'm going to make a note of that. I'll try that, okay. What about – Pre Brands offers basically every cut of the cow right? What other cuts that they have and what are they good for and kind of give us that break down if we are going to be shopping for at Pre.

**[0:32:44.0] SR:** Sure, well actually we don't offer all the cuts of the cow but we offer a lot of them and the most popular ones. Cows actually have or have frozen steers in our case have many dozens of cuts. We supply, we have a fillet mignon, a rib eye, New York strip, sirloin, we also have chuck roast, which is amazing if you want to do a pulled beef sandwich or steak tacos or carne asada or something. So that is an amazing cut.

We also have four different ground beef, lean points. We have the 95%, 92%, 85 and 80. I love using 85% for burgers. It's got a really nice fat to meat ratio. 80% is amazing for a stew because you have a lot more fat and so the fat really aids to the flavor in a stew, so you can use less oils or vegetable oils, things like that. Then the leaner points are also delicious. They just have a little bit less fat in the pan when you are cooking them.

So it's awesome for something like a stuffed pepper, I love those. Then we also have 85% and 92% lean patties. They are pre-formed so if you wanted to just go to the grocery store and it is burger night and you don't have to form them, we have already formed them for you. You can just soften the edges and put it on your grill pan or grill.

**[0:34:13.6] AVH:** Okay, that's really useful and helpful because I never really put much thought into the different sort of fat content with ground beef. I always thought like "Let's just go with the most fat because that is the tastiest." But there are actually kind of practical reasons for why you might want to use one or the other. So that's really good.

**[0:34:30.2] SR:** Like any recipe where they tell you to drain the fat. I think you should just go for a higher – sorry a lower fat ratio. So if you find that you are draining a lot of fat, you don't want to waste that. Either reserve it or just use the 95% lean.

**[0:34:48.3] AVH:** So you talk about what Pre has to offer, is there anything else may be coming up for the company that you want to tell us about or is there anything that you are working personally that you want us to know about? Also in addition to that, tell us where our listeners can find Pre-Brands both in stores and online if you can give us some of that info.

**[0:35:11.0] SR:** Yeah, so right now we are just trucking along, obviously having more conversations with more retailers. We are on Amazon Fresh and Jet as well where they have their fresh groceries and as those companies expand, we expand. So we're definitely busy as these companies are wonderful and they are definitely expanding. So we're definitely keeping busy, personally I have been working on. I came on to Pre in May of this year.

And I've been working really diligently trying to just give our consumers a lot of recipe content so that you have many ways to use our product. We are also working on doing more video tutorials on some basic kitchen skills and how to cook the products. So I'm really excited for those to be released.

**[0:36:03.2] AVH:** Awesome and where can we find the recipes and some of those video content when it goes up online?

**[0:36:09.3] SR:** You can follow us on social media, Pre-Brands. We are on Instagram, Twitter and Facebook. We do a lot of the videos, we'll do a short clip and then the full thing will probably be on Facebook. All of our recipes are actually on our website so if you go to pre-brands.com,

the recipes tab will have everything and we actually have some great filters. So you can see if something is paleo or whole 30 and it's a great way to sort and see the recipes that way.

We are sold online, Amazon Fresh, Jet.com, where the fresh groceries are sold and Pea Pod. Then you can also go to our website, pre-brands.com and we're in hundreds of retail stores. So you can look us up there too to see if we are in your area.

**[0:37:01.4] AVH:** Awesome. Great and everyone should because it's delicious. Sarah thank you so much for your time today. I am hoping maybe one day when I'm rich and famous you can come and be my personal chef. I don't know if I can eat as much as four people but I guarantee I can eat as much as two regular people. So maybe that's in our future, I don't know but either way best of luck with all the work that you are doing. I look forward to eating more Pre Brands and hopefully eating more of your food sometime in the future too. So thank you for that.

[END OF INTERVIEW]

**[0:37:31.9] AVH:** Alright, so if you use any of Sarah's awesome tips and tricks, if you're grilling up some tasty grass fed steaks, Pre Brand or otherwise, tag Paleo Magazine in your social media post so we can see and we might repost you. We love sharing our recipes but also seeing what our community is making and eating. So always feel free to reach out to us on social media.

And one last shout out to our sponsor, Clean Maid Market and Clean Food Fest. You can learn more about this health and wellness event that's happening in LA in October at [cleanfoodfest.com](http://cleanfoodfest.com). If you are going, we would love to hear from you and chat with you so stop by and see us there at the Paleo Magazine Lounge.

Next week more food stuff. I feel like food is all I talk about but I guess it would be that way whether I have this podcast or not, so what can you do? Next week we're chatting with the founders of Serenity Kids which is a company that makes portable baby food that's gluten-free, paleo and non-GMO in flavors like organic beef with kale and sweet potato and there's even a bacon option.

And I can say from experience that this food, adults like eating it too. Even if or maybe especially because it comes out of a squeeze pack. But anyway, I don't have kids but I actually got a lot out of this interview. I really enjoyed it and I'm sure all of you will too whether you have babies to feed or not. So tune in next week on iTunes or Stitcher and as always, thank you for listening.

[OUTRO]

**[0:38:57.8] AV:** Paleo Magazine Radio is brought to you by the Paleo Media Group and is produced by We Edit Podcasts. Our show music features the song *Light It Up*, by Morgan Heritage and Jo Mersa Marley, and on behalf of everyone at Paleo Magazine, thank you for listening.

[END]