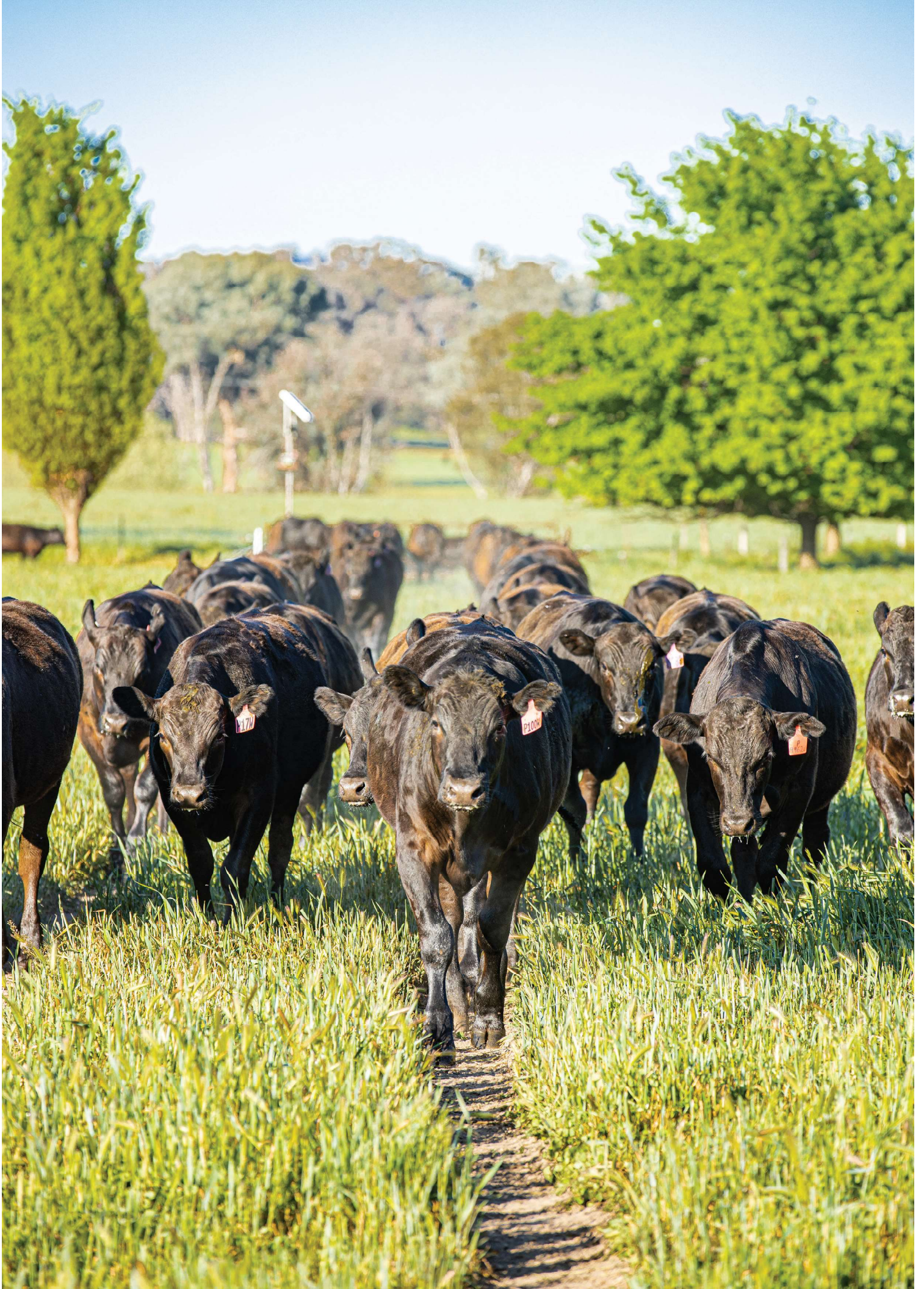


W.B. BLACK

THE MARBLED AUSTRALIAN







THE MARBLED AUSTRALIAN.

It's the marque of distinction.
The world's finest Australian-raised Wagyu beef.

DISCOVER W.B. BLACK



WHO IS W.BLACK?

THE MARBLED AUSTRALIAN

FROM AN UNRIVALLED LINEAGE.
IMPECCABLY RAISED FROM PASTURE
TO PLATE. A NEW STANDARD FOR
WAGYU CONNOISSEURS.

W.BLACK



WHY W.BLACK?

FLAVOUR

The natural Wagyu earthy-caramel sweetness shines through.
A silky texture, rich in good fats, Omega 3 and Oleic acid.
A flavour profile that could only mean one thing.
The Marbled Australian.
W.Black.

QUALITY

All W.Black Wagyu beef is Chiller assessed in accordance
with the AUS-MEAT Australian grading system.
Completely independent and rigorously audited.

