

Increase Sales by Learning About Japanese Wagyu

Japanese Wagyu Guidebook

for Restaurants and Businesses



9 Fun Facts

About Japanese Wagyu

Why

Do Successful Restaurants
Recommend Japanese Wagyu?

Not Only the Loin

Introduction to the Various Cuts of Japanese Wagyu



Contents

- 04 9 Fun Facts About Japanese Wagyu
- 06 Japanese Wagyu Major Primal Cuts
- 10 Interviews with Prosperous Restaurants
- 18 Japanese Wagyu Trends in Japan
- 20 About JFOODO

How to Use This Guidebook

Learn about the characteristics of Japanese Wagyu

Japanese Wagyu has many characteristics such as beautiful *sashi*, sweet aroma, and tenderness that are hard to find in cattle bred outside of Japan.

Learning about the characteristics of Japanese Wagyu will help you expand your menu variety.

Understand the benefits of serving Japanese Wagyu

We will guide you to the success stories of offering Japanese Wagyu to help you understand the benefits.

Find out about the latest trends that are not well-known in the U.S. yet

Let's explore the latest trends in Japan and get tips for expanding your menu variety and attracting more customers.

A unique experience of Japanese Wagyu that instantly exceeds your expectations

A unique experience of Japanese Wagyu awaits you. Something otherworldly happens when you cook Japanese Wagyu. You might be able to imagine that experience to some extent: the sound of the meat grilling, the savory aroma...but your imagination is not enough. There is more for you to discover.

You may know that beautiful marbling, called *sashi* (*shimofuri*), appears when you cut Japanese Wagyu. However, if you take a closer look at the surface of the sliced beef, you will notice that high-quality Japanese Wagyu has truly beautiful and finely marbled *sashi*. No two *sashi* patterns are exactly alike, no matter how hard you look for them.

When you throw a slice of beautifully marbled Japanese Wagyu on a hot skillet,

you hear the pleasant, light, and fine sound of sizzling. It gradually changes to a loud, clear crackling and popping sound, before getting increasingly quiet.

The tenderness of the Japanese Wagyu steak, which has been grilled to a deep, brilliant brown hue, will astound you the instant you cut it with a knife. The knife's edge dips into the steak with almost no pressure. It reveals in its center a rosé-colored meat that exudes a glossy and sleek shine.

The aroma that rises from the surface of the meat stands out among other kinds of beef. It is sweet like peaches or coconuts, yet buttery and mellow. That is the distinctive *wagyu-ko*, an aroma that is impossible to imagine, no matter how hard you try.

Now, all you have to do is bring a piece of the rosé-colored jewel to your mouth. The moment it touches your tongue, you will be amazed at the mouthfeel. Your teeth sink into the meat with almost no effort. The Japanese Wagyu aroma rises as soon as you bite into it. Although the nuances of flavor vary depending on the part, the taste of marbling that unites the extremely tender meat and mellow fat stimulates your olfactory senses.

This is the unique experience of Japanese Wagyu that will exceed your expectations.

Sweet Aroma (*wagyu-ko*)

A sweet aroma rises from Japanese Wagyu. It smells like peaches or coconuts.

Beautiful Marbling (*shimofuri*)

The beauty of a once-in-a-lifetime encounter with Japanese Wagyu. No two marbling dots on the crimson meat look alike.

Tenderness

Japanese Wagyu is incredibly tender. No need to put much effort into cutting it with a knife.



9 Fun Facts About Japanese Wagyu



1 The Marbling of Japanese Wagyu Is Almost Artistic

The beautiful fine marbling of Japanese Wagyu comes from not only the genetic characteristics of purebred (pedigree) but also careful breeding. As the feed recipe is especially important, Japanese Wagyu is fed a carefully formulated concentrated feed for a longer period of time than beef cattle from other countries. The beautiful marbling is the fruit of these efforts by the producers. The appearance as well as the taste of the fine marbling is almost artistic.



2 Mysterious Aroma Present in Japanese Wagyu

Japanese Wagyu has a hidden sweet aroma, called *wagyu-ko*, which resembles that of peaches or coconuts when heated. This aroma, which cannot be detected in raw meat, increases when the meat is heated to about 60°C (140°F) and is maximized when the temperature rises to 80°C (176°F). Even when the outside of the meat is cooked to over 200°C (392°F), as in steaks, the *wagyu-ko* is at its best when the meat's internal temperature remains around 60-80°C. The mystery of this aroma is still not fully understood.

3 Japanese Wagyu Melts Like Butter in Your Mouth

The melting point of the fat in the meat of the Japanese Black breed, which accounts for more than 98% of Japanese Wagyu, is around 18-27°C (64.4-80.6°F). In addition to its smooth meat quality, another characteristic of Japanese Wagyu is that it melts on your tongue at around body temperature. Japanese Wagyu features a soft mouthfeel with an exquisitely rich flavor and aroma.

4 Taste Is Determined by How It Is Raised

Japanese Wagyu is raised in a distinctive way. Every single cattle is raised with great care and attention. Producers start feeding calves weaning food at one to three months of age and then gradually feed them grass and rice straw over the next several months. It is important to nurture their four stomachs during the nursing period so that they can eat well when they grow up. During the subsequent fattening period, which lasts for more than ten months, the feed formulation is changed little by little in the early, middle, and late stages of fattening. Each producer makes various

innovations, such as blending grains grown on their own farms into the feed, or feeding rice specially cultivated for Japanese Wagyu feed.



5 A Family Registry of Japanese Wagyu?

Each Japanese Wagyu is registered into a system similar to Japan's family registry (a system to record and certify an individual's identity and family history and relationships) from the time it is born. The registry of each Japanese Wagyu shows information ranging from its date of birth, the name of the farm where it was born, and the records of relocations between properties to the date of harvest. It also shows the individual identification number of the mother cow, so it is possible to trace the roots of the Japanese Wagyu back even further. You can access the website of the National Livestock Breeding Center (NLBC) from your mobile phone or PC, and enter the 10-digit identification number to check the roots of a specific Japanese Wagyu.



National Livestock Breeding Center (NLBC)

6 Japanese Wagyu Grading by Alphabet and Numbers

The trading standards of Japanese Wagyu are set in detail. Traders usually use a total of 15 combinations of grades for trading standards: yield grades classified into 3 grades of A, B, and C (A being the highest yield), and meat quality grades classified into grades of 1 to 5 (5 being the highest grade, with the most marbling of fat). Thus, "A5" is the highest grade in terms of standards. There are also 12 grades of B.M.S. (Beef Marbling Standard), which mainly determine how fine the marbling is.

Japanese Wagyu
15 Step Grading Chart

		Yield Grade		
		A	B	C
Quality Grade	High			
	5	A5	B5	B5
	4	A4	B4	B4
	3	A3	B3	B3
	2	A2	B2	B2
	Low			
	1	A1	B1	B1

7 Only Four Breeds Are Recognized as Japanese Wagyu

Only four breeds –Japanese Black, Japanese Brown, Japanese Shorthorn, and Japanese Polled– and interbred hybrids of those four breeds are recognized as Japanese Wagyu. These breeds are strictly controlled, and thus breeding and crossbreeding with foreign breeds are prohibited. This is how the quality of the meat is maintained. The "Universal Wagyu Mark" introduced in 2007 certifies that the Wagyu is raised in Japan and guarantees its quality.



