

## El Paso eatery will serve prized beef

Felipa Solis / Special to the Times

Article Launched: 04/09/2008 12:00:00 AM MDT

The Akaushi cattle from Japan are a national treasure. The cows are treated with tender loving care. They get massages and are free to roam and graze. And now this flavorful, melt-in-your-mouth, buttery beef is making its way to El Paso via San Antonio.

The Great American Land and Cattle Co., 701 S. Mesa Hills, will begin serving Akaushi beef in its restaurant next week. It is one of only 40 restaurants nationwide that sell Texas-style Japanese Akaushi beef.

How this cattle made it from Japan to Texas is simple. In 1992, the Japanese government allowed three bulls and eight cows to be shipped to the HeartBrand Beef Co. in Yoakum, Texas, just outside San Antonio.

Today, that initial group of 11, which have been guarded by off-duty Texas Rangers, has blossomed into 5,000 animals. It is the only Akaushi herd outside of Japan.

The beef is impeccable, said Cris Green, owner of the Sunland Park Great American. The cuts contain intense marbling.

"This beef has a much higher percentage of monounsaturated fat so that means the flavor is buttery and it is amazingly tender," Green said.

Not only does it taste incredible, this meat may actually be good for you. The Akaushi beef has less cholesterol than fish or chicken, Green said. In fact, the American Heart Association says that monounsaturated fats can lead to lower cholesterol. It also features a significant source of oleic acid, the compound in olive oil that the USDA says is good for the heart.

Green and his staff also are working to perfect the cooking of this beef.

"Due to the fine marbling of the steaks, we recommend cooking them at medium temperatures. Then you can enjoy its unique texture and flavor," Green said.

I tried the ribeye. It was delicious. Its juiciness and tenderness is amazing.

Green said the restaurant would serve Akaushi ribeye and hamburgers. But the plan is to add more cuts in the near future.

Felipa Solis is a regular contributor to the El Paso Times.

### Where to find

Where: Great American Land and Cattle Co., 701 S. Mesa Hills.

Hours: 11 a.m. to 9 p.m. Sunday and Monday and 11 a.m. to 10 p.m. Tuesday-Saturday.

Information:"585-7873.