



MEDIA RELEASE

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AACo's Master Kobe Wagyu named Australia's best fullblood Wagyu beef

The Australian Agricultural Company's premium Master Kobe Wagyu has been named the best Fullblood Wagyu beef in the nation at the Australian Wagyu Association's annual awards.

AACo's top branded product won the only gold medal in the Fullblood class at last night's awards. Master Kobe has won gold in every AWA awards since their inception five years ago.

AACo's Darling Downs Wagyu won a gold medal in the Commercial Wagyu Steak class, with the highest score of any beef in the entire competition.

The Australian Wagyu Association awards are the premier competition for Wagyu producers in Australia.

AACo now has the largest Wagyu herd in the world, with its beef served at some of the world's finest restaurants.

Judges described the Master Kobe entry as having a "pleasant sweetness, finely textured, toasty, biscuity, with layers of richness".

The steak came from a three-year-old Wagyu bred at AACo's Wylarah Station at Surat on the Darling Downs. The animal was 25 per cent Red Wagyu.

The Darling Downs Wagyu entry had "toasty caramel flavours, excellent mouth feel, nice lingering metallic nutty, creamy finish".

AACo Managing Director Jason Strong said the gold medal wins came amidst intense competition.

"Australia's Wagyu industry is leading the world and it's an honour to have some of our beef named the best in the country," he said.

"We try to produce the finest quality Australian beef and this is recognition of the hard work that goes into producing our Wagyu.

"From raising the cattle on our iconic Northern properties to finishing them on specially formulated grain feed in Central Queensland and the Darling Downs, we put immense care into producing this beef.

"It's continuing the tradition of excellence built up over more than 190 years of heritage in Australia."

Last year Darling Downs Wagyu was named one of the best steaks in the world, winning a gold medal at the World Steak Challenge in London.

AACo beef last year won more than six gold medals at Australian and global food competitions, including Master Kobe being named the Grand Champion beef at the World Wagyu Forum.

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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