GENETICS

From an unrivalled lineage of fullblood Wagyu sires. Genetics
DNA tested for marbling, eye muscle area and growth rate to
deliver superior wagyu calves.

SELECTION

Only the finest calves are chosen. Twelve months roaming
natural pastures. Four hundred days on a bespoke,
Japanese-inspired 100% vegetarian diet

FACTS

W.BLACK FACTS

ORIGIN

Riverina, NSW,
Australia

DIET

White Grains Based
Ration 100%
Vegetarian

SHELF LIFE

Boneless:
90-120days

BREED

Wagyu x Angus
F1-F4

AVG CARCASE WEIGHT

925lb (420kg)

TRACEABILITY

No added Hormones,
Lifetime Traceability

PRODUCTION

Average 400 Days
On Feed

PROCESSING

Halal
HACCP

MARBLE SCORE

(BMS) MB: 5-6,
MB: 7-8, MB: 9-9+

SUSTAINABILITY

GREAT FARMERS, DOING IT RIGHT.

A great product starts on the land. W.Black prides itself on the relationships we've forged with farmers renowned for best practise, ethics and sustainability. Our feedlots provide a superior environment for cattle that are Livestock Welfare Certified and with No Added Hormones.





THE BRAND STORY

WHO IS W.BLACK?

Andrews Meat Industries is proud to introduce W.Black, the marbled Australian.

Bold, confident, strong, rich in flavour and fine in texture.

W.Black sets a new standard with this exclusive offering of premium Wagyu beef.

W.Black cannot be categorised using traditional descriptions, rather it re-defines the standard by which we measure quality. Simply put, W.Black delivers.

The W.Black journey begins with intensive cattle selection undertaken by discerning livestock specialists. Starting with Australia's leading Wagyu breeders and genetics, calves are hand selected for performance, softness, confirmation and style.

Further selection is undertaken throughout the feeding, processing and carcass grading stages of the program performed under the guidance of our strategic partner and world's leading meat processor,

JBS Australia. Only after this extensive selection criteria can this small percentage of exceptional, highly marbled beef, be branded as W.Black.

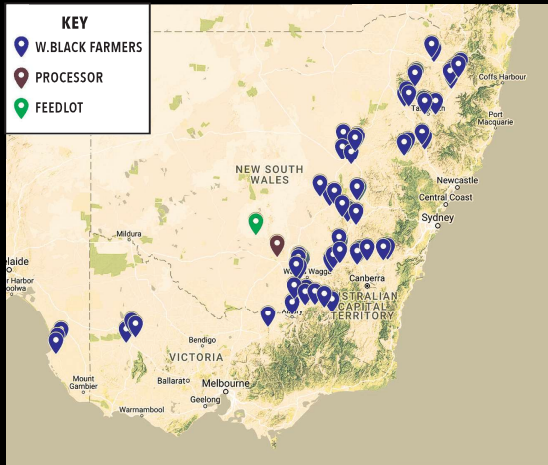
The end result is an incredible experience, rich in good fats, Omega 3 and Oleic acid. W.Black provides an opportunity for a select few to sample the earthy caramel flavour and silky texture of this highly sought-after beef.

ONLY THEN CAN IT DARE TO BE W.BLACK.



GENETIC SELECTION

Working with dedicated farmers across New South Wales, Victoria and South Australia, W.Black begins with Australia's leading Angus herds. Through extensive DNA and genomic selection, we have identified industry leading fullblood Wagyu sires, which through the process of artificial insemination (AI) or natural mating, produce a superior F1-F4 calf.



PRODUCTION

Improved pastures and supplement feeding ensure these premium calves are delivered to the feedlot in a healthy, forward condition, ready to begin the next important stage of their W.Black journey.

400 days in one of Australia's pre-eminent feedlots, fed a bespoke Japanese inspired ration, enables the calves to mature in size and express the layers of intra-muscular marbling that make this unique beef stand out from the competition. Exclusive use of white grains (Wheat and Barley) within the ration, allows the natural sweetness of Wagyu to shine through.

PRODUCT QUALITY

High in healthy Mono-Unsaturated fats, Omega 3 & Oleic acid, this silky smooth beef is processed at around 24 months of age with an average carcass weight of 420kg. Packed chilled or frozen to rigorous customer driven specifications, W.Black's exclusive Wagyu beef can be enjoyed in most global destinations. All carcasses are assessed using the AUS-MEAT grading system, a completely independent and audited system that provides W.Black with honesty, consistency and integrity.

SUSTAINABILITY

For W.Black cattle, every day is a good day!

The W.Black supply chain is entirely geared towards providing a sustainable and ethical experience for our producers, customers and the cattle themselves. All cattle are Hormone Growth Promotant (HGP) Free and Livestock Welfare Certified. Close geographical location of our farms, feedlot and processing facility reduces transport times and stress on the cattle. Shade cloth, sprinklers and strict adherence to recommended livestock density ratios within our feedlot, provide a more relaxed atmosphere for both the cattle and feedlot staff.

