



MEDIA RELEASE

Wednesday, September 2, 2015

Double gold medals for the world's best Wagyu

The Australian Agricultural Company's Master Kobe Wagyu has won another gold medal with the highest score at the Sydney Royal Fine Food Awards.

It completes the double for Master Kobe at the nation's fine food shows, following a gold medal at the Royal Melbourne Fine Food Awards in July.

Master Kobe was named the best Wagyu beef in the world when crowned Grand Champion at the World Wagyu Conference earlier this year.

The beef won gold in Sydney's Wagyu/other breeds grain fed striploin class. AACo's Darling Downs Wagyu was awarded a silver in the same class, following on from its recent award of champion beef of the Royal Queensland Food and Wine Show.

AACo's Brunette Downs grassfed brand, entered into an Australian branded beef competition for the first time in some years, also achieved a silver medal, as did the long-standing 1824 Premium grainfed beef brand.

Master Kobe scored 91.83 out of a possible 100 points.

The premium purebred Wagyu beef is one of the most sought-after and highest-quality beef brands in the world, with a minimum marbling score of nine.

Master Kobe Wagyu comes from purebred Wagyu cattle bred on AACo's Wylarah and Glentana Stations, part of the Westholme Wagyu Stud. The cattle are fed for 500 days one of AACo's specialized Wagyu feedlots near Dalby or Comet in Queensland.

The world-class beef sells for more than \$200 a steak at some of the world's best restaurants.

AACo Managing Director Jason Strong said: "These multiple awards for our two premium Wagyu brands demonstrate not just the quality of our beef, but the consistency.

“Master Kobe is grown on some of the finest beef properties in Australia and sold by some of the finest restaurants in the world, including Seafire in Dubai, Saké in Sydney, Kobe Jones in Melbourne and Cha Cha Char in Brisbane.

“The quality of Master Kobe is the result of decades of careful selective breeding and AACo’s almost two centuries of experience in growing and finishing cattle.”

For media queries please contact:

Matthew Horan
matthew@horancommunications.com.au
0403 934958