9 Japanese Wagyu Contributes to a Sustainable Society

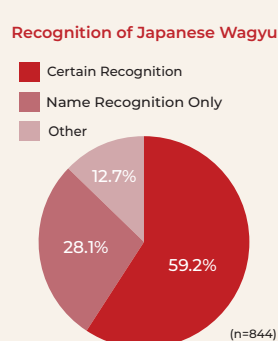
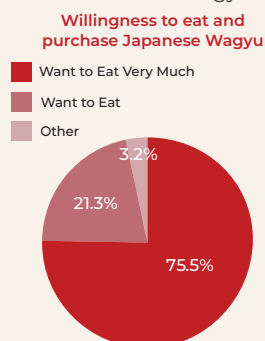
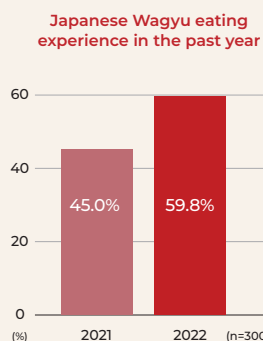
In Japan, livestock manure used to be called *koyashi* (which also means fertilizer). In a corner of a farm that produces "homemade" compost, there is a barn and a compost barn where manure is mixed with straw, sawdust, and other materials and fermented to produce safe and hygienic compost. The compost is then distributed to nearby rice and crop farmers. The neighboring farmers use the compost to produce abundant crops, which, in turn, are given to livestock producers as animal feed. This cycle vitalizes the community and helps maintain a truly sustainable society. Japan is a small country and not suitable for large-scale agriculture. On the other hand, it has abundant nature, four seasons, and clear water. Japanese Wagyu is a local specialty rooted in this unique Japanese climate and contributes to environmental conservation and the preservation of traditional rural landscapes. In this way, Japanese Wagyu plays an important role as a symbol of their region. If Japanese Wagyu is a gift given to mankind by nature, then the agricultural ecosystem around the Japanese Wagyu can be a return gift to the earth.

8 The Popularity of Japanese Wagyu Is Growing Steadily Among American Consumers

According to a survey conducted by JFOODO in 2022 (n=300) targeting affluent people living in urban areas in the U.S., among those interested in Japanese Wagyu, the number of respondents who had eaten Japanese Wagyu increased significantly from 45.0% to 59.8% year on year. The reasons could be that, as the stay-at-home restrictions during the pandemic were relaxed, more people who had not previously experienced Japanese Wagyu had

opportunities to try it in restaurants. In addition, when those interested in and knowledgeable about Japanese Wagyu were asked, "Would you like to eat Japanese Wagyu?", 96.8% of respondents answered "want to eat very much" or "want to eat."

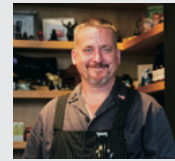
Also, another JFOODO survey (n=844) showed that as many as 87.3% of respondents acknowledged that full-blooded Japanese Wagyu born and raised in Japan is distinctive from other "Wagyu" distributed in the market.



Japanese Wagyu

Major Primal Cuts

Guy Crims, who runs a butcher shop in San Francisco, introduces the standard Loin and the unique cuts of Japanese Wagyu that are comparable to the Loin.



Guy Crims

Generally known as "Guy the Butcher," he is a veteran of the butcher business with 40 years of experience.

Chuck Roll (Kata-Rosu)

Comprised of Chuck Eye Log and Chuck Flat with moderate marbling. Chuck Roll is tender and has the rich flavor of lean meat.

Rib Eye Roll (Rib-Rosu)

Four rib short cuts with fine and juicy marbling and a full-bodied flavor.

Striploin (Sirloin)

Inclusive of the 11th rib. Striploin is abundant in rich and buttery marbling with fine-textured muscle that melts in your mouth.

Top Sirloin Butt (Ran-Ichi)

Comprised of Top Sirloin Cap and Sirloin Butt with a rich and mellow flavor and fine marbling. The most tender muscle of the Round parts.

Tenderloin (Fillet)

Extremely tender part with fine marbling. Tenderloin has the slight and mild sweetness of lean meat.

Bottom Round (Sotomomo)

Comprised of Round Flat, Eye of Round, etc. with plenty of fine marbling. Bottom Round has the light yet tasty flavor of lean meat.

Top Round (Uchimomo)

Comprised of Top Round Cap and Top Round main muscle. Top Round has well-balanced fine marbling, the unique tenderness of Japanese Wagyu, and the light flavor of lean meat.

Brisket (Katabara)

Has a coarser muscle fiber, a larger vein of marbling, and a lighter taste compared to other parts. The more you bite, the more flavorful it tastes.

Shoulder Clod (Kata)

Comprised of Top Blade and Clod Heart with fine marbling and a tender mouthfeel.

Chuck Rib (Sankakubara)

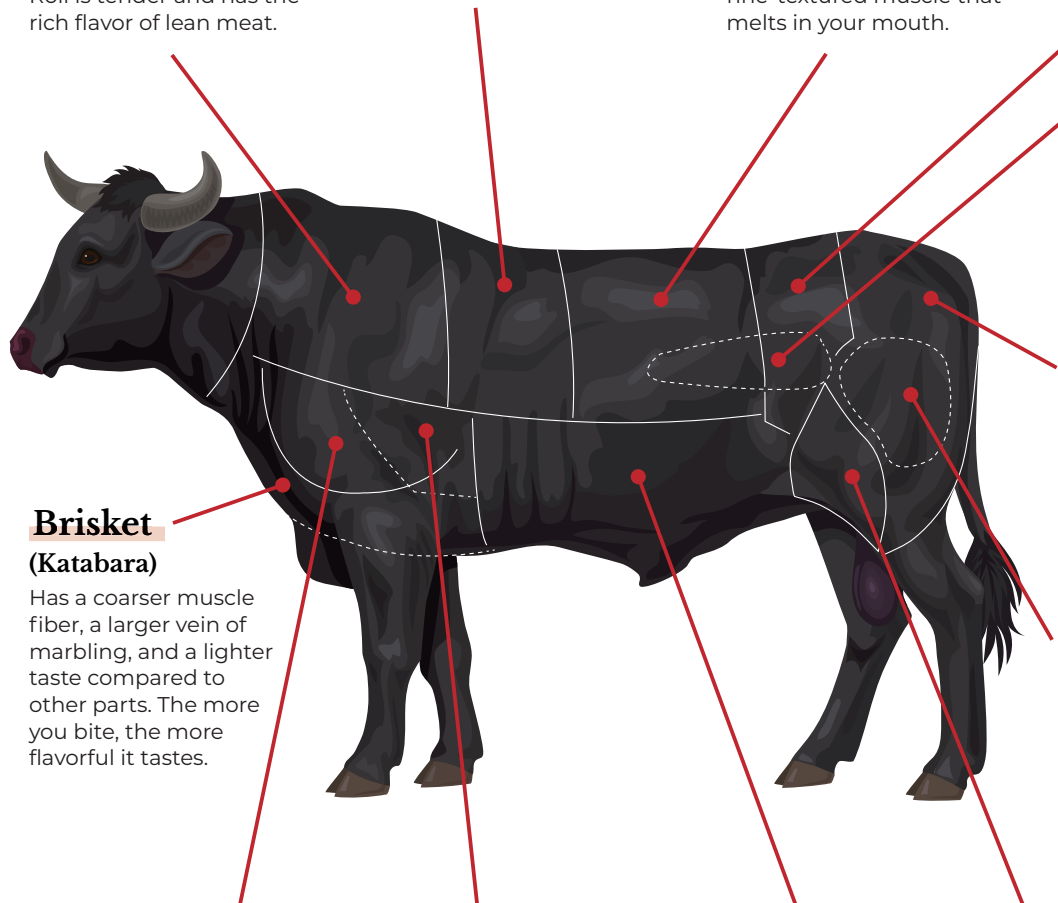
Chuck Rib has fine marbling with a savory flavor and fatty sweetness.

