



MEDIA RELEASE

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AACo's Master Kobe Wagyu named Grand Champion at Royal Melbourne

The Australian Agricultural Company's flagship Master Kobe Wagyu beef has been named the champion branded beef from a large producer at the prestigious Royal Melbourne Fine Food Awards.

Master Kobe was selected from a group of gold medal-winning beef brands from the RMFFA's Spring competition in July.

The win came just one day after Master Kobe was awarded another gold medal at the Royal Sydney Fine Food Awards.

AACo Managing Director Jason Strong accepted the award at a gala dinner in the Melbourne Masterchef Kitchen last night.

"It is really gratifying to see our beef continue to win awards around the country," he said.

"This year has seen awards not just for our premium Wagyu brands such as Master Kobe and Darling Downs Wagyu, but also for our shortfed brands such as the famous 1824 and Brunette Downs beef.

"It is confirmation of the consistency we try to deliver with every bit of beef we produce, at every stage from our iconic cattle stations in the north of Australia through to our customers in some of the world's best hotels and restaurants."

This year Master Kobe has been named Grand Champion beef at the World Wagyu Forum and won gold medals at the Royal Sydney and Royal Brisbane fine food awards.

The Melbourne judges described Master Kobe as an "excellent product" with "great flavours" and "stronger flavours than others".

Victorian producer Farmer Dan Grassfed beef was named champion beef from a small producer.

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 AACo's specialized feedlots near Dalby and Comet in Queensland.

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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