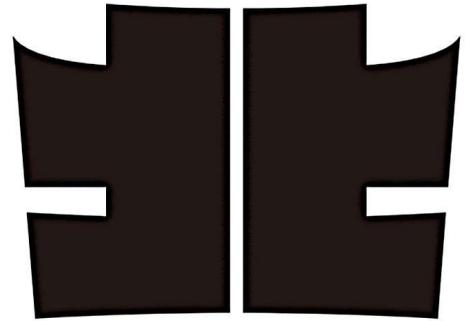


Characteristics of Hokkaido Wagyu



**HOKKAIDO
WAGYU**

The main features of Hokkaido Wagyu beef are its elegant umami and melt-in-your-mouth texture, which are developed in a cool climate and vast natural environment.

Flavor profile: Hokkaido Wagyu is known for its sophisticated and elegant flavor, where the rich, meaty taste of the lean muscle is perfectly balanced with the sweet flavor of the fat. Its delicate taste is often described as being more subtle and less overwhelming than Wagyu from other regions.

Melting texture: The fat in Hokkaido Wagyu has a low melting point, contributing to a buttery-soft texture that literally melts in your mouth.

Fine marbling: The marbling is delicate and evenly dispersed throughout the meat, often described as "snowy" in appearance, a nod to Hokkaido's renowned winters. This creates a tender, velvety, and juicy texture.

High-quality production environment:

The cattle are raised in Hokkaido's cool, expansive, and low-humidity climate. This stress-free environment, along with clean air and pure water, is ideal for raising healthy, high-quality beef cattle.