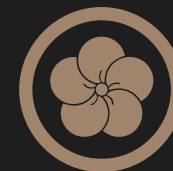




GIRAUDI'S UNIQUE SELECTION OF
JAPANESE
WAGYU
BEEF

AN OUTSTANDING CULINARY EXPERIENCE.



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CHAPTER I. DRAWING A PARALLEL WITH WINE

To understand Japanese beef, we can draw a parallel with wine.

Wagyu is not a breed, nor a category, nor a brand. It was misused for decades for marketing purposes. It 's like saying "French red wine."

Real Japanese beef has never been crossed, comes from pure breeds and has been bred in Japan for centuries. Wagyu beef bred out of Japan is always crossbreed.

There are 4 main Japanese breeds : Japanese Polled, Japanese Shorthorn, Japanese Brown, Japanese Black. We can compare them with the main French Red grape varieties: Cabernet Franc, Cabernet Sauvignon, Cinsault, Gamay, Grenache, Merlot, Mourvedre, Pinot noir, Syrah, Carignan.

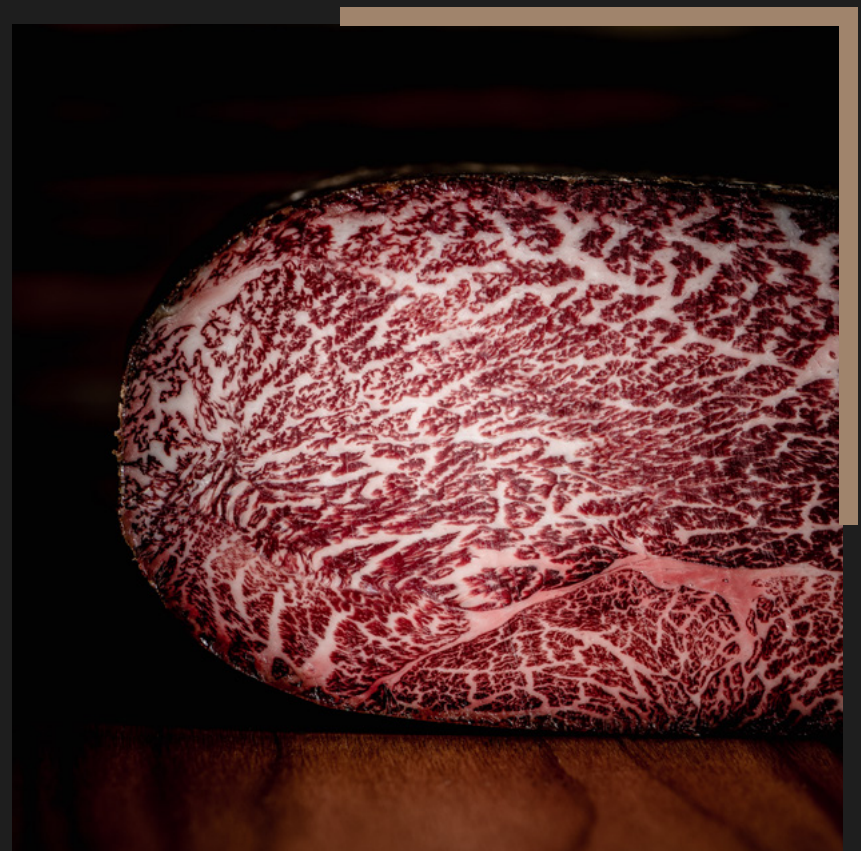
Another parallel is the specialization : some French regions are specialized in red wine production like Bordeaux or Bourgogne regions. The same goes for Japanese Wagyu, some Japanese regions are specialized in the production of Japanese beef such as Kagoshimi, Shiga, Hyogo, Myazaki. Both beef and wine carry the name of their region.

Each region has hundreds of producers. Each producer offers a unique meat based on a specific feeding program and breeding technic, and a given environment and climate.

The meat will therefore have its own flavour, taste and tenderness.

Choosing Japanese beef is like choosing wine : it's a matter of taste, some exceptional wines are famous throughout the world for their story, reputation and know-how.

It is the same for Japanese beef.