Short Plate (Tomobara)

Comprised of Inside Skirt, Short Rib, Sirloin Flap, and Flank Meat. The finely marbled Short Plate is tasty and has a sweet flavor unique to the belly parts.

Knuckle (Shintama)

Comprised of Tri-tip and Knuckle Cap. Knuckle has both rich sweetness and full-bodied lean meat.



*The parentheses below the name of the cut is its name in Japan.

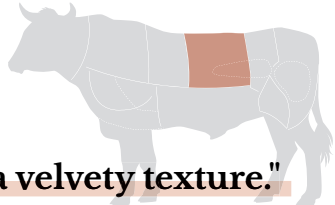
Characteristics of Japanese Wagyu Loin Parts

The Loin section, from the back of the cattle, comprises of the most sought-after cuts. The Loin muscle group is not heavily utilized in mobility, resulting in a more tender muscle with generous marbling. It has a buttery flavor, a sweet aroma of peaches or coconuts unique to Japanese Wagyu, and tenderness that enhances these characteristics. Making the best of its rich flavor, it is often served as a steak or grilled. The Loin is used for steaks such as T-bone / Porterhouse (Bone-in Striploin and Tenderloin), and New York Strip (Boneless Striploin).

*New York Strip is another name for Striploin



Striploin
(Sirloin)



**"A cut perfect for steakhouses.
Rich and buttery marbling with a velvety texture."**

Recommended Dishes: Steak / Yakiniku / Barbecue / Sukiyaki / Shabu-shabu / Roast beef

Japanese Wagyu Striploin is two ribs longer extending to the Rib Eye Roll side when compared to the U.S. specifications. Striploin has a moderate amount of back fat, abundant marbling, and uniformly smooth muscles. With the most delicate and refined muscle, it provides a melt-in-your-mouth experience. This is the most widely served cut in steakhouses and is popular across the United States.



Tenderloin
(Fillet)



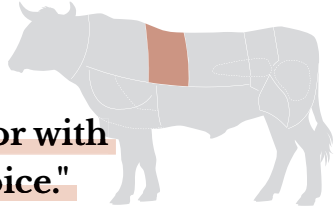
**"The most delicate and refined of the steaks.
Features a melt-in-your-mouth texture."**

Recommended Dishes: Steak / Yakiniku / Barbecue / Roast beef

Tenderloin comprises only 2% of the carcass, making it the most sought-after cut by many steak lovers. Tenderloin is located on the inside of the ribs and is rarely moved, making it extremely tender, as the name suggests. It has fine and flavorful marbling and the sweetness of lean meat.



Rib Eye Roll
(Rib-Rosu)



**"A juicy and mouthwatering flavor with
fine marbling. A steak lover's choice."**

Recommended Dishes: Steak / Yakiniku / Barbecue / Sukiyaki / Shabu-shabu

In common cuts of beef in the United States, Chuck Roll comprises of the 1st through 5th ribs, Rib Eye Roll of the 6th through 12th, and Striploin of the 13th rib through the 8th lumbar vertebrae. On the other hand, typical cuts of Japanese Wagyu are Chuck Roll comprising of the 1st through 6th ribs, Rib Eye Roll of the 7th through 10th, and Striploin of the 11th rib through the last lumbar vertebrae. Therefore, a Japanese Wagyu Rib Eye Roll is three ribs shorter than a U.S. cut. The spinal muscles found on the chuck end are arguably the most flavorful part of Rib Eye Roll. It makes a popular steak with abundant marbling and a juicy and tasty flavor.

Featured Parts of Japanese Wagyu Comparable to the Loin



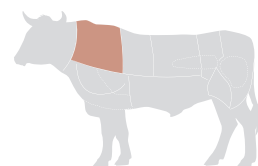
Chuck Roll
(Kata-Rosu)

"A part of the cattle that can be used in a wide range of dishes. Chuck Roll is also cost-effective and helps restaurants expand their menu variations."

Recommended Dishes:

Steak / Yakiniku / Barbecue / Sukiyaki / Shabu-shabu / Stewing

A large part comprised of six ribs extending into Rib Eye. Japanese Wagyu Chuck Roll is one rib longer than a U.S. beef cut which is comprised of five ribs. Chuck Roll comprised of several muscle groups including Chuck Eye Log, Chuck Flat, and Rib Cap. U.S. beef Chuck Roll is generally served as chuck roasts or ground meats, while Japanese Wagyu Chuck Roll can be separated into these muscle groups to create a variety of dishes with different flavors at an affordable price. With its tenderness in texture, generous marbling, and tasty flavor of lean meat, this versatile primal is good to be served not only as a steak but also grilled.



Top Round
(Uchimomo)

"Well-balanced, moderately marbled, and versatile. Firm and suitable for a variety of dishes."

Recommended Dishes:

Steak / Yakiniku / Barbecue / Shabu-shabu / Roast beef / Stewing

Top Round is a large portion with long muscle fibers and rounded lean meat with marbling. The primal has a light flavor with the perfect balance of marbling and lean meat. Top Round can be sliced thick for steak, barbecue, roasts, and stew, or sliced thinly for *shabu-shabu*. Regardless of the thickness of the slice, it is enjoyable for a variety of dishes.



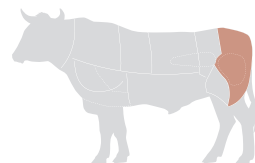
Bottom Round
(Sotomomo)

"A firm texture and flavorful lean meat with a high percentage of marbling."

Recommended Dishes:

Yakiniku / Barbecue / Sukiyaki / Shabu-shabu / Roast beef / Stewing

A large leg muscle comprised of Round Flat and Eye of Round. Bottom Round has a light but tasteful flavor unique to lean meat. A recommended portion for those who like beef but find the fat a little too heavy.



Round

The Round is a relatively undiscovered muscle group compared to more popular sections such as the Loin, Chuck Roll, and Brisket. The Round comprises of large primal cuts: Top Round, Bottom Round, and Knuckle. For Japanese Wagyu, Sirloin Butt also belongs to the Round. The Round is located on the rear leg of the cattle and has a good balance of leanness and tenderness, with different textures and flavors depending on the muscle group. This cut is suitable for steak, barbecue, *sukiyaki*, and *shabu-shabu*. As Bottom Round is slightly tougher, it is better served as thin slices after roasting. In comparison, since Top Round is softer than Bottom Round, it is satisfying even if it is cut a little thicker. Knuckle has a slightly different fiber texture. By cutting in different ways, you can develop unique dishes making the best of its characteristics, which may be difficult with cattle bred outside of Japan.

