



**Australian Agricultural Company Limited**

**MEDIA RELEASE**

**Monday, 14 October 2013**

## **AACo beef wins Australia's premier Wagyu awards**

The Australian Agricultural Company's top Wagyu beef brands have been named the nation's best by the Australian Wagyu Association.

AACo's flagship Master Kobe brand was awarded a gold medal in the Association's Full-Blood Wagyu Branded Beef category while the Kobe Cuisine brand was awarded a gold medal in the Crossbred Wagyu category.

It was the second year in a row Master Kobe beef has been awarded a gold medal at Australia's premier Wagyu awards. Kobe Cuisine was last year awarded a silver medal in the Crossbred Wagyu category.

Master Kobe is one of the most sought-after and highest quality beef brands in the world, with a minimum marbling score of nine. Only beef from full-blood Wagyu cattle are eligible for this exclusive brand.

Kobe Cuisine has further enhanced its reputation as a premier marble score 6+ brand and is featured at many high-end restaurants.

The awards were decided by an expert panel made up of chefs, restaurant owners, meat scientists and industry leaders. The medals were presented at the Association's annual conference in Geelong at the weekend.

The Master Kobe beef was praised by the judges for having the "top texture and very balanced flavour, with pleasant oil residual and lasting beef flavour".

The Kobe Cuisine beef was described as having "great smell, very juicy with a good mouth feel – mature, livery, buttery toasty flavour with a lasting clean oil texture on the palate and a lasting grainy flavour".

AACo Chief Operating Officer Troy Setter said the awards were recognition of the company's commitment to its world-class breeding and finishing programs.

"We have sourced the best Wagyu cattle from Japan for the development of the world's leading full-blood Wagyu herd, AACo's Westholme Wagyu Stud near Surat in south-west Queensland," he said.

“We feed the cattle on a corn and wheat-based diet with selected roughages to develop a unique flavour profile, with a rich, buttery flavour and fine texture and marbling.

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

“AACo has also set up the biggest electronic identification system in Australia for our cattle and we can now track each beast from paddock to plate, something diners and top restaurants are increasingly demanding.”

Master Kobe Wagyu comes from full blood Wagyu cattle bred on AACo’s Wylarah Station, part of the Westholme Wagyu Stud. The cattle are fed for 500 days at the Aronui feedlot near Dalby on Queensland’s Darling Downs.

Kobe Cuisine cuts come from cattle bred at AACo’s Avon Downs Station in the Northern Territory from a cross of AACo’s Barkly Composite breed with fullblood Wagyu bulls. The cattle are backgrounded and developed on grass at Wylarah Station and finished at Aronui feedlot for 350 days.

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