URBAN LEGEND



Eating meat from four legged animals was prohibited in Japan for more than a thousand years prior to 1868. The Imperial court was the first to lift the ban when discovering that it made soldiers bigger and stronger.

In order to protect its domestic beef industry, the Japanese government imposed strict laws that prohibited the export of any living Japanese Wagyu cattle. Prior to 2014, Japanese beef was not exported from Japan.

JAPANESE BLACK

represents 90% of Wagyu and has more than 17 different names according to the region (prefecture) in which it is raised. The most appreciated are :

KOBE, OMI, MATSUZAKA, HIDA, OSAKI (FROM MYAZAKI REGION), KAGOSHIMA, MYAZAKI, HOKKAIDO.



和牛 WAGYU

literaly “Japanese beef”

Wagyu - literally “Japanese beef”
refers to 4 breeds of cattle :

- Japanese Black
- Japanese Brown
- Japanese Polled
- Japanese Shorthorn

INCREDIBLE MARBLING

Japanese Beef is genetically predisposed to increased marbling & to produce a high percentage of oleaginous unsaturated fat like omega 3 fat acids, which is an important against heart disease and omega 6 fat acids, which help to lower bad cholesterol.

SASHI



MEAT
MELTING
IN THE
MOUTH

The combination of these fats, called SASHI, deliver a distinctive, rich and tender flavor compared to any other beef. Sashi means “marbling” in Japanese. Consequently, it can only be used to describe Japanese beef marbling.

Japanese beef’s superior taste and tenderness is due to a high amount of intramuscular fat, which gives the meat a highly marbled appearance.

To maximize its flavor, Japanese beef should not be cooked further than medium-rare.

The fat in this meat has a very low melting point at 25°celsius.

FEEDING

Japanese calves are milk-fed, and when they are 1 to 3 months, traditional cereals are added to their diet.

After 3 months, the calves are fed with a mix of crop silage such as grass, rice straws and cereals like corn, soybean and wheat.

Japanese calves are mostly fed for an average of 900 days, and each farmer will use his own special feeding diet, adapted to his cattle, the environment and the result he is looking for.

When harvested, Japanese calves weigh an average of 430kg and are 31 months old. In fact, they usually have to be at least 30 months old to reach their best level of marbling.



900
DAYS

UNIQUE CLASSIFICATION



Japan has the highest and strictest beef standards in the world.

The grading of meat is managed by the Japanese Meat Grading Association. The overall grade consists of two grades: Yield Grade (designated by a letter) and Quality Grade (designated by numbers).

Yield Grade

(A to C)

measures the amount of usable meat on a carcass and range from A (the highest) to C (the lowest).

Quality grade

(1 to 5)

is calculated by evaluating four different factors and each factor is graded from 1 to 5, with 5 being the highest score.

In the quality grade, the lowest score from the four grading elements will be the final score. In other words, even if a 5 was given to meat marbling, meat color/brightness, and meat firmness/texture, but fat color/luster/quality was a 3, the quality grade of this beef would be classified as a 3.

TRACEABILITY & SECURITY

The image shows a Japanese livestock registration form for a cow. The form is titled "牛牛登録簿" (Cow Registration Book) and includes a fingerprint scan of the cow's nose. The form contains various fields for registration information, including the cow's name, sex, breed, and producer data. The form is filled out with handwritten and printed information, including a date of birth of 1997.08.18 and a registration date of 2011.05.10. The form is organized into several sections, with a large fingerprint scan area on the right side. The text is in Japanese, and the form is printed on a light-colored background.

In order to secure Japanese beef as an important resource and also maintain information to improve breeding, calves are individually registered. This registration includes information on birth, sex, breed, producer data, fattening method, DNA and pedigree, going back to three generations.

Japan has introduced an HACCP System in the farms.

Japanese meat cutting plants have strict quality control certifications such as ISO or SQF.

All beef cattle raised in Japan carry a ten-digits individual ID number.

The government manages these numbers and the National Livestock Breeding Center provides complete information and traceability.

CHAPTER II. OUR PREMIUM SELECTION



ORIGIN

Kobe beef comes from the Hyogo Prefecture (Honshu island), of which Kobe is the capital.

