



MEDIA RELEASE

Saturday 17 October 2015

AACo's Darling Downs Wagyu wins gold at the World Steak Challenge

One of Australia's best steaks has now been confirmed one of the best in the world, with a Darling Downs Wagyu steak winning a gold medal at the inaugural World Steak Challenge in London.

The steak came from an animal born and raised at the Australian Agricultural Company's iconic Avon Downs Station in the Northern Territory and finished on grain for 300 days at the company's Goonoo feedlot in Queensland.

It is the latest of a string of wins for the AACo steak, including being named Grand Champion Beef at the Royal Queensland Food and Wine Show and Champion Wagyu at the Sydney Royal Spring Food and Wine Show.

AACo Managing Director Jason Strong said the award came amidst intense competition from around the world.

"Darling Downs Wagyu was judged alongside more than 70 steaks from 11 different countries," he said.

"Our premium Wagyu beef is already served in some of the finest restaurants around the world and this confirms that the taste and quality really is the best in the world.

"It's continuing the tradition of excellence built up over more than 190 years of heritage in Australia."

AACo beef has won more than six gold medals at Australian and global food competitions this year.

The company's flagship Master Kobe was named Grand Champion beef at the World Wagyu Forum and won gold medals at the Royal Sydney and Royal Brisbane fine food awards.

AACo is Australia's largest integrated beef and cattle producer and the oldest continuously operating company in Australia.

The company runs the world's largest breeding herd of Wagyu cattle which includes the famous Westholme Wagyu, some of the most elite genetics ever to leave Japan.

The inaugural World Steak Challenge was held in London's Hyde Park this week, with two panels of expert and consumer judges.

For media queries please contact:

Matthew Horan
matthew@horancommunications.com.au
0403 934958