Jeff Ruby’s U.S.D.A. Prime Rib

Yield: 10 - 12 servings
Prep: 1.5 hours
Cook: 2 - 3+ hours

Instructions

1. Prepare the prime rib by letting it rest and come to room temperature 60 minutes before cooking. (Adding heat to a chilled - or (gasp) frozen - steak causes it to contract upon searing and produces a tough end product.)
2. Preheat oven to 325 degrees.
3. Add the vegetables and herbs to the bottom of the roasting pan. Pour the Worcesteshire Sauce and beef stock over the vegetables and herbs. Set aside.
4. Dry your room temperature prime rib thoroughly with a towel. This removes unnecessary moisture that could prevent your rub or seasoning from appropriately marrying with the meat prior to cooking. This also allows for a more consistent and even sear.
5. Generously season the prime rib with Jeff Ruby’s Steakhouse Seasoning. Thoroughly coat all sides of the meat to create outstanding flavor.
6. Heat a heavy iron skillet over medium-high heat. Once the pan is hot, add the canola oil. When oil is hot, place your prime rib fat side down into the skillet. Brown the meat on both sides, about 4 minutes per side.
7. Add the seared meat to the roasting pan, fat side up.
8. Place the roasting pan in the oven and roast for approximately 1 hour. Rotate the pan in the oven and continue to roast for approximately 1.5 - 2 more hours, depending on your preference of doneness. (We prefer ours a perfect medium rare, which is about 130-135 degrees.) Watch the thermometer and remove the meat when it is 5 degrees lower than your desired temperature. (It will continue to cook after you remove it from the oven.)
9. When the prime rib is cooked to your desired doneness, remove from the oven and place the prime rib on a serving platter. (We prefer serving on a cutting board.) Allow to rest approximately 15 minutes before slicing and serving.

Ingredients

1 Jeff Ruby U.S.D.A. Prime 6 lb Prime Rib
3 yellow onions, roughly chopped
3 pounds large carrots, roughly chopped
6 celery stalks, roughly chopped
6 sprigs of whole, fresh thyme
1 2 Tbsp canola oil

Chef’s Tip

To elevate your Prime Rib another notch, serve with a spicy Horseradish Cream Sauce in addition to the natural jus in the roasting pan.

Ingredients
1 cup sour cream
½ cup prepared horseradish
½ Tbsp kosher salt
½ Tbsp Lea & Perrins® Worcestershire Sauce
1 tsp Crystal® Hot Sauce
1 tsp fresh squeezed lemon juice

Instructions
1. Place all ingredients in a mixing bowl.
2. Using a wire whisk mix thoroughly.
3. Refrigerate after preparing.
4. For best results, make 1 day in advance.

For A Video Demonstration Of This Cooking Method, Please Visit www.jeffruby.com/gallery/videos