FEATURES

To be certified as Kobe and to receive the Emperor's symbol, the chrysanthemum stamp, there are 10 golden rules :

- 1- Cattle breeders have to be part of the Kobe association and raise their cattle accordingly.
- 2- Cattle has to be born and raised in the area of Hyogo.
- 3- Has to be Japanese black.
- 4- Females should never have carried veal and males should be castrated.
- 5- Cattle should be harvested when aged between 28 months and 60 months old.
- 6- Male carcass weight should be between 260 and 470 kg and female carcass weight between 230 and 470kg.
- 7- It has to be sold on the market in the area of Hyogo.
- 8- The yield has to be A or B.
- 9- The marbling should be graded from 6 to 12 – estimated on the 8th rib.
- 10- Every buyer and seller of Kobe has to be part of the “Kobe Association”.

TASTING EXPERIENCE

Kobe beef is slightly firm, putting up the barest resistance to the tines of the fork. Its nutty flavtechnior is deeper though more delicate and refined than any other Japanese Wagyu.

A STORY TO TELL

Its prized value must also be credited to the mysterious rearing techniques said to aid the meat's delectable flavor and texture.

BEER : beer yeast could be added in feeding to improve digestion.

MASSAGES : massaged daily, sometimes with saké (Japanese rice wine), to enable a better blood circulation and to help the marbling

MUSIC : classical music is played to them as a relaxation technique.

Of course, these techniques are not applied by all the farmers.

It is important to note that Kobe export was forbidden before 2014. For the European market, GIRAUDI SAM was the first company to import Kobe beef in 2014 and remains the sole importer.



1.KOBE BEEF

PREFECTURE : HYOGO, JAPAN

TAJIMA KOBE



2. TAJIMA BEEF

PREFECTURE : HYOGO, JAPAN

ORIGIN

Tajima beef comes from the Tajima-gyu breed of Hyogo Prefecture (Honshu island), located in the center of Japan. Introduced as work animal in the rice cultivation industry during the 2nd Century, Tajima cattle became isolated from other breeds within Japan.

Hyogo prefecture is a very mountainous region with an inland climate. Summertime weather throughout Hyogo is hot and humid. In winter, the north receives heavy snow from Siberian storms while the south is mild.

FEATURES

Tajima cattle is fed with dried pasture forage and grasses such as rice straw and whole crop silage, which is essential to develop marbling and white color of fat. marbling and white color of fat.

TASTING EXPERIENCE

NUTTY TASTE

The taste of meat is more intense than any other type of Japanese beef. The Tajima-beef taste is highly appreciated on the Japanese market.

A STORY TO TELL

TAJIMA was first described in the manuscript “Kokugyu Jyuu Zu”, written in AD1310. Tajima-Gyu is identified as an “Inbreed” strain and the contemporary Hyogo herd has not been mixed with herds from other regions.

飛騨牛

HIDA

japanese wagyu beef



ORIGIN

Gifu Prefecture is located near the center of Japan, with a total area of 10,621 square kilometers, the largest part of which is covered by forests. The high mountains of the North Alps, such as 3,000-meter Norikuradake and Ontake, stretch across the northern area of the prefecture.

Hida beef is produced in a green environment with pure water and clean air.

TASTING EXPERIENCE

Meat with a delicate fiber, beautifully marbled with a rich aroma and strong taste.

A STORY TO TELL

Hida beef became a household name when the meat won top honors in Japan at the 8th All-Japan National Wagyu Cattle Expo held in Gifu Prefecture in 2002. The Expo is held once every five years when exceptional Wagyu cattle from all over Japan come together for the “Wagyu Olympic Games.”

3.HIDA BEEF

PREFECTURE : GIFU, JAPAN

Omi Beef



4. OMI BEEF

PREFECTURE : SHIGA, JAPAN

ORIGIN

Omi beef is one of the three most famous kinds of beef in Japan

The Shiga Prefecture, in the western part of Honshu island, has cold weather with high snowfall.

Omi cattle is raised with independently selected original feed mainly containing corn and barley. The cattle also drinks water from Lake Biwa, which is the largest freshwater lake in Japan.

FEATURES

Omi meat has a high ratio of marbling in the form of fine and harmonious sashi.

