

#worldsluxurybeef – Wagyu Branded Beef Competition

The Australian Wagyu Association (AWA) is proud to present the 2021 Wagyu Branded Beef Competition.

The highly regarded Wagyu Branded Beef Competition seeks to promote excellence in Wagyu beef production in three categories providing an opportunity for producers to benchmark their product.

To showcase the leading brands of Australian Wagyu, entries can compete in Fullblood, Crossbred and Commercial categories.

Entry Forms are now available from 1 December, 2020 and will close on 12 February, 2021.

[COMPLETE AN ENTRY FORM NOW](#)

Once your entry information has been received, checked and accepted, we will be in contact with additional entry information and deadlines.

ENTRY DETAILS

Entry fees

Entry fees are payable on receipt of invoice and non-refundable once entry is accepted by the Australian Wagyu Association. All prices listed are inclusive of GST. The AWA will invoice you for the classes you have entered.

Classes 1, 2 and 3 - \$500 (inc GST) per entry

Delivery of exhibits

Entries in **Classes 1, 2, and 3** to be delivered to Prime Cut Meats, 8 - 12 March 2021.

Delivery address

Attn: Laurie Marguglio

Prime Cut Meats

12 Steel Place, Morningside QLD 4174

Phone: 07 3399 1390

Attn: Laurie Marguglio Phone Laurie on 07 3399 1390 or mobile 0412 527 575

Judging

To take place on 17 March 2021

Branded Beef Classes

Class 1

Fullblood Wagyu 100% class

Class 2

Open Crossbred Wagyu class

Class 3

Commercial Wagyu Steak Class

Grand Champion Wagyu Brand

COMPETITION ENQUIRES

Ron Fitzgerald

Co-ordinator, AWA Branded Beef Competition - phone 0428 456 293 or [email](#)

GENERAL COMPETITION REGULATIONS AND ASSESSMENT CRITERIA

1. Exhibitors must be a member (Full Member or Associate Member) of AWA to be eligible to enter this competition. All members will be allowed to enter the competition, including AWA Board members. Any member entering a product into this competition shall not take part, in any way, in conducting the competition, viewing results or issuing awards.
2. Exhibitors must state on the "Application to Enter" form the classes to be competed for. The Stewards and/or Judges may move an entry to another class if it is deemed that the entry is "out of class".
3. Judging will be conducted by Judges appointed by the AWA. Sponsors for the BBC are invited to be part of the panel, as well as specialist chefs, food critics and members of the broader community. Judging will be "blind". All entries will be coded and at no time will any of the Judges be aware of the Brands or ownership of any of the samples (apart from the codes).
4. The exhibitor irrevocably consents to:
 - i. The AWA publishing or reproducing in any manner whatsoever any particulars or information in relation to their exhibits; the publication or reproduction may be in printed form or visual image through electronic means and/or the internet.
 - ii. The AWA conducting any tastes or analysis of any description upon the entries at the discretion of the AWA.
5. Presentation of Awards: details of the award ceremony will be confirmed early 2021.
6. Samples to be delivered to:

