



K-icon is the official representative of Ito Ranch,
which is the leading supplier of Matsusaka Beef in Mie Prefecture, Japan.

Recognized as one of the top three brands in Japan, Matsusaka Beef is known as an exquisite Japanese delicacy, which is highly sought after and regarded. While Kobe Beef is served throughout the world as a Japanese delicacy, Matsusaka Beef has had less exposure on the international market, for several reasons.

First of all, due to the dedication and care that is placed on raising the cattle, Matsusaka Beef has traditionally been sold primarily in Japan because of the limited supply and high domestic demand. In cooperation with Ito Ranch, K-icon has recently obtained the rights to export fifty A-4/5 grade Matsusaka Beef cattle per month. Therefore, we believe that this may be a prime opportunity for your company to be the first to savor the taste of a rare and exquisite Japanese delicacy as it debuts on the international market.



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is the official representative
of Ito Ranch

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MATSUSAKA BEEF

The Queen of Japanese Wagyu

K-icon Co.,Ltd

<http://k-icon.net/>



AN INTRODUCTION TO MATSUSAKA BEEF

Famous for its tenderness, highly developed flavor and beautifully marbled appearance, the high fat-to-meat ratio enables Matsusaka Beef to smoothly melt in your mouth.

To obtain this degree of quality, the cattle from which Matsusaka Beef originates, are raised in serene settings within the Matsusaka region in Japan. The cattle are typically fed rice, bran, wheat, beancake, and corn, while they receive regular massages and listen to soothing music. What makes their situation even more unique is that they are sometimes served beer to relax their spirits and produce a finer quality of meat.

THE QUEEN OF JAPANESE WAGYU

While the steer from this region can be accredited as Kobe Beef and Ohmi Beef, the heifers are specifically classified as Matsusaka Beef. For this reason, Matsusaka cattle are referred to as the queen of Japanese Wagyu.



Ito ranch has conferred the title of

The Queen of Dignity

Only the above Japanese Wagyu, which meets the Level 7 Beef Marbling Standard (BMS) within the A-5 and A-4 Grading Categories, is able to be exported overseas. This beef is not to be confused with or sold under the specific Matsusaka Beef brand name. The beef mentioned above is officially registered and sold under the Queen of Dignity brand name.

GRADING SYSTEM AND IDENTIFIERS FOR MEAT YIELD AND QUALITY

THE MEAT QUALITY IS CATEGORIZED INTO 4 SECTIONS.

THESE CATEGORIES ARE:

1

THE BEEF MARBLING

2

THE COLOR & BRIGHTNESS OF THE MEAT

3

THE FIRMNESS & TEXTURE OF THE MEAT

4

THE COLOR & BRIGHTNESS OF THE FAT

Each category is then provided a grade of 1 to 5, with 5 being the highest grade. However, the lowest of each section is the final grade allocated to the meat. A thorough grading system of 15 grades through a combination of the above two elements, ensures a clear indication of the meat quality and yield grade.

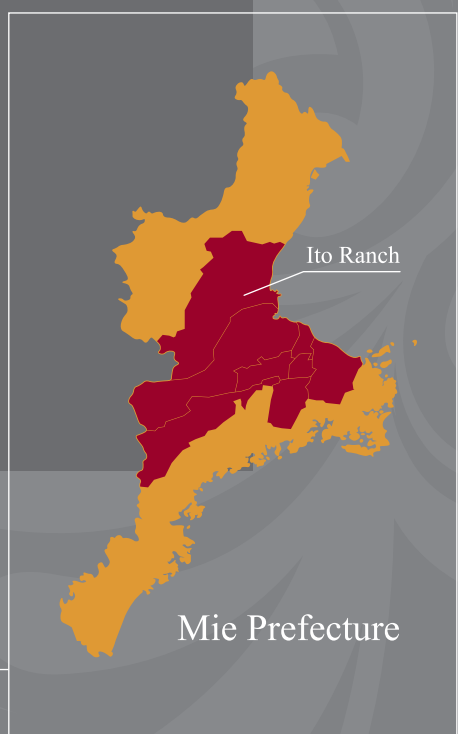
PRODUCTION REGION

Matsusaka Cattle are heifers of Japanese Black breed raised inside a designated region of Mie Prefecture consisting of 22 former municipalities.

The Kumozu, Kushida and Miya rivers run through this production area, and their pristine waters combine with the care and hard work that goes into raising every cow resulting in delicious beef.



Japan



Ito Ranch

Mie Prefecture