TASTING EXPERIENCE

The taste is earthy and rich, with a mineral taste similar to white truffle.

A STORY TO TELL

Despite the fact that beef consumption was forbidden in Japan up until 140 years ago, documents state that in the Edo period (1603-1867), the Shogun (general) some feudal lords (daimyo) would eat Omi beef because of its "medicinal purposes". Up to this day, Omi beef is the official beef of the Japanese Imperial family.

MATSUSAKA

WAGYU BEEF

ORIGIN

Matsusaka beef is known for its frosty appearance, sweet flavor, and a soft texture that instantly melts in the mouth.

People in this region used to raise cows for agricultural farming.

In 1938, Matsusaka beef became famous after receiving the medal of high honor at the “Nationwide Beef Exposition” held in Tokyo.

TASTING EXPERIENCE

Matsusaka beef is delicious when used in Sukiyaki and when cooked as a steak. Shigureni (marinating the best Matsusaka beef with a sweet and spicy sauce before cooking) is also a real treat.

A STORY TO TELL

Matsusaka calves are unique because they are massaged and fed beer six to eight months before being processed in order to increase their appetite.

They are also massaged with distilled Shochu in order to increase blood circulation, resulting in even more fat formation and a higher quality fur.



5.MATSUSAKA BEEF

PREFECTURE : MIE, JAPAN



6. OZAKI BEEF

PREFECTURE : MIYAZAKI, JAPAN

ORIGIN

Ozaki is beef bred in the Miyazaki Prefecture by Mr Ozaki.

Although it is from the Myazaki prefecture, the very specific feeding technique used by Mr Ozaki has earned him the right to name his beef Ozaki beef.

FEATURES

The feed for the cattle is mixed every morning and evening during an extremely labour-intensive process lasting two hours. It is made of 15 kinds of ingredients, such as grass from the meadow, moist barley mash (a by-product of beer brewing), maize, barley, and so forth, with no preservatives or antibiotics whatsoever.

TASTING EXPERIENCE

Flavoursome, with a sweetness that emerges as you chew. The fat melts in the mouth and is easily digested, so you can eat a whole slab of beef without being overwhelmed by its richness.

A STORY TO TELL

Ozaki beef refers to beef from Wagyu cattle raised on a single farm that's owned and managed by Mr. Muneharu Ozaki in Miyazaki Prefecture.

ORIGIN

Kagoshima beef is raised in Kagoshima Prefecture, located at the southwest tip of Kyushu. The cattle is raised in a natural and green environment with a mild southern climate.

Kagoshima produces the highest quantity of beef in Japan, with almost 20% of Japanese wagyu originating here.

FEATURES

The beef from Kagoshima is known for its tenderness and slightly sweet taste but also for its well-balanced and very glossy sashi.

TASTING EXPERIENCE

Kagoshima's cattle feed also contains sweet potatoes and strained lees of shochu (Japanese distilled spirit). The meat is well-known for its fine texture and its rich and slightly sweet flavor.

A STORY TO TELL

The breeding and feeding techniques of the region has earned Kagoshima's farmers many awards.



7. KAGOSHIMA

PREFECTURE : KAGOSHIMA, JAPAN

MIYAZAKI

CERTIFIED WAGYU BEEF



8. MIYAZAKI BEEF

PREFECTURE : MIYAZAKI, JAPAN

ORIGIN

The Miyazaki Prefecture is located on the island of Kyushu and is the 2nd largest producer of Japanese Black cattle.

Miyazaki cattle benefits from a mild and rainy climate.

FEATURES

Miyazaki Wagyu is recognized for its intense meat taste and cherry red colour.

This meat's beautiful color is one of its most attractive features.

TASTING EXPERIENCE

Miyazaki meat has a delicate yet intense meat taste.

A STORY TO TELL

Miyazaki Wagyu has won various awards from the industry, including the most honored "National Wagyu Award" by the Wagyu Registry Association in Japan.

In official sumo competitions, it is customary to present the sumo wrestler champion with a statue of a Miyazaki cow.

ORIGIN

Furano Wagyu is bred with care in the Furano region, around the Mount Tokachi in Daisetsuzan National Park at Hokkaido's center.

FEATURES