HALAL

W.Black is produced under strict Halal guidelines and in accordance with government approved Islamic organisations. All government issued Halal certificates can be provided upon request.

PRODUCT SUMMARY

Wagyu x Angus F1-F4

Avg 400 DOF

Bespoke Japanese inspired ration

Avg CCS weight 420kg

Halal approved

HGP Free

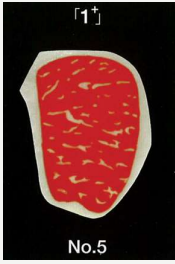
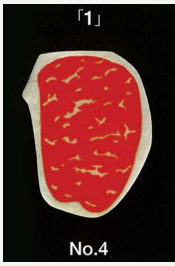
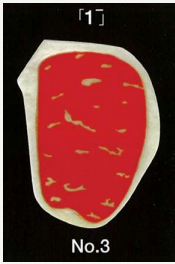
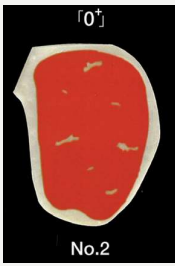
MB:4-5, MB:6, MB:7-8, MB:9-9+



MARBLING COMPARISON CHART



JAPAN BMS AUSMEAT MBS USDA GRADE USDA MBS



1
A1-2

2

3
A3

4

5
A4

6

0

1

2

3

4

5

STANDARD

SELECT

CHOICE

PRIME

TRACES

SLIGHT

SMALL

MODEST

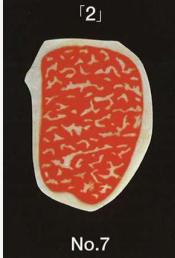
MODERATE

SLIGHTLY ABUNDANT

MARBLING COMPARISON CHART



JAPAN BMS **AUSMEAT MBS** **USDA GRADE** **USDA MBS**

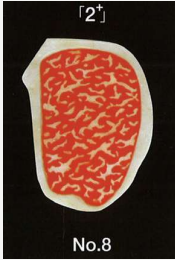


A4 7

6

PRIME

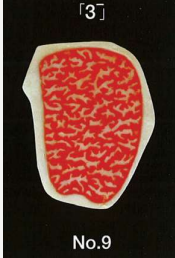
MODERATELY ABUNDANT



8

7

PRIME +



9

8

PRIME +



A5 10

9

PRIME ++

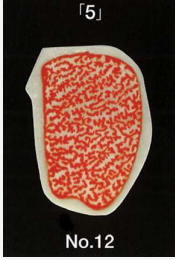
ABUNDANT



11

9+

PRIME ++



12

9+

PRIME ++

WAGYU TYPES

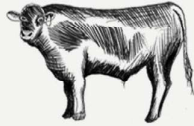
Wagyu cattle were introduced into Australia in 1990, and are now home to the largest herd of Wagyu outside of Japan. There are a number of different types of Wagyu production in Australia.

KOBE BEEF

Japanese Law states that "Kobe" only relates to beef originating from the Hyogo prefecture in Japan. In order to be classified as "Kobe" these cattle must have pure lineage, be born and raised in the Hyogo prefecture and processed in a Hyogo processing plant as well as other stringent criteria. This beef also comes with an identification number that must be displayed when it is sold. Therefore any Wagyu produced in Australia (or any other country) should not be referred to as Kobe.

Fullblood Wagyu

DAD (SIRE) FULLBLOOD WAGYU



MUM (DAM) FULLBLOOD WAGYU



CALF FULLBLOOD WAGYU



100%
FULLBLOOD
WAGYU

KEY POINTS

- no influence from other breeds
- slow growing animals
- 500 days to reach full marbling potential

Cross Bred Wagyu^(XB)

DAD (SIRE) FULLBLOOD WAGYU



MUM (DAM) OTHER BOS TAURUS BREED

Eg. Angus or Holstein



CALF CROSS BRED: F1



50%
F1
(XB WAGYU)
CROSSBRED

KEY POINTS

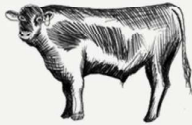
- majority of Australian Wagyu herd
- larger frame and quicker growing than fullbloods
- fed grain for 300+ days

Purebred Wagyu

DAD (SIRE) FULLBLOOD WAGYU

MUM (DAM) OTHER BOS TAURUS BREED

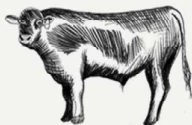
CALF CROSS BRED: F1



50%
F1
(XB WAGYU)



75%
F2
(XB WAGYU)
CROSSBRED



75%
F2
(XB WAGYU)



87.5%
F3
(XB WAGYU)
CROSSBRED



87.5%
F3
(XB WAGYU)



93.75%
F4
PURE BRED

KEY POINTS

- upgraded version of crossbred Wagyu
- only one introduction of a breed other than Wagyu (F1 Dam)