Recommended Cuts by our Specialist, Guy Crims



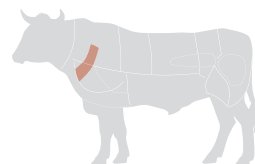
Top Blade
(Misuji)

**"A rare part carved from Shoulder Clod.
Finely marbled and rich in flavor."**

Recommended Dishes:

Steak / Yakiniku / Shabu-shabu / Niku-sushi

It is also called "Flat Iron" because of the shape of the muscle. It is the muscle of the Shoulder Clod of the cattle and has a melt-in-your-mouth texture and rich flavor derived from its beautiful marbling.



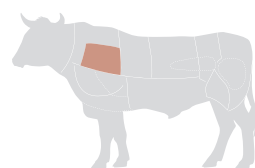
Chuck Flat
(Zabuton)

"Japanese Wagyu Chuck Flat is diverse and has a rich and flavorful taste derived from its abundant marbling. The popularity of Chuck Flat closely follows the Loin."

Recommended Dishes:

Steak / Yakiniku / Niku-sushi

Chuck Flat is a muscle found in Chuck Roll and extends to Chuck Rib. It comprises of the same muscles as Short Rib and has a rich and full-bodied flavor that comes from its abundant marbling. It is comparatively less expensive than Striploin and Tenderloin but has a reputation for being as tasty as those two. In Japan, it is one of the most popular cuts of meat used in steaks and high-end *yakiniku* restaurants.



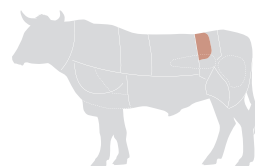
Top Sirloin Cap
(Ichibo)

**"A good balance of lean meat and marbling.
This part is distinctive in the Round."**

Recommended Dishes:

Steak / Yakiniku / Roast beef

Also known as "Culotte." A portion included in the Top Sirloin Butt. This cut has sufficient marbling and is comparable to Striploin when cooked as steak or grilled. Top Sirloin Cap is popular around the world, as seen in Brazilian Churrasco where it is known as "Picanha". With particularly soft fibers, Japanese Wagyu Top Sirloin Cap produces a sweet aroma and flavor when roasted, which is more robust than that of cattle bred outside of Japan.



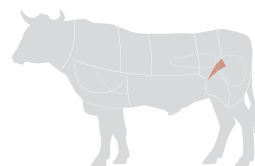
Tri-tip
(Tomosankaku)

**"Ideal cut for steaks or roasts.
A popular part of the Knuckle."**

Recommended Dishes:

Steak / Yakiniku / Barbecue / Shabu-shabu / Roast beef

In the U.S., Tri-tip is considered a part of the Bottom Round, while by Japanese Wagyu cutting standards, it is a part of the Knuckle muscle group. This triangular-shaped portion of Japanese Wagyu is richly marbled and offers the unique flavor of the Round.



Interviews with Prosperous Restaurants

We interviewed chefs and owners of prosperous restaurants that serve Japanese Wagyu. In the interviews, we dug deep into every detail such as their menu items featuring Japanese Wagyu, cost-cutting efforts, the path to prosperity, and know-how from various angles. You will find many valuable stories that have never been shared before.



Shibumi

815 S Hill St,
Los Angeles, CA 90014
www.shibumidtl.com

Founder, Executive Chef: David Schlosser

Chef David Schlosser opened Shibumi in the heart of downtown Los Angeles in 2016. With a style that is neither a formal *kaiseki* nor a casual *izakaya* (tavern) restaurant, he lovingly serves traditional Japanese *kappo* cuisine with five cooking methods: raw, steamed, boiled, grilled, and fried.

Shibumi, which is bustling daily with foodies and celebrities, earned a Michelin star in 2019. The average spending per customer is \$250. He started studying French cuisine and worked in Paris for a year. Then he shifted to working in *sushi* restaurants in New York and Los Angeles followed by four years of training at renowned *kaiseki* restaurants in Kyoto and Tokyo.

Chef Schlosser effectively incorporates various parts of Japanese Wagyu into dishes

Simple and elegant cuisine that makes the most of Japanese Wagyu

At the entrance of Shibumi, a *noren* curtain with a persimmon motif logo hangs. The name Shibumi is derived from a Japanese idiom meaning "classy" or "tasteful," which describes the astringent characteristic of persimmon. True to its name, Shibumi's cuisine is simple and elegant without

overly fancy decorations.

Shibumi offers four different *omakase* (chef's choice) courses. Grilled or stewed Japanese Wagyu, the main dishes of the *omakase* course, are the most popular among all the menu items. The restaurant also serves thin slices of Japanese Wagyu *sashimi* with seaweed and fresh *wasabi*. For Shibumi, Japanese Wagyu is the most important ingredient.

At Schlosser's suggestion, Shibumi hosted an event featuring scarcely served parts of Japanese Wagyu. This unprecedented event was to offer five kinds of rarely available Japanese Wagyu cuts for a single dinner. The event became fully booked within a few days after the announcement, indicating the high expectations for Japanese Wagyu among inquisitive customers with a deep interest in food.



Japanese Wagyu creates repeat customers and positive impact on business

Japanese Wagyu has always been on Shibumi's menu since its opening in 2016.

In the beginning, Shibumi offered only the Loin purchased from a couple of Japanese farmers. However, reflecting the popularity of Japanese Wagyu among customers, the restaurant started to use meat from a wide range of brands and regions, and a variety of parts such as Knuckle, Top Round, Brisket, and Chuck Roll for its menu items. Shibumi continues to further expand its menu variety.

"Right after the opening, many of our customers had their first Japanese Wagyu at our restaurant and were amazed at its deliciousness. It created a good impression of our restaurant and had a positive impact on our business," explains Schlosser. Since many customers still visit Shibumi for Japanese Wagyu, the restaurant features Japanese Wagyu in its signature menu items.

During the difficult period when restaurants were forced to close due to the COVID-19 pandemic, Shibumi created minced meat cutlets with Japanese Wagyu byproducts and offered them in take-out *bento* boxes, which were well received by customers. Even after business returned to in-store dining, Shibumi's extensive menu items featuring Japanese Wagyu have been playing an integral role in attracting customers.



Grilled Sanuki Olive Wagyu Chuck Rib

Shibumi utilizes unique cuts with great potential

"Grilled Sanuki Olive Wagyu Chuck Rib" is a Shibumi dish that uses a unique cut (a primal other than the Loin). The restaurant serves grilled *Sanuki* Olive Wagyu Chuck Rib with *manganji* pepper from Kyoto and Nara-style *daikon* radish pickles. Top Round is used in "Top Round Stew with Ginger and Konbu."

"It is challenging to serve expensive Japanese Wagyu while maintaining affordable prices for our customers. Although expensive Striploin was the only cut available in the past, reasonably priced unique cuts have gradually started to appear in the

market, making them easier to obtain. Since many customers who appreciate the charms of Japanese Wagyu prefer unique cuts to Striploin, there will be great potential for unique cuts," says Schlosser.

Currently, Schlosser is developing Japanese-style corned beef, using Japanese Wagyu Brisket, stewed with *miso* mustard and *daikon* radish and seasoned simply with salt.

