



MEDIA RELEASE

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AACo's Master Kobe Wagyu wins another gold medal

The Australian Agricultural Company's flagship Master Kobe Wagyu beef has been awarded a gold medal at the prestigious Royal Melbourne Fine Food Awards.

It cements the world-class reputation of Master Kobe, coming just two months after it was named Grand Champion beef at the World Wagyu Forum.

It was a one-two win, with AACo's Darling Downs Wagyu was awarded a silver medal in the same Wagyu Branded Beef category, while AACo's 1824 beef was awarded bronze in the MSA grain-fed category.

Master Kobe was described by the judges as an "excellent product" with "great flavours" and "stronger flavours than others".

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 exclusively from purebred 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.

AACo Managing Director Jason Strong said the win continued a succession of awards for AACo's premium Wagyu brands.

"Master Kobe's win at the World Wagyu forum and Darling Downs Wagyu's grand champion award at the Royal Queensland Food and Wine Show in May demonstrate not just the quality of our beef, but the consistency," he said.

"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, Sake in Sydney, Kobe Jones in Melbourne and Char Char Char in Brisbane.

"Another gold medal is recognition of the care we take to prepare this exceptional beef.

“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.”

The Royal Melbourne Fine Food Awards (RMFFA), is Australia’s premium fine food event conducted by The Royal Agricultural Society of Victoria.

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.

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