

**IDAHO BEEF
COUNCIL**
Funded by Beef Farmers and Ranchers



BEEF SUSHI.

FRESH INSPIRATION AT IDAHOBEEFSUSHI.COM.

JUST ROLL WITH IT, IDAHO.

Asian food has grown in popularity over the last ten years, and sushi is leading the surge. Sushi is different and exciting, but in Idaho we make sushi our way, with top-quality, locally raised, sustainably farmed Idaho beef. Check out these innovated ways to bring Idaho beef sushi to your menu and get the full list of recipes at idahobeefsushi.com.



Asian cuisines are now found on 35% of menus, an 11% increase over the last 10 years.

Menus featuring sushi have increased 6% in the last ten years.



Appetizers and shareables are hugely popular, making them great growth areas on menus.



Beef up your sushi.