To keep costs low, Schlosser has also made various efforts. He purchases small cuts processed with the proper trimming to minimize cutting losses. The chef also freezes and stocks Japanese Wagyu pastern and trimmings monthly to utilize them for the off-menu stew.

"Although recognition of Japanese Wagyu has increased, the number of shops and restaurants that offer Japanese Wagyu is still limited. Therefore, being a one-of-a-kind restaurant that serves inventive menu items featuring Japanese Wagyu will create added value," says Schlosser.



A Japanese restaurant offers menus with lively vibes to get more Japanese Wagyu fans in NY



Wagyu Tataki

Japanese Wagyu, unforgettable once you taste it

Towa serves *omakase* (chef's choice) courses at the counter and à la carte at the tables. Dishes featuring Japanese Wagyu are indispensable to jazz up the menu lineup.

Typical menu items include "Wagyu Tataki" (seared beef), "Wagyu Ishiyaki" (DIY steak grilling platter), "Wagyu Donabe" (traditionally cooked rice pot), "Uni Wagyu Maki" (roll with seared Japanese Wagyu and sea urchin), and "Wagyu Nigiri" (*sushi*). *Ishiyaki* is especially popular. Customers enjoy the style of grilling the steak by themselves with the excitement of a sizzling sound and smoke wafting up from the platter. *Donabe* is also a popular dish. When they open the pot lid, customers cannot help but utter "wow" as they find the steaks lined up inside the clay pot. Then they are impressed by the perfect marriage of beef and steamed rice. "Customers who visit our restaurant really love Japanese Wagyu. Every party orders at least one dish featuring Japanese Wagyu. Compared to U.S. beef, Japanese Wagyu is more flavorful and tender and almost melts in your mouth. Customers are often amazed the moment they taste it. More and more repeat customers come back for Japanese Wagyu these days."

In contrast to U.S. beef, Japanese Wagyu is preferred with lightly cooked dishes. The smooth, almost rare texture of Japanese Wagyu, which is enhanced in *nigiri* and *tataki*, is a fresh experience for American customers. To make the most of the characteristics of Japanese Wagyu in an innovative way, Shirai develops dishes based on what is now popular in Japan, which is to pair the beef with ingredients that enhance the *umami* of the meat. The Japanese Wagyu dish with sea urchins is popular, and customers often place repeat orders.

"I have been in the U.S. for 14 years, and I feel that the recognition of Japanese Wagyu is increasing year by year. Most of our customers now know Japanese Wagyu and order it as the words 'Japanese Wagyu' on the menu attract them. We also have many customers who order Japanese Wagyu because they have had it in Japan and want to taste it again. It seems that once they try it, they can't forget how delicious it is." The more the popularity of Japanese Wagyu grows, the more restaurants in New York City serve Japanese Wagyu. In addition to Japanese restaurants, Michelin-starred French and Italian restaurants, Korean-American, and



Towa

36 W 26th St, New York, NY 10010
www.towanyc.com

Executive Chef: Masaya Shirai

Opened in 2022 in the heart of Manhattan, New York City, Towa is a casual Japanese restaurant inspired by *kaiseki* cuisine. The word "Towa" originates from the classic Japanese term "*Towasu*" in *Yamato Kotoba* meaning "to make one thing that will last forever together." Chef Shirai and the team have worked together to make Towa a place to continue the tradition in Japanese culture of serving others with respect. Using traditional Japanese cooking methods, Towa presents cuisine with *umami*, the taste loved by the locals. The restaurant constantly attracts many patrons such as trend-forward foodies and millennials. The average spending per customer is \$120, and the seating capacity is 51.

other Asian restaurants are now offering Japanese Wagyu. Shirai expects that more restaurants will follow suit in the future. The increased supply from Japan and the number of wholesalers and distributors have also made the purchase of Japanese Wagyu easier and boosted the number of restaurants that serve Japanese Wagyu.

"In the past, only Striploin and Rib Eye were available, but now, more parts are imported to the U.S. in convenient vacuum packages. As sliced meat started to be imported about three years ago, it became much easier to cook *sukiyaki* and other dishes. Distribution of Japanese Wagyu has improved considerably."



Japanese Wagyu, which stimulates the five senses, attracts many on social media and in restaurants

Towa has joined with influencers to focus on social media marketing. This has been effective to attract people in their 20s and 30s who have not yet tried Japanese Wagyu. Towa first invites influencers to come and try Japanese Wagyu and then asks them to share their experiences on Instagram. "Wagyu Ishiyaki" has been posted most frequently among other dishes with videos and photos of the DIY grilling process. After the post, more customers visit the restaurant and order *ishiyaki*, which makes parties at other tables curious, and they often order the same dish, creating a chain reaction. Towa also spreads the word by posting new menu items featuring Japanese Wagyu on its own Instagram account (*1). As the word "Wagyu" has been commonly used worldwide and has a great impact, Towa uses it effectively in the text and hashtags. The hashtag #wagyu is very popular on Instagram, with over 2.3 million hits when searching for #wagyu and over 70,000 hits for #a5wagyu. (As of January 2023)

Since many customers are familiar with the Japanese Wagyu grading, Towa indicates "A5" on the menu, which simply and instantly explains that the beef is from Japan (*2). On the other hand, the restaurant also explains to first-timers that "it's like fatty tuna," in



Wagyu Ishiyaki

an effort to help them become familiar with Japanese Wagyu.

Initially, Towa considered using Washugyu (a crossbred cattle of Japanese Wagyu and Black Angus) instead of Japanese Wagyu. However, they decided to go with Japanese Wagyu because of its flavor and brand power. Although Japanese Wagyu costs more, the restaurant is trying to keep costs low by mainly using Rib Caps (*3), a relatively inexpensive cut, which is now easier to obtain thanks to the development of the distribution system.

Japanese Wagyu, expensive but in demand

"Today, *omakase* (chef's choice) courses at restaurants in New York City are usually priced at \$400 to \$500. Since Japanese Wagyu is commonly considered to be expensive, wealthy customers don't mind paying that even if it is actually expensive. They order it anyway. Offering Japanese Wagyu, which is hardly served in casual restaurants, gives the impression of a high-grade restaurant. Thus, it is a perfect ingredient for high-end restaurants," says Shirai.

According to Shirai, as Japanese Wagyu goes well with wine, upscale restaurants specializing in Japanese Wagyu are favored by affluent wine connoisseurs. He expects that it would be an effective promotion for such customers to tickle their intellectual curiosity by lecturing on the individual identification number (*4), nose prints, and the lump meat. The fun ways to attract guests are likely to evolve further.



*1 <https://www.instagram.com/towa.nyc/>

*2 Japanese Wagyu is graded based on a combination of three yield grades A, B, and C (A has the highest yield), and meat quality grades 5 to 1 (5 is the highest grade and has the most marbling of fat). See p. 5 for details.

*3 Rib Cap: part of Rib Eye Roll

*4 Cattle raised in Japan are assigned a 10-digit individual identification number. This makes it possible to trace when and where cattle were born and who raised them. See p. 4 for details.



