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SHARE THE SPOTLIGHT, CHILI – TEXANS CLAIM STEAK AS OFFICIAL STATE DISH

Charcoal – Not Gas – Is King of Grilling in the Lone Star State

AUSTIN, Texas – Monday, Feb. 5, 2018 – While chili might hold the official proclamation, Texans are nearly 14 times more likely to claim steak as the state dish, followed closely by brisket. Chili came in last, with only two percent of Texans choosing chili as the state dish in a recent consumer survey* by Beef Loving Texans and the Texas Department of Agriculture.

Steaks are overwhelmingly Texans' favorite beef dish to grill (53%), followed by burgers (32%), with fajitas (7%), ribs (5%) and beef dogs (3%) trailing. Statewide, two-thirds (66%) of Texans say they like to grill, with more than half (54%) choosing charcoal over gas. Nearly six out of 10 (58%) grill their steaks medium rare to medium; only five percent prefer their steaks rare. More than a third (35%) season their steaks with just salt and pepper.

Interestingly, the survey found Texans have a beef over what drink to pair with their steaks. More than a third of Austin and Houston residents choose wine, but tea is the go-to drink in Dallas and San Antonio.

"Texas is such a diverse state when it comes to cultural, household and other factors, but unquestionably, we're pretty unified when it comes to our beef," says Rachel Chou, senior manager consumer communications at Beef Loving Texans. "Not surprisingly, more than half of Texans eat beef two to three times a week, and steaks rule when it comes to our favorite cut to grill."

"As the No. 1 cattle-producing state in the country, it's no surprise that beef is king in Texas and that Texans claim steak as our state dish. It's my personal favorite way to enjoy beef," Agriculture Commissioner Sid Miller said. "There's no denying Texans enjoy eating beef — whether it's a steak, some good ol' Texas barbecue or a hamburger. However you choose to eat it, beef is a good part of any nutritious meal, and I'm proud to say that Texas produces the finest beef around."

Take a look at the regional differences across the state when it comes to enjoying beef:

Austin

- Austin, one of the state's barbecue capitals, names brisket the state dish of Texas.
- Austin boasts the highest rate of rare steak eaters (13.9%) and the lowest rate of well-done steak-eaters (10.1%).
- When it comes to beef tacos, people from Austin (14%) and San Antonio (13%) love them more than the other cities. Same with breakfast tacos with beef -- Austin (6%) and San Antonio (5%) say breakfast tacos are their favorite way to enjoy beef.

Dallas-Fort Worth

- Dallas-Fort Worth leads in calling steak the state dish of Texas (27%).
- While chili is more popular in Dallas-Fort Worth than any other city, only four percent of Dallasites would call it the state dish. Another four percent said chicken-fried steak was the state dish.
- Dallas-Fort Worth has the highest rate of well-done steak eaters (16.3%)

Houston

- More than half (53%) prefer charcoal over gas and wood for grilling – just second behind San Antonio.
- Hamburgers are more popular to grill in Houston (33.8%) than in any other city.
- A third (33%) of Houstonites pair their steaks with wine, falling just behind Austin at 37% percent. When it comes to chili, almost a third (31%) choose water.

San Antonio

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- San Antonio leads the state with more than half (58%) preferring charcoal over gas and wood for grilling.
- Fajitas are more popular to grill in San Antonio (11%) than in any other city.
- More than a third (34%) pair tea with their steaks in San Antonio; tea is also the preferred pairing with chili (28%).

Survey Methodology

Beef Loving Texans and the Texas Department of Agriculture commissioned this online survey of 1,116 Texas residents, age 21 and older, between December 12 and 20, 2017.

About Beef Loving Texans

Beef Loving Texans is Texas Beef Council's consumer brand created to share unique recipes, stories, cooking and shopping tips and expert nutrition information. The Beef Loving Texans brand celebrates the pride and values deeply rooted in Texans through family, community and tradition. More information on the mission of Beef Loving Texans can be found at BeefLovingTexans.com.

About Texas Department of Agriculture

Established in 1907, the Texas Department of Agriculture's mission is to partner with all Texans to make Texas the nation's leader in agriculture, fortify our economy, empower rural communities, promote healthy lifestyles, and cultivate winning strategies for rural, suburban and urban Texas through exceptional service and the common threads of agriculture in our daily lives.