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*This is a joint release by Australian Agricultural Company and Mayfull Foods Corporation.*

## Luxury Beef Brand Wylarah Launches in Taiwan

Luxury beef brand Wylarah celebrated its Taiwanese launch in an exclusive event attended by leading chefs, food connoisseurs and celebrities from across the country.

Four of Taipei's most acclaimed chefs crafted Wylarah dishes for the launch event held at the Grand Mayfull Hotel, Taipei – Chef Danny Teng of Danny's Steakhouse; James Chen of Robin's Teppanyaki at the Regent Taipei; Johnny Ho of Haruyama's Teppanyaki at the Grand Mayfull Hotel; and Ryan Chang of Rakuken.

Coinciding with the launch, Australian Agricultural Company (AACo), owner of a suite of luxury beef brands that includes Wylarah, announced an exclusive partnership with Mayfull Foods Corporation (Mayfull) to supply fine dining restaurants throughout Taiwan with Wylarah.

The luxury beef brand delivers an exceptional dining experience through the perfect balance of marbling and lean, a result of two decades of careful breeding and almost two centuries of raising and finishing cattle in Australia. Only selected cuts from the finest animals meet the stringent requirements to be sold as Wylarah. Diners will experience depth, complexity and mastery in a Wylarah dish.

"Our efforts will ensure the Wylarah experience exceeds consumers' expectations," said AACo Managing Director, Jason Strong. "In every carton of Wylarah beef, there is a hand-signed certificate that represents our commitment to the quality and experience of this product," said Mr Strong.

AACo will also exclusively partner with Mayfull to launch premium brand Westholme beef, which is raised on pristine tracts of Mitchell grass and grain-finished on proprietary blends. Rich marbling delivers a signature tenderness and a juicy steak that offers a timeless experience, every time. Westholme beef will be available across a full range of cuts and will be among the highest quality brands available in the market, reflecting AACo's investment and focus in delivering a premium product experience.

As a leading food purveyor and an expert in food service, Mayfull sources the finest ingredients worldwide to service hotels and premium restaurants.

"We've chosen Taiwan as a second launch market for Wylarah and Westholme because we see a strong future for our brands in Taiwan. We are delighted by the strength of our relationship with Mayfull and their commitment to delivering the highest quality products and service to the finest restaurants," said Mr Strong.

For media inquiries please contact: Holly Webb  
Email [hwebb@aaco.com.au](mailto:hwebb@aaco.com.au) or phone +61 468 479 295

**About AACo**

Established in 1824, the Australian Agricultural Company (AACo) is Australia's largest integrated cattle and beef producer, and is the oldest continuously operating company in Australia. Today, AACo owns and operates a strategic balance of properties, feedlots and farms comprising around 7 million hectares of land in Queensland and the Northern Territory. This equates to roughly 1% of Australia's land mass. AACo specialises in grass-fed beef, grain-fed beef and premium Wagyu beef production.

[www.aaco.com.au](http://www.aaco.com.au)

**About Mayfull**

Mayfull was established in 1963 as a professional food supplier. The company began importing meat products in 1975 and Mayfull completed a cold storage warehouse in 1999 to ensure product quality and consistency. Mayfull's services now include wholesale, food service, and retail fine food supply, processing and logistics.

[www.mayfull.com.tw](http://www.mayfull.com.tw)

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