A popular steakhouse featuring Japanese Wagyu as its signature dish



Salt + Charcoal

171 Grand St, Brooklyn,
NY 11249
www.saltandcharcoal.com

Executive Chef: Yasunobu Hiraba

Salt + Charcoal opened in 2014 under the concept of a Japanese steakhouse, targeting the affluent local clientele. Customers are 90% American and 10% Japanese, and most of them are repeat customers, indicating a high level of customer satisfaction. Although the restaurant offers both Japanese Wagyu and U.S. beef, its signature dish features Japanese Wagyu, which is grilled with far-infrared rays over charcoal for a pleasant aroma. Salt + Charcoal is located in Williamsburg, one of Brooklyn's most popular neighborhoods. The average spending per customer is \$120. The seating capacity is 77 (90 including outdoor seating).

Growing demand for Japanese Wagyu in the U.S.

While U.S. beef is characterized by the savory taste of aged beef and lean meat, Japanese Wagyu offers *umami* varying from lean meat to fat and a just-right balance between the two. According to Executive Chef Hiraba, many American consumers prefer lean beef because it is not too fatty. At Salt + Charcoal, where many customers come for Japanese Wagyu, some customers who are tired of fatty meat such as Striploin want to try leaner parts or other parts of Japanese Wagyu. Therefore, the restaurant strives to expand its menu variety in response to customers' requests. "A5 Japanese Wagyu Tataki," offered only

during the summer season and using Sirloin Butt (*1), was well-received by many customers who were able to enjoy a new taste of Japanese Wagyu they had never experienced before. Rib Cap (*2), a part not usually used for steaks, can be sliced thinly to serve affordable yet tasty beef *sushi*. The Japanese Wagyu Truffle Roll, one of the most popular menu items, was inspired by the French steak topped with foie gras and developed under the theme of "a combination of meat and luxury ingredients." In developing a new dish, the restaurant takes cues from other genres of cuisine to create a rich, deep flavor making the most of the characteristics of Japanese Wagyu. At Salt + Charcoal, relatively young customers often order 12 oz. of Japanese Wagyu steak each. The popularity of Japanese Wagyu is steadily increasing among the younger generation. "There are quite a few customers who value Japanese Wagyu, or who already know about Japanese Wagyu and come to try the various parts of the beef," says Hiraba.



The signature Japanese Wagyu sampler

Salt + Charcoal has been serving Japanese Wagyu since its opening. Initially, Rib Eye was the only cut served at the restaurant, which now offers a variety of cuts. It uses Rib Eye, Striploin, Tenderloin, and Sirloin Butt for steak and the Rib Cap for beef *sushi*, presenting a wide range of menu items unique to this restaurant.

The most popular menu featuring Japanese Wagyu is "A5 Japanese Wagyu Tasting Trio." Customers can taste different characteristics of Sirloin Butt, Striploin, and Tenderloin. The sampler is unique to Salt + Charcoal, where many customers recognize the different characteristics of each beef cut.



A5 Japanese Wagyu Tasting Trio

Creative ways to make the delicate Japanese Wagyu more delicious

In handling Japanese Wagyu, which is relatively expensive and delicate, Hiraba has devised efficient ways to purchase, cut, preserve, and serve it. He reduces costs by purchasing frozen Japanese Wagyu, which is less expensive than refrigerated beef, from Japan. For delicate Japanese Wagyu, preserving and cutting are critically important, so Hiraba has come up with

various creative ways to work with it. For example, he coats each cut of meat with salad oil to prevent discoloration. "Japanese Wagyu is so delicate that a one-second difference in cooking time can affect its taste. But that is the best part of handling Japanese Wagyu, which is the most interesting among all kinds of meat from different breeds," says Hiraba.



An ever-lasting pursuit of the potential of Japanese Wagyu

"I think the market will expand in the future because many of the repeat customers of Japanese Wagyu are affluent people," says Hiraba. As more and more consumers become aware of and knowledgeable about Japanese Wagyu, it is expected to be a food with great potential. However, there are various opinions about aged Japanese Wagyu. Hiraba says, "Aged Japanese Wagyu is the unknown that has not yet been widely listed on the menu. Thus, I am thrilled to explore the potential of aged Japanese Wagyu. I also would like to introduce innovative ways of enjoying Japanese Wagyu to the American market." Hiraba is eager to use unknown or rare cuts to expand the menu variety. Skewers, smoked dishes, and roast beef with the Round are among the future menu items he plans to develop.

*1 Sirloin Butt: part of the Round
*2 Rib Cap: part of the Rib Eye Roll

A butcher shop that not only sells Japanese Wagyu but educates their guests on how their proteins are sourced and farmed



The Butcher Shop by Niku Steakhouse

57 Division St,
San Francisco, CA 94103
www.nikubutchershop.com

Owner: Guy Crims

Established in San Francisco in 2018. The concept is a "Modern American butcher shop with a Japanese Influence", which is carried over to the neighboring Niku Steakhouse. The Butcher Shop by Niku Steakhouse combines clean, contemporary design with old-fashioned reliable quality and service.

Hand selected Wagyu

The Butcher Shop deals in high quality proteins from Japan, the United States, Australia, Tasmania, and Mexico. The shop offers a wide variety of carefully curated beef including A3, A4, and A5 Wagyu from Japan.

The Butcher Shop sells approximately 400 to 500 pounds of Japanese Wagyu per month. In addition to Striploin, Rib Eye, and Tenderloin, the shop also proactively handles unique cuts such as Top Round, Knuckle (which includes Tri-tip), and Chuck Roll (which includes Chuck Flat), which are currently gaining a lot of attention in San Francisco. Crims actively promotes cooking methods focusing on each characteristic of different and unique cuts. To do this, he hosts an invitation-only, hands-on monthly event called "The Butcher's Workshop" to educate participants about unique Japanese cuts.

Popular Japanese Wagyu patties made from Japanese Wagyu trim

When asked what efforts are being made to make the best use of expensive Japanese Wagyu and

maximize the yield, Crims explains, "All fat is rendered and sold. Every little piece of lean trim of Japanese Wagyu is blended and used for raw and cooked hamburger patties. These are very popular items that keep a good turnover ratio for all of our products." Eliminating waste is fundamental for a true butcher.

Promotion of Japanese Wagyu extremely successful on social media

Crims attributes the shop's success to a massive uptick in business during the COVID-19 pandemic when customers were staying at home, watching YouTube for cooking instructions and inspiration.

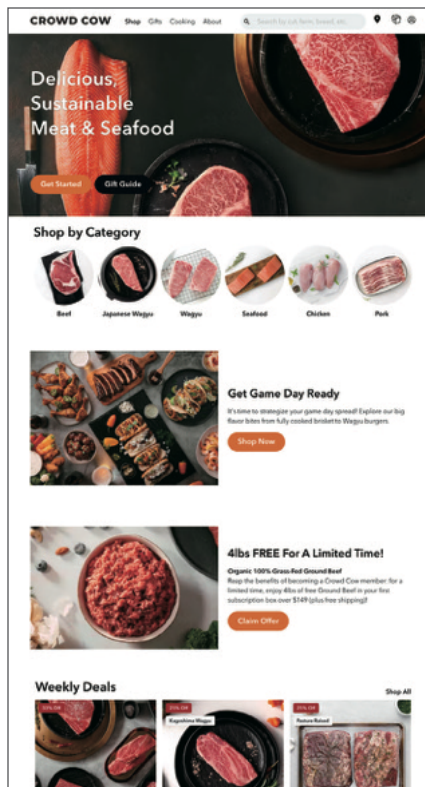
Customers flocked into the shop looking for rare and unique proteins that they had never eaten or seen outside of television or restaurants. The shop uses Instagram (*1) as its primary platform to communicate with customers in San Francisco, with daily posts and stories focused on products and cooking scenes. The shop had only 2,153 followers before the pandemic but now has over 15,000 followers. (as of January 2023) Crims states that the shop focuses

on conveying the importance of the story and background of each kind of protein to its customers. The origin of each product, the respect for the animals, the land, and the farmers are inseparable from customer experience and satisfaction.

