



MEDIA RELEASE

Tuesday 14 October 2014

AACo's Master Kobe Wagyu wins third gold medal in a row

The Australian Agricultural Company's Master Kobe Wagyu has won its third gold medal in a row at the Australian Wagyu Association's annual branded beef awards.

The premium fullblood 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 is mainly sourced from 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.

The gold medal was judged 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 at the Gold Coast on the weekend.

Master Kobe was described by the judges as having a "beautiful popcorn, herbaceous, buttery, toasty, creamy, caramel, rich beefy flavours".

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

"Our Darling Downs Wagyu was recently named the nation's best beef at the Sydney Royal Fine Food Show, as well as gold medals at the Melbourne and Brisbane fine food shows," he said.

"This gold medal for Master Kobe, for the third year in a row, is another confirmation of the quality of AACo's beef brands.

"Master Kobe is grown on some of the finest beef properties in Australia and sold by some of the finest restaurants in the world.

"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.”

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.

For media queries please contact:

Matthew Horan
matthew@horancommunications.com.au
0403 934958