

HOW TO USE · KANSAS CITY BBQ BEEF RUB

KANSAS CITY STYLE BEEF BRISKET

Sweet, smoky and bold. Low and slow, with a sticky dark crust.

SERVES	PREP	COOK
6–8	15 min + overnight resting	4½–5½ hr

INGREDIENTS

- 2 kg beef brisket, trimmed to a thin layer of fat
- 4 tbsp Kansas City BBQ Beef Rub (about 1 tbsp per 500 g)
- 1 tbsp olive oil
- ½ cup (125 mL) water
- To serve: pickles, sliced onion, white bread and BBQ sauce



METHOD (oven)

1. Pat the brisket dry, rub with the oil, then coat all over with the Kansas City BBQ Beef Rub. Rest uncovered in the fridge (5°C or below) overnight.
2. Heat the oven to 135°C fan-forced. Put the brisket fat-side up in a deep roasting tray with the water in the bottom.
3. Cover the tray tightly with foil. The rub has brown sugar, so keep the heat low to stop it burning.
4. Cook 4½–5½ hours, until a probe slides in easily (about 93–95°C).
5. Rest in the foil 30 minutes. Slice across the grain.
6. Serve with pickles, onion, bread and sauce.

KANSAS CITY STYLE BEEF BRISKET

AIR FRYER METHOD

200°C · 8–10 min

Sirloin steaks, 2 at a time

1. Pat 2 sirloin steaks (about 2.5 cm thick) dry, rub with oil and 1 tbsp of the rub each.
2. Heat the air fryer to 200°C. Cook 8–10 minutes, flipping halfway, for medium.
3. Rest 5 minutes and slice.

BBQ / GRILL OPTION

140–150°C · 3–4 hr

Beef short ribs, indirect heat

1. Rub 2 kg beef short ribs with oil and ¼ cup of the rub. Rest 30 minutes.
2. Heat a hooded BBQ to 140–150°C with one side on and one side off.
3. Cook over the off side, lid down, 3–4 hours, until tender and the meat pulls back from the bone.
4. Rest 10 minutes and slice between the bones.

SMOKER OPTION

120–135°C · 7–9 hr

Brisket, classic smoke

1. Set the smoker to 120–135°C with oak, hickory or cherry.
2. Smoke the rubbed brisket until the bark is set and dark, then wrap in butcher paper or foil.
3. Continue until a probe slides in easily (about 93–95°C). Rest 30 minutes before slicing.

OTHER WAYS TO USE IT

→ Rub on beef ribs, burgers or steak before cooking.

→ Use on pulled-beef or slow-cooker beef.

→ Shake over roast potatoes or corn on the cob.

ALLERGENS Contains mustard.
SALT This blend already contains salt, so taste before adding any more.