"The true mission of a butcher shop is not simply to sell proteins but to educate people about proteins. Especially for Japanese Wagyu, there are different stories by production area where livestock farmers raise every single animal with great care. Thus it is an ingredient that is worth educating customers about," Crims emphasizes.

*1 <https://www.instagram.com/thebutchershopbyniku/>







Crowd Cow

www.crowdcow.com/wagyu/japanese

Owner: Joe Heitzeberg

Crowd Cow is an e-commerce company based in Seattle, specializing in meat and seafood. Established in 2017 to meet the demand of gourmet-oriented consumers who want to know the stories and history behind the foods that are central to their health. The company aims to provide the highest-quality and sustainable meat in the U.S.

Customers promote the appeal of Japanese Wagyu on social media

A pioneer in selling Japanese Wagyu online

Crowd Cow pioneered the e-commerce sale of Japanese Wagyu to American consumers in 2017, making it possible to purchase Japanese Wagyu anytime from anywhere in the 48 contiguous states. Joe Heitzeberg, the owner, visited farmers and butchers in Japan to learn about Japanese Wagyu. He became the first to import Olive Wagyu to the U.S., which won a special "Fat Quality Award" at the 11th Wagyu Olympics (formally known as Zenkoku Wagyu Noryoku Kyoshinkai) (*) in Japan in 2017. Initially, Crowd Cow sold only the Loin of A5 and A4 Japanese Wagyu, but it has also been offering Brisket, Sirloin Butt,

and thinly sliced Chuck Roll in recent years.

"The value of Japanese Wagyu is widely understood in the U.S. With its beautiful appearance and strong impact, Japanese Wagyu is a popular seasonal or special gift item. Recently, A4 Japanese Wagyu Sirloin Butt has been selling well. Chuck Flat is also so popular that it is often sold out, receiving good ratings with customer feedback that says 'the best steak ever.' Our next challenge is to widely promote the deliciousness of thinly sliced Chuck Roll for *shabu-shabu* and make it a new popular product," says Heitzeberg.

Anecdotes and recipes featuring Japanese Wagyu deepen customer relationships

There are various production areas and brands of Japanese Wagyu. Crowd Cow always encloses the 10-digit individual identification number (*)2 assigned to each head of cattle with its product because Heitzeberg places importance on ensuring quality and safety in products and introducing stories on the production areas of Japanese Wagyu to his customers. Heitzeberg interacts with his customers on online platforms to attract high-

income earners and foodies. While Crowd Cow posts product descriptions and cooking suggestions on Facebook, customers post photos and recipes on the Facebook community page "Crowd Cow Steak Holders," interacting with each other by exchanging information. Crowd Cow also posts recipes on YouTube and promotes its products on Instagram (*)4 to approach customers and actively gather their reactions and opinions.

Employee training and commercialization of byproducts are key to cost management

"We reduce cutting losses by training our butchers to be skilled with knives, and reduce costs by selling steak tips and Tenderloin tips as Loin cubes," says Heitzeberg. Such items made with byproducts available at reasonable prices of around \$10 are selling well because customers can pick some from a wide variety of such items to

make their order total \$150 or more to redeem free shipping offered by the shop.

*1 A competition held once every five years in Japan where exceptional Japanese Wagyu cattle are gathered from all over Japan to compete in terms of breed improvement and meat quality.

*2 Each head of cattle (including cattle breeds other than Japanese Wagyu) raised in Japan are assigned a 10-digit individual identification number. This makes it possible to trace when and where cattle were born and who raised them. See p. 4 for details.

*3 <https://www.youtube.com/crowdcow>

*4 <https://www.instagram.com/crowdcow>



JAPANESE WAGYU TRENDS IN JAPAN

- Interviewed by Guy Crims -

Butcher and restaurant owners in the U.S. interviewed prosperous restaurants in Japan. The articles cover brilliant ways to leverage Japanese Wagyu in business and the latest trends in Japan.



USHIGORO S. gains loyal guests with high customer satisfaction by making use of the characteristics of different cuts

USHIGORO S. is worth visiting for its service. The restaurant provides grill staff to each private room who grill steaks in front of customers. The grill staff is well-versed in farmers and breeding environments of all production areas and is happy to thoroughly answer a wide range of questions from meat connoisseurs. Once you visit USHIGORO S., your meat literacy level will go up. At USHIGORO S., customers enjoy courses featuring the ultimate Japanese Wagyu, carefully selected from the best breeds and farms, pairing with some of the world's finest drinks. **In Japan, about 48 different cuts are obtained from a single head of cattle and marketed to yakiniku restaurants.** USHIGORO S. uses almost all cuts except for Shank and Neck. At USHIGORO S., rarely available cuts of beef such as Chateaubriand (*1) and Sirloin Flap (*2) are popular among repeat customers, but surprisingly, **the Round and other cuts are also popular for their good balance of leanness and tenderness.** Narumi says, "These cuts are popular because of their light flavor and just the right balance of fat." The restaurant serves a variety of ingenious menu items such as the Round with melt-in-your-mouth foie gras terrine and caviar sandwiched between two crispy *monaka* skins (thin wafers) (*3), and hand-rolled beef *sushi* with *tempura* of *komochi kombu* marinated in bonito broth. The restaurant strives to devise ways to effectively use offcuts, such as serving beef consommé made with broth from offcuts as an appetizer. Although it is a fine dining restaurant, curry and rice featuring Japanese Wagyu tendon is popular as the last course of a meal. **Curry using offcuts can be offered at a reasonable price, but customers still experience a luxurious feeling at this yakiniku restaurant. Therefore, it helps**

increase customer satisfaction, creating a positive cycle.

Also, the relatively inexpensive Round can improve a profit margin in terms of cost performance. **Since the yield of Japanese Wagyu is affected by knife skills by 2-4%, it is important to enhance the proper cutting skills of the cooking staff to keep costs low.** The restaurant spares no effort to internally train its staff to be highly skilled professionals. USHIGORO S. also offers *bento* boxes featuring Japanese Wagyu. Both the Chuck Flat *bento* topped with truffle and the thick-cut Striploin steak *bento* are highly priced at around ¥6,000 (approximately \$46), but **Japanese Wagyu fans who have heard of its reputation through word of mouth visit the restaurant for these bento boxes.** "We developed these *bento* boxes in response to the growing demand for takeout, but luckily, they are also attracting new customers. The *bento* boxes are well received by customers as they can feel luxurious at home by savoring premium meat which is usually only served at restaurants," says Narumi. After many trials and errors in developing the *bento* boxes, USHIGORO S. found some ways to improve quality: using savory smoked soy sauce to maximize the *umami* flavor of Striploin even when the temperature of the *bento* drops, and cooking the meat at a low



temperature to make it tender so that it can be reheated and still taste good. Regarding the potential of Japanese Wagyu in the U.S., Narumi says, "Yakiniku restaurants in Japan like ours serve beef sliced as thin as 1.7 to 2.0 mm. However, as **Sirloin Butt and Knuckle are lean yet tender and well suited for thicker steak, they will also meet the demand in the U.S.**"

*1 Chateaubriand: part of Tenderloin

*2 Sirloin Flap: part of Short Plate

*3 A kind of Japanese confectionery



USHIGORO S.

ushigoro-s.com
Executive Chef: Hiroyuki Narumi

USHIGORO S., located in Shinjuku, Tokyo, is the first-class brand of the USHIGORO Group, which has successfully run a series of restaurants specializing in Japanese Wagyu. It is a luxury *yakiniku* restaurant with private rooms where only skilled grill staff cook in front of customers. The average spending per customer for a course is ¥30,000 (approximately \$230).

