



**WESTHOLME**

– QUEENSLAND –  
**AUSTRALIA**

## **A Quintessentially Australian Flavour**

*Westholme is new to UAE and set to take centre stage in the dynamic world-class culinary scene*

10<sup>th</sup> October 2018, Dubai, United Arab Emirates.

Last night the palates of Chefs from across the nation came alive with Westholme; a premium Australian Wagyu offering now available throughout the United Arab Emirates.

During an exclusive industry and media reception held at the Four Seasons Dubai at Jumeirah Beach, fifteen Chefs presented Westholme in local and international cuisines, showcasing the versatility and supreme eating experience of the product.

Born wild with the freedom to graze on natural land for as far as the eye can see, the Westholme herd are finished on a proprietary blend of grains. The stewards of Westholme have spent the better half of the past 200 years perfecting their craft, consistently creating a premium product but always doing things the best way, never just the easy way.

Every step of the way, the best global standards from station to restaurant are met, and it's this attention to detail that ensures the authentic Australian flavour profile of Westholme.

The introduction of Westholme to the UAE underscores the increasing importance of the Emirates amongst world-class Chefs and suppliers.

Hugh Killen, Chief Executive Officer of Australian Agricultural Company, proud producers of Westholme said "The UAE has been identified as the next Westholme launch market on the basis of its emergent status as a global hub. It is an innovative and ambitious global environment with a dynamic and premium restaurant scene, attracting some of the best chefs in the world. It is only fitting that Westholme establishes a firm presence in the UAE."

Westholme will be supplied to the UAE via exclusive distributor Classic Fine Foods. "True to our sourcing principles for quality food and beverage, Classic Fine Foods is delighted to be awarded the sole and exclusive import and distribution rights for Westholme in the region," said Thomas Leroy, Managing Director of Classic Fine Foods UAE. "We are confident that our channel management strategy to get this premium product to trade and consumers will ensure we deliver Westholme's signature dining experience."

Terry Farrell, Global Brand Ambassador for Westholme commented, "The UAE is a very important market, high quality products are imperative for Arabian cuisine, and the expectations for premium dining establishments from their guests is considerable. Due to the care and attention to detail, and the high product grading system we utilise, we are certain Westholme will provide a memorable dining experience for guests and Chefs across the UAE every time".

The introduction of Westholme to the UAE provides Chefs and diners the opportunity to savour one of the highest quality products available in the market.

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### **Notes to Editors: About Westholme**

From vast rangelands and a proud heritage.

In the shadow of Australia's Great Dividing Range you'll find some of the finest country in the world, this is where Westholme comes from. Dedicated families who steward the land, and a collective obsession with crafting the finest beef in the world. We honour the scale and beauty of the Australian landscape we call home by sharing the beef we've spent generations perfecting.

The Westholme herd contains some of the most highly credentialed Wagyu cattle to ever leave Japan. Over two decades we have built on these strong foundation bloodlines to produce outstanding product. Born wild, raised roaming vast rangelands, eating pristine tracts of Mitchell grass and grain-finished on proprietary blends. Rich marbling throughout the cut delivers a signature tenderness and flavour that offers a timelines experience, every time.

That's true Westholme.

### **Westholme**

westholme.com.au

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### **Notes to Editors: About Classic Fine Foods**

In 2000, the very first Classic Fine Foods was founded in Japan. Ever since, the group has expanded to 13 countries and 18 mega cities. Starting in the UAE in 2005, Classic Fine Foods has been operating for more than 13 years in the country, redefining the Art of Gastronomy. Since 2016, Classic Fine Foods belongs to Metro Group and now covers the UAE, Maldives and Oman, serving discerning Chefs, Gourmands, Restaurateurs, Hoteliers, Artisans. Classic Fine Foods partners the world's unique food producers and farmers to offer products that are of the highest quality, enabling the creation of menus and recipes that excite the most demanding palates. Driven with passion, Classic Fine Foods' mission is to provide innovative products and unique service.

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*Thank You*

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