



Korean Beef Bulgogi

PREP TIME: 20 MINS

COOK TIME: 20 MINS

TOTAL TIME: 40 MINS

SERVINGS: 4-6

WINE PAIRING: 2024 ROSÉ OF CABERNET FRANC



INGREDIENTS:

Marinade:

- 1/2 cup of fresh pear, grated (Asian pear, bosc pear or apple works)
- 1/4 cup soy sauce
- 1 1/2 tablespoons brown sugar (or use coconut sugar, maple syrup, or honey)
- 1 tablespoon sesame oil
- 3 garlic cloves, pressed or minced
- 1 tablespoon fresh ginger, grated or minced
- 1 tablespoon gochujang pepper paste (or sub garlic chili paste)

Beef Bulgogi:

- 1 1/2 pounds ribeye steak, sirloin, strip loin, or flat iron, thinly sliced (1/8-inch thick). See notes.
- 1-2 tablespoons high heat oil –peanut oil, avocado oil, wok oil, etc.
- 2 green onions, finely sliced
- 2-3 teaspoons sesame seeds, toasted
- red pepper flakes to taste

INSTRUCTIONS:

1. Marinade. In a bowl, mix together grated pear, soy sauce, sugar, sesame oil, garlic, ginger, and gochujang.
2. Prep steak and marinade. See notes for slicing your own steak. Place steak strips in the marinade in a sealed container or use a ziplock bag. Marinate for at least 2 hours and up to 24 hours in the fridge. At this point, you could also store up to 3 days in the fridge or freeze for meal prep.
3. Rest it. Remove the marinated meat from the fridge, let it sit at room temperature for a few minutes before cooking. Shake excess marinade off the steak (save it!) before cooking- this will help it sear vs. steam.
4. Sear. Heat oil in a cast iron skillet or grill pan to medium-high heat. See notes for grilling. Sear in batches in a single layer, roughly 2 minutes per side. Avoid moving or over-crowding the pan (if too crowded, the meat will steam rather than sear). We are going for quick and hot for caramelization on the exterior and tender within.
5. Drizzle. If there is leftover marinade, add it to the pan after cooking the meat, simmer it for 30 seconds, then drizzle it over the cooked meat.
6. Serve. Arrange cooked meat on a platter and sprinkle with sliced green onions, toasted sesame seeds, freshly ground black pepper, red pepper flakes, and fresh cilantro.

SERVING SUGGESTIONS:

Make lettuces wraps, tacos, or serve over Jasmine rice, with kimchi, and Korean cucumber salad.

BEEF TIPS:

Ask your butcher to preslice it for you. Alternatively, place the steak in the freezer for 30-45 minutes to firm it up and make it easier to cut. Ensure your knife is sharp- you want clean cuts without tearing the meat. Cut 1/8 inch slices, against the grain.