



MEDIA RELEASE

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AACo's Darling Downs Wagyu wins gold at Royal Melbourne Fine Food Awards

The Australian Agricultural Company's Darling Downs Wagyu has won a gold medal at the Royal Melbourne Fine Food Awards.

AACo's Master Kobe beef won the silver medal at the awards, the premium fine food competition in Australia.

AACo's new 1824 Gold beef won a bronze medal in the MSA Grain Fed beef class. 1824 Gold is an MSA- graded 70-day grain-fed AACo beef brand and this was the first competition 1824 Gold has been entered into.

Cye Travers, AACo's General Manager Branded Beef said: "The three medals reflect the superior range of our award-winning beef brands, from our premier Wagyu beef to our latest offering to the market, 1824 Gold."

"This 70 day grain fed product competed directly with long fed products in the same category, including some fed for more than 200 days.

"The win reflects the rigorous quality assurance program and innovation that supports all of our beef brands through the supply chain, which ensures our beef brands meet stringent standards in food safety, animal welfare and product quality."

The Branded Beef judging was conducted at the Melbourne Showgrounds by a selection of judges from across Australia, nationally recognised for their outstanding industry knowledge and expertise.

All three beef brands were commended on their tenderness, juiciness and flavor with the Darling Downs Wagyu described by judges as "an outstanding eating steak which melted in your mouth".

This is the second win in a row for AACo's Darling Downs Wagyu, which was named best in class at the Royal Queensland Food and Wine Show held in June, achieving the only Gold medal in the Wagyu category. Darling Downs Wagyu comes from AACo's crossbred Wagyu

program with a marble score 3+ and fed for up to 300 days on grain at Aronui Feedlot in Queensland's Darling Downs.

Master Kobe, the multi-award winning pinnacle of AACo's beef brands, is derived from full blood and purebred Wagyu cattle that have spent 500-plus days on a highly specialised grain ration, to achieve a minimum marble score of nine.

AACo's Master Kobe, Darling Downs Wagyu and 1824 Gold are three of the brands produced and marketed by AACo. AACo's industry leading beef brands are enjoyed in some of the best restaurants throughout Australia and exported to more than 20 countries internationally.

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 Royal Melbourne Fine Food Awards, conducted by the Royal Agricultural Society of Victoria (RASV), are Australia's premium fine food awards, recognising excellence in premium fine food producers. The RMFFA provides opportunities for producers to benchmark their products and establish their credentials across boutique food categories in Australia

For media queries please contact:

Matthew Horan
matthew@horancommunications.com.au
0403 934958