

Beef Rub

- 9 parts coarse ground black pepper
- 4 parts kosher salt (possibly omit, read below)
- 3 parts white sugar
- 3 parts onion powder
- 2 parts garlic powder
- 2 parts mustard powder
- Ground chili to taste (I like 2 parts dried ground ancho, 2 parts dried ground guajillo and 1 part dried ground chipotle)

Combine all ingredients. Store in a dry place.

An hour to the night before you roast/smoke/grill/whatever your beef, rub this all over the meat (perhaps over some oil or perhaps not). Leave beef unwrapped somewhere with good airflow (if a short while, on the counter – if a long while, on a plate in the fridge).

If you usually brine your beef in a salt concentration, you can forgo adding salt to this mixture.

Preparation time: 5 minutes

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