Delicious Japanese Wagyu *sushi* attracts food connoisseurs from all over the world

Gyuniku Sushi Kintan, specializing in beef *sushi*, is a unique restaurant even in Tokyo. Aiming to satisfy even the most discerning customers, it opened in 2020 in Ginza, a district crowded with upscale restaurants. Since its opening, the restaurant has been attracting customers with its specialty, beef *sushi* featuring more than 20 different cuts of beef.

Specifically, Gyuniku Sushi Kintan offers the Round, Top Sirloin Cap, Chuck Roll, Chuck Tender (*1), Striploin, and other cuts of beef. Each cut has unique characteristics that are fully exploited for each menu item. That is one of the reasons for its popularity. The restaurant makes full use of artisanal knife techniques such as lightly scoring the surface of the beef to enhance the texture.

Gyuniku Sushi Kintan also serves beef *sushi* with Hokkaido products such as sea urchin, cold yellowtail, and other seafood and vegetables. The "sea urchin *sushi* hot dog," made with

Japanese Wagyu Chuck Flat and sea urchin wrapped in *nori* seaweed, is also a hot item.

It has been favored by customers for its good combination of the deep savory *umami* of the Chuck Flat and the sweetness of the sea urchin. Gyuniku Sushi Kintan also stimulates and entertains customers with the sounds, aromas, and appearance. For example, Top Blade *nigiri* is served after being seared in the center over red-hot *binchotan* charcoal. It is a perfect moment for videoing, but it is more than just a performance. Normally, Top Blade tendon is a bit too hard to eat and needs to be removed. However, the restaurant solves the problem by heating the tendon to make it tender enough to eat.

Many customers from overseas visit the restaurant for its beef *sushi*. "The appeal of beef *sushi* is that you can taste and enjoy various cuts of Japanese Wagyu in small portions. I am sure that it will catch on in the U.S. in the future," says Iwai.

*1 Chuck Tender: part of Shoulder Clod



Gyuniku Sushi Kintan

www.kintan.restaurant/shop/ginza-niku-kappo/
Executive Chef: Taro Iwai

Gyuniku Sushi Kintan in Ginza, Tokyo specializing in beef *sushi* is run by the Kintan Group, which operates 21 restaurants featuring exclusively Japanese Wagyu, in different styles including *yakiniku*, steak, and *shabu-shabu*. Gyuniku Sushi Kintan offers a 10-piece beef *sushi* course dinner at ¥10,000 (approximately \$77) and several beef *sushi* courses for lunch at reasonable prices.



sio

sio-yoyogiuehara.com
Executive Chef: Toshiya Nakamura

Opened in 2018 in Yoyogi Uehara, Tokyo where many renowned restaurants rival each other. Since its opening, sio's highly-reputed original French cuisine has made the restaurant so popular that it is difficult to make a reservation. Sio's clientele are foodies who have tasted the cuisine at almost all of the best restaurants in Tokyo. The restaurant has earned a Michelin star for four consecutive years since 2019, the year after opening. Courses start at ¥11,100 (approximately \$85) per person.

The course meal designed to present a movie-like story

The highlight at the end of the course features the Japanese Wagyu Top Round

Sio's concept is "a restaurant where customers can enjoy the finest cuisine that draws out the essential quality of the ingredients." From the cutlery and glasses to the background music, sio offers what it considers "things that impress." The restaurant places the greatest importance on the ingredients. Nakamura carefully chose Japanese Wagyu as the main ingredient out of various competitive ingredients. In selecting Japanese Wagyu, he cares about the story behind each head of cattle, such as its pedigree, feed, and raising method in addition to the essential quality such as the beauty of the marbling and mellow flavor. He makes numerous visits to the producing areas and talks directly with the beef producers to only serve Japanese Wagyu that he is satisfied with. Nakamura offers these food connoisseurs a 10-course meal that is designed to present a dramatic story. The first half of the course is

to simply enjoy the flavors of the ingredients, and the second half the dramatically changing taste of the dishes. The highlight at the end of the course is the Japanese Wagyu Top Round, which can be ordered for an additional ¥4,400 (approximately \$34). *Sukiyaki*-flavored espuma and black garlic paste give an accent to this unique dish, which can only be tasted at sio. With a detailed explanation of the ingredients and recipe by the restaurant staff, customers will remember the dish with an unforgettable taste. Nakamura explains, "We had tried to develop a dish with Striploin, but considering the overall flow of the course, Japanese Wagyu Top Round was the best choice because of its right balance of marbling and lean meat. Even if it is from the same Japanese Wagyu cattle, each cut of beef has completely different characteristics."

A butcher shop focuses on fully customized cuts to meet the needs for premium Japanese Wagyu to be enjoyed at home

While more and more people are discovering the taste of high-quality Japanese Wagyu at *yakiniku* restaurants and Japanese restaurants, it is not easy for general consumers to obtain the same quality of meat as those served at restaurants. TOKYO COWBOY is a butcher shop that opened in 2015 to address this growing dilemma behind Japan's booming meat market. TOKYO COWBOY always has about 40 different cuts of beef on hand and offers them in fully customized cuts. The secret behind the shop's popularity is the meat concierge who selects the perfect part and cut of beef for each customer based on in-depth

consultation: how customers want to cook the steak, which meat quality they are looking for, and whether it is a gift or for their own use.

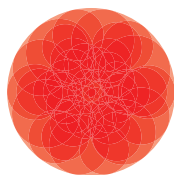
The shop also sells roast beef sandwiches in limited quantities. This is not only for making effective use of offcuts. Another purpose is to have people who think that high-quality Japanese Wagyu is too expensive and has nothing to do with them start with the sandwiches to experience the deliciousness of Japanese Wagyu. TOKYO COWBOY is striving to expand the number of Japanese Wagyu fans.



TOKYO COWBOY

www.tokyocowboy.jp
Owner: Nozomi Ueno

TOKYO COWBOY, located in an upscale residential area of Tokyo, is a butcher shop specializing in Japanese Wagyu. The shop is popular among wealthy people who want to enjoy the best-selected Japanese Wagyu at home.



JFOODO

JFOODO (The Japan Food Product Overseas Promotion Center) was established in 2017 with the aim of boosting the export of Japanese agricultural, forestry, fishery and food products by branding them and promoting them widely around the world.

JFOODO was named with the hope and vision of increasing awareness of Japanese Food and winning fans for it all over the world, in the same way that other aspects of Japanese culture do.



Japanese Wagyu Promotion Website by JFOODO

