

## News Release

### Contact

Ambur Evans  
M/C/C for Chisholm Trail  
972-480-8383 x 272  
[ambur\\_evans@mccom.com](mailto:ambur_evans@mccom.com)



## Chisholm Trail Longhorn Beef Brings Fresh Flavor to Dallas' New Sundown at the Granada

*Newly-opened, Lower Greenville restaurant and bar uses fresh, locally-grown ingredients for late-night dining cuisine*

**Dallas – Jan. 24, 2012** – Cozying into its new home, [Sundown at the Granada](#), the new restaurant-bar located just steps from the acclaimed Granada Theater, is bringing a new, fresh flavor to Dallas' Lower Greenville area. Sundown at Granada provides a welcome alternative for those seeking affordable and flavorful pre- or post-show bites – like killer burgers made with Chisholm Trail's fresh longhorn beef.

"Foodies that have lived in Dallas their whole life have commented that the Sundown burger using Chisholm Trail longhorn beef is one of the best burgers they've had in their life," said Patrick Stark, chef at Sundown. "There are some other restaurants on Greenville that have been doing burgers for 20, 30 and 40 years, and it looks like we're stealing their thunder."

Since the official opening of the restaurant's newly renovated kitchen on Jan. 13, Dallas diners have [continuously raved](#) about Sundown's eclectic menu items. A chef-driven, casual menu crafted by Stark, hosts an array of playful non-veg and vegetarian-friendly dishes including salads, flatbread, wraps, tacos and a selection of burgers. With a primary focus on quality and flavor, the restaurant provides its patrons great-tasting, diverse dishes made with some of the very best farm-to-table, local ingredients available in the Dallas area.

"We couldn't be more excited to offer Dallas restaurant-goers a new location to enjoy our nutritious longhorn beef, especially a place as historic and special to Dallas as the Granada," said Mike Crawford, a Chisholm Trail partner. "In a city where many restaurants are hopping on the local food bandwagon, we're happy to partner with one that is actually providing guests dishes made with local ingredients – like our grass-fed beef."

Unlike ordinary beef cattle, Chisholm Trail longhorns are raised on ranches across Texas where they are free to roam and graze in open pastures and thrive without added hormones or unnecessary antibiotics. Because of their natural diet and free-roaming activity, Chisholm Trail's pasture-raised longhorns produce naturally [healthy red meat](#), providing Sundown tasty beef for its dishes without breaking the bank.

"The trend toward using locally-grown food is popular, but as far as Greenville Street, I haven't seen a whole lot of other restaurants do what we are doing – which is supporting local artisan guys," said Stark. "Besides just supporting local farmers, I would have to say that the nutritional aspect is huge. You are getting a more pure ingredient for the consumer, and when people taste it, they feel better because they are eating fewer preservatives – that's the biggest homerun."

At only 140 calories per 3.6-ounce serving, 3.7 grams of fat and 81.5 milligrams of cholesterol, Chisholm Trail's all-natural beef has less fat, cholesterol and calories than almost any other meat or poultry available. Open from 4 p.m. to 2 a.m. every day, guests can stop by Sundown and get a late-night dose of lean beef, [good for the heart](#), while enjoying great performances at the vintage Granada Theater. Stark says the restaurant plans to add Chisholm Trail Longhorn Beef to its chili fries and possibly include the beef in its blackboard specials that he hopes will feature different cuts of longhorn steak and original stew recipes.

Dallas health-enthusiasts can also find Chisholm Trail Longhorn Beef on the menus of Opa! Grill, Vitality House, Ann's Health Food Center & Market café or in other restaurants throughout Texas such as Austin's Chez Zee, The University of Texas' Executive Chef and the club restaurant at the Four Seasons Resort and Club in Las Colinas. For home cooking, Chisholm Trail Longhorn Beef is available for purchase at Natural Health Shop and Herb Mart and Ann's Health Food Center.

### **About Chisholm Trail Longhorn Beef**

Chisholm Trail Longhorn Beef is a rancher-owned and -operated cooperative that raises longhorns locally on family ranches around Texas. Chisholm Trail longhorns graze in pastures and thrive without added hormones or unnecessary antibiotics, placing far less stress on the natural environment than grain-fed cattle raised on factory farms. Chisholm Trail partners are focused on providing delicious red meat for healthy eaters and educating people on the nutritional significance of 100-percent longhorn beef. For more information, visit [www.eathealthybeef.org](http://www.eathealthybeef.org).

### **About Sundown at Granada**

Sundown at Granada, a Lower Greenville neighborhood beer garden and restaurant is the brainchild of Mike Schoder, owner and operator of the historic Granada Theater. Sundown will be strategically located next door to the live music venue at 3520 Greenville Avenue. A selection of more than 60 beers and specialty cocktails will compliment the chef-driven casual menu that features local, organic, grass-fed, free-range, vegan, seasonal and gluten-free ingredients in diverse and flavorful plates prepared by Granada Theater's Head Chef, Patrick Stark. Sundown at the Granada is open Monday through Sunday from 4 p.m. to 2 a.m. For more information, visit <http://sundowndfw.com/>.

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