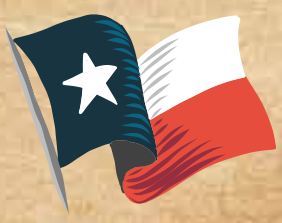


# BEEF in the Heart of TEXAS



Beef Loving Texans and Texas Department of Agriculture conducted a survey to explore Texans' passion for beef. We learned that while every Texan is unique, beef is always present in our favorite meals - with a few key regional differences.

## Steaking the claim

FOR THE STATE DISH

While the state dish is officially chili, Texans are nearly 14 times more likely to think of steak as the state dish.



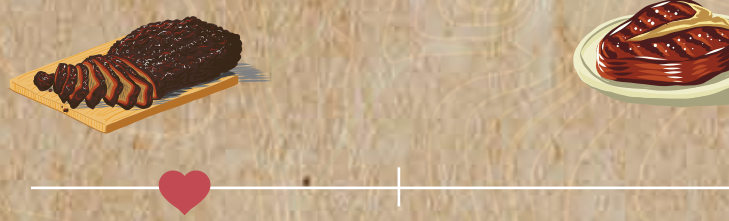
vs.



Texans' leading choices for state dish are steak and brisket. How do they compare in each city?



AUSTIN



DALLAS



HOUSTON



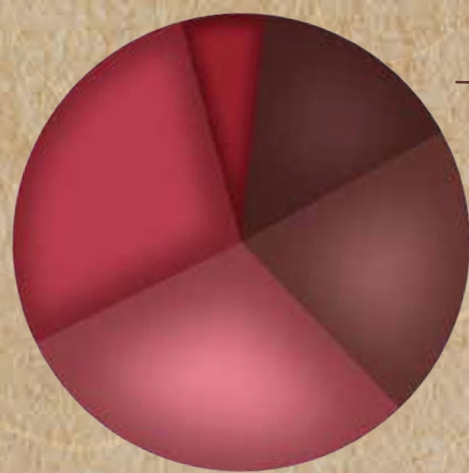
SAN ANTONIO



## The rarest of them all

FAVORITE STEAK DONENESS BY CITY

5% RARE  
29% MED. RARE  
29% MEDIUM  
20% MED. WELL  
17% WELL



ATX LIKES MOST SA LIKES LEAST  
DAL LIKES MOST ATX LIKES LEAST



STEAK



CHILI

## Pairs well with others

FAVORITE DRINK PAIRINGS BY CITY

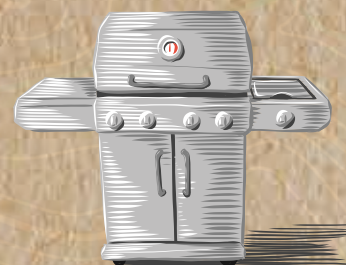
ATX	DAL	HOU	SA
WINE 37%	TEA 28%	WINE 33%	TEA 34%
BEER 27%	TEA 28%	WATER 31%	TEA 28%

## Up in your grill

Texans prefer grilling with charcoal over gas, but Houston and San Antonio love charcoal the most.

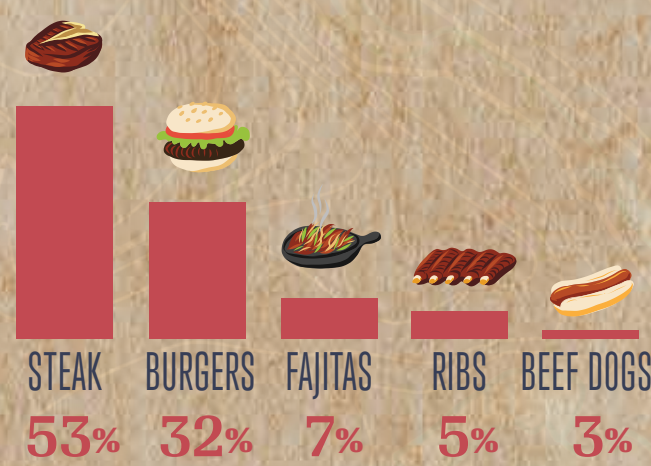


CHARCOAL  
54%



GAS  
36%

When it comes to our favorite dish to grill, steak dominates.



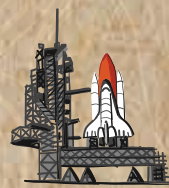
AUSTIN

48%  
44%



DALLAS

49%  
43%



HOUSTON

53%  
39%



SAN ANTONIO

58%  
39%

## The taco wars

Austin and San Antonio love tacos more than Dallas and Houston, and they go to war over who loves them most.

FAVORITE WAY TO EAT BEEF



13.6% TACO

6.2% BREAKFAST TACO



TACO 13.4%

BREAKFAST TACO 5.2%



BROUGHT TO YOU BY



TEXAS BEEF COUNCIL

+



GO TEXAN.

FOR MORE INFO VISIT [BeefLovingTexans.com](http://BeefLovingTexans.com) AND [TexasAgriculture.gov](http://TexasAgriculture.gov)

Methodology: Online survey of 1,116 Texas residents, age 21 and older, conducted between December 12, 2017 and December 20, 2017.