Prime Cut Meats
12 Steel Place, Morningside QLD 4174

Phone: 07 3399 1390

Attn: Laurie Marguglio

7. Samples to be delivered between 8-12 March, 2021 for all Classes 1, 2, and 3. AWA will not be responsible for any loss, damage to or mis-delivery of any entry.
8. Exhibitors agree to the publication of all competition results.
9. All award-winning entries must only use the Australian Wagyu Association medal/trophy designs. Artwork will be supplied to all prize-winning exhibitors.
10. Exhibitors of awards agree that all advertising, promotion or labelling arising from Gold, Silver and Bronze awards will be issued to all exhibitors that have achieved the minimum score attributed to each award. These levels will be at the discretion of the judges for each class. Trophies will be awarded to all Gold Medal recipients.
11. A Grand Champion award will be issued to the entry gaining the highest overall points from within Classes 1, 2, and 3.
12. In each class, only one entry per individual brand is allowed.
13. All exhibits to become the property of the AWA.
14. Ageing – Exhibits in Classes 1, 2, and 3 must be no longer than 50 days aged at the time of judging. (e.g. no ageing prior to 24 January, 2021)
15. **Classes 1, 2, and 3** - Each exhibitor is to supply 1 x whole Striploin of H.A.M. 2140 or 2141 or 2142 or 2143, together with a copy of the carton end panel from which the entered product originated.
16. **CLASS 3** (Commercial Wagyu Steak Class marble score 5-7)
To be eligible for this class, entries must:
 - i. have been Aus-Meat graded to be between marble score 5 and 7, graded between the 10th/11th and 12th/13th rib sites.
 - ii. be submitted in original carton with the label.
 - iii. have marble score on the label.
 - iv. be accompanied by a signed Statutory Declaration stating that the entry, carton and label refer to the marble score grading on the label and that grading was conducted between the 10th/11th and 12th/13th rib sites.
17. All entries will be subjected to Digital Analysis by the Japanese Digital Camera between the 10th/11th and 12th/13th rib sites. Any entries that have a marbling percentage higher than the cut-off for marble score 7 will be excluded. Class 3 entries must have a minimum requirement of F1 Wagyu 50% content but higher content Crossbred Wagyu or Fullblood Wagyu may be entered as well. In addition, both pasturefed and grainfed entries are acceptable in this class.
18. All exhibits may be subjected to parent verification tests to ensure their Wagyu eligibility.

STRIPLOIN BONELESS BEEF

Australian Handbook Number

2140 = 3 Rib

2141 = 0 Rib

2142 = 1 Rib

2143 = 2 Rib

Striploin is prepared from a Hindquarter by a cut at the lumbosacral junction to the ventral portion of the Flank.

The Flank is removed at a specified distance from the eye muscle (M. longissimus dorsi) at both cranial and caudal

ends.

19. The award will include the year and class description of the award.

ENTRY REGULATIONS

Every entrant is subject to the following Terms and Conditions upon submitting an entry into the competition.

1. I apply to enter the exhibits subject to the Terms and Conditions set out in the 2021 Wagyu Branded Beef Competition General Competition Regulations and Assessment Criteria, Class Protocols and Entry Regulations and I agree to be bound by these Regulations; and
2. I certify that the information contained in my Application for Entry is true and correct to the best of my knowledge; and
3. I declare that the exhibit provided does represent accurately the class that it has been entered.
4. I will supply DNA verification to verify breeding and/or Wagyu content if requested.

PROTOCOLS FOR STRIPLAIN - CLASSES 1, 2 & 3

PREPARATION: (the day before)

1. All exhibits will be checked off against the list. Any anomalies are to be immediately corrected with the exhibitor.
2. Each exhibit will be allocated a unique identification code. Each exhibit will require six inserts. To save time these inserts will need to be prepared earlier.
3. Each exhibit (Striploin) will be prepared separately to the same specification.
 - a. The Striploin will be removed from its packing and the packing will be disposed of.
 - b. 21mm steaks will be cut from the caudal end (rump end) until there is no evidence of the m. gluteus medius remaining. Each steak will be measured and cut 21mm thick
 - c. Then, 30cm shall be measured along the striploin and the striploin shall be dissected. Cutting back from that 30cm point, steaks shall be measured and cut 21mm thick. The first steak will be used for the visual assessment. It will be identified with the coded insert, overwrapped to allow to bloom for the next day, and placed in the refrigerator.
 - d. The next two steaks will be used for cooking and taste assessment. They will be identified with the coded insert and vacuum packed.
 - e. The next two steaks will be used as backups. They will be identified with the coded insert and vacuum packed.
 - f. The remaining pieces will be identified with an insert and vacuum packed. These pieces will be packaged and sent to either AWA office or the AWA Conference Venue for display, use and/or auction at the Conference (at the discretion of the AWA).
 - g. All products will be stored appropriately in the refrigerator or freezer until judging day.

