



**THE EVOLUTION OF  
LEARNING TO SKATE**



**REAL PROGRAMS:  
MEAT CUTTING ON ICE**

# RINK

THE OFFICIAL PUBLICATION OF THE UNITED STATES ICE RINK ASSOCIATION | **MAGAZINE**

## ICE & TURF

→ The South Suburban Sports Complex in Colorado is designed for every athlete



**INSIDE:**

**2021**

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Training  
Programs

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# Meat Me at the Blue Line

Hosting a Texas Roadhouse Meat Cutting Challenge

**S**OMETIMES, IN ORDER TO GENERATE NEW CUSTOMERS—and excite the current ones—you have to think outside of the box. This can lead to some pretty incredible and unique events, to say the least.

Thinking outside of the box is exactly what yielded The Kettle Moraine Ice Center, and other ice rink facilities around the country, a facility-hosted event unlike any other: the Texas Roadhouse Meat Cutting Challenge.

## What is it?

Those of us who have been fortunate enough to host a Texas Roadhouse Meat Cutting Challenge have had good experiences with this special event that brings

positive publicity and community awareness to our facilities.

So why our ice rink industry for this event?

A Texas Roadhouse meat cutter's job is to cut meat 40 hours per week in coolers that maintain temperatures between 34 and 38 degrees. Ice rinks, as we know, are natural coolers, and a sheet of ice allows 15 to 25 meat cutters the ability to compete side by side in a similar environment that they are used to working in.

Cutters are judged on a sirloin, a filet and a ribeye and have one hour to make sure the length, width, height, and weight of each cut is perfect, with the size being within a 1/16 of an inch of their specs.



## REAL PROGRAMS ★ Meat Cutting Competition

More than just getting his hourly ice rate, Curley's facilities receive continued support throughout the year from Texas Roadhouse, and the world-class chain restaurant is never hesitant to donate to other events in his facilities.

In addition to the time the meat cutters are on the ice, Curley allows them to play a game of broomball after the competition is over for no additional cost.

Carrie Robertson, General Manager of the City of Bowie Ice Arena in Maryland, has also hosted this event over the past several years. Robertson has taken this event one step further into the community by running the meat cutting challenge as a fundraiser, selling the meat after it has been judged to local customers right in her facility. Charitable

organizations she and Texas Roadhouse have raised money for include: Maryland Food Banks and Making Strides for Breast Cancer.

Not only does Texas Roadhouse donate the meat after it has been judged, but they provide employees to grill the meat right on site and serve meals, including sides, to community members and spectators. In return for Texas Roadhouse's generosity, Robertson does not charge them for the use of her facility.

### Interested?

Contact your local Texas Roadhouse to find the correct contacts to host an

→ Texas Roadhouse restaurants have unique relationships with each ice rink.



official Texas Roadhouse Meat Cutting Challenge at your facility. It's a fun, fresh—and potentially delicious—new way to serve your customers. 🌟

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