



Media Release
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Westholme beef takes home two Gold Medals

AACo's new Westholme brand achieved gold medals for both samples entered into the Australian Wagyu Association's branded beef competition, with results announced at last night's gala dinner in Albury. In the brand's first foray into this competition, it achieved outstanding results in the crossbred and commercial classes, validating that AACo's 'eating quality' based brand approach is right on track for providing a great dining experience with every Westholme steak.

"These results reflect the stringent quality criteria that Westholme products must meet, and the confidence we have in delivering an outstanding dining experience to consumers, right around the world," said AACo Managing Director Jason Strong.

Westholme cattle are raised on pristine tracts of Mitchell grass and grain finished on proprietary blends that include wheat, sorghum and molasses. Rich marbling - throughout the cut - delivers a signature tenderness and a juicy steak that offers a timeless experience, every time. The families that produce Westholme beef are dedicated to stewarding the land, and have a collective obsession with crafting the finest beef in the world. These families take great pride in delivering the best steak from their home - our station - to plates around the world. The award winning commercial sample was finished on grain at AACo's Goonoo Feedlot in central Queensland; and the crossbred sample came from Aronui Feedlot in the Darling Downs.

Competition judges assessed visual raw appearance as well as a sensory taste panel covering tenderness, juiciness, flavour and overall liking. The crossbred Westholme sample with 32% marbling achieved 748 points out of a possible 910; and the commercial sample with 37% marbling scored 671 points.

The crossbred sample was described by judges as "*Tender, very juicy, great flavour. Rich and rounded*". The commercial sample feedback was "*Wonderful clean and caramel aroma, very tender beef with cereal flavour and very juicy.*"

Also held on the night was an auction to raise money for the Royal Flying Doctors Service, where Enoch Bergman of Swan's Veterinary Clinic, WA, auctioned a number of donated items. An AACo Wagyu striploin raised an impressive \$4500 for the charity, taken home by long-time supporter of the RFDS and AACo, Jane Hughes of Hughes Pastoral Company.



Westholme beef carries rich marbling throughout the cut, to deliver signature tenderness and a juicy steak every time.



Westholme cattle graze on a forage crop at AACo's Goonoo Station, before being finished on a grain-based ration.

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