

Rival Rubs Roast Beef, Tenderloin or Prime Rib

1 - 7 pound prime rib or beef tenderloin

Just enough Olive Oil to lightly coat the meat

4 Tablespoons Everything or Espresso Seasoning & Rub

(The amount of seasoning needed depends on size of the roast)

1. Lightly coat meat with olive oil.
2. Preheat oven to 425 degrees or heat a large pan.
3. Coat meat evenly with Everything Seasoning or Espresso Seasoning & Rub.
4. Place in oven or sear in pan until meat is golden brown.
5. Finish in oven at 325 degrees until meat reaches desired doneness.
6. Remove and place in a warm place and let rest for 15 - 45 minutes depending on the size of the roast. 4lb roast = 15 minutes – 8lb roast = 30 minutes.
7. Place back in oven at 200 degrees for about 5 minutes to warm up outside.
8. Slice, serve and enjoy.