Cooking:

1. Cooking exhibits will be removed from the refrigerator 15 minutes before cooking commences.
2. The cooking of exhibits will be done as per the order sheet which will be prepared and in a random order.
3. Each exhibit will follow this protocol:
 - a. Two steaks representing the exhibit will be removed from the refrigerator 15 minutes prior to cooking.
 - b. After 15 minutes, these two steaks will be placed in the sous-vide bath which will be maintained at 62°C for exactly 15 minutes.
 - c. The steaks will be removed from their bag and placed on the flat grill for 1.15 minutes either side. A Waldorf flat grill will be set on a “medium” dial setting to achieve an instant loud sear and the exhibit will be maintained on the first side for 1.15 minutes then turned for another 1.15 minutes on the other side.
 - d. The steaks will be removed from the grill and placed on the warming tray for 5 minutes.
 - e. The steaks will then be prepared by;
 - i. Removing the m. multifidi dorsi.
 - ii. Removing the medial, lateral, dorsal and ventral edges.
 - iii. Cutting the steaks (lengthwise - dorsal to ventral) into two strips and then cutting these strips into 4 bite size pieces.
 - iv. Place 2 pieces on each plate and distribute to the judges.

Judging:

1. The judges will be offered a new exhibit each 6-10 minutes.
2. The judges will be provided a pre-formatted sheet of paper to complete for each exhibit.
3. Each judge will be asked to provide a score for:
 - a. Tenderness (out of 30 points)
 - b. Flavour (out of 30 points)
 - c. Juiciness (out of 10 points)
 - d. Overall liking (out of 30 points)
4. Stewards will collect each sheet from the judges and enter the results into the excel model.
5. Any anomalies in the judging sheets are to be corrected immediately.

Visual:

1. The visual exhibits will be removed from the refrigerator 10 minutes before judging.
2. The samples will be removed from their packaging and placed on a plate (with drip sheet) and let sit to bloom for a minimum 5 minutes.
3. The exhibits will then be sent to the judging table for assessment.
4. Each judge will be asked to score each exhibit on their visual assessment out of 30 points.
5. Stewards will collect each sheet from the judges and enter the results into the excel model.
6. Any anomalies in the judging sheets are to be corrected immediately.

The awards

1. The excel model will calculate each judge's score for each exhibit. Each exhibit will receive a total accumulated score from 7 judges.
2. The MLA (or AWA) will audit the judging sheet and the model for any anomalies.
3. The AWA Steward, MLA/Chief Steward and the Chief Judge will then agree on the cut off levels for each Gold, Silver and Bronze for each class. This information will remain confidential until the award presentation.

The AWA Steward, MLA/Chief Steward and the Chief Judge will then agree on the highest scoring entry (from Classes 1, 2, & 3) which will then become the Grand Champion. This information will remain confidential until the award presentation.

WAGYU BRANDED BEEF JUDGING TERMINOLOGY

CLASSES 1, 2 AND 3

TENDERNESS

The reaction of the mouth to the physical quality of the food. Includes tensile resistance and product mouth feel. Will be influenced by marbling, the firmness and texture of the beef, as well as the connective tissue. **DESCRIPTORS:** chewy, enjoyable-chewy, fibrous, granular, greasy, mushy, silky, tender, textureless, tough, very-tender, other.

JUICINESS

The impression given from the release of the meat's water holding capacity on first eating. The melted marbling in highly marbled beef will be a major contributor to this but will also include the consumer's saliva. The salivation response will be tempered by aroma and hunger. **DESCRIPTORS:** very dry, dry, slightly-dry, initial juiciness, very juicy, lasting juiciness.

FLAVOUR

There are five taste receptor groups; sweet, salt, bitter, sour and umami (which means beefy, savoury, brothy or delicious). It is the taste of MSG (monosodium glutamate), IMP (5-nucleotides, 5'-inosine monophosphate), GMP (5'-guanosine monophosphate) & BMP (8 amino acid "Beefy Meaty Peptide": Lys-Gly-Asp-Glu-Glu-Ser-Leu-Ala).

There are up to 880 volatile compounds of different chemical classes reported in cooked beef. **DESCRIPTORS:** beany, bitter, buttery, caramel, cereal, chemical/medicinal, citrus, clean & fresh, creamy, dairy, earthy, fatty, fishy, herbal, kerosene, livery, low, putrid, metallic, nutty, popcorn, rancid, rich, rounded, salty, soapy, sour, stale, sweet, toasty, umami, other.

AROMA

The perception of the volatile characteristics of food as perceived by receptors primarily in the nose. **DESCRIPTORS:** beefy, caramel, cardboard, cereal, citrus, sulphury, fishy, medicinal/chemical, herbaceous, putrid, stale, musty, livery, kerosene/solvent, low/faint, toasty, popcorn, fresh, floral, pungent, other.