ALL-PURPOSE CALIFORNIA BEEF RUB

(as published in The New York Times)

2 tablespoons finely ground coffee

1 ½ tablespoons kosher salt

1 ½ tablespoons granulated garlic

1 heaping teaspoon black pepper

1 tablespoon brown sugar

½ teaspoon cayenne pepper

1/4 teaspoon ground cloves

1/4 teaspoon cinnamon

Combine all ingredients and store in an airtight container.

Rub on the meat you intend to grill and leave it for at least one hour, overnight works too.

Grill to medium-rare, or to the level of your choice (hopefully not well-done!)

Allow the meat to rest for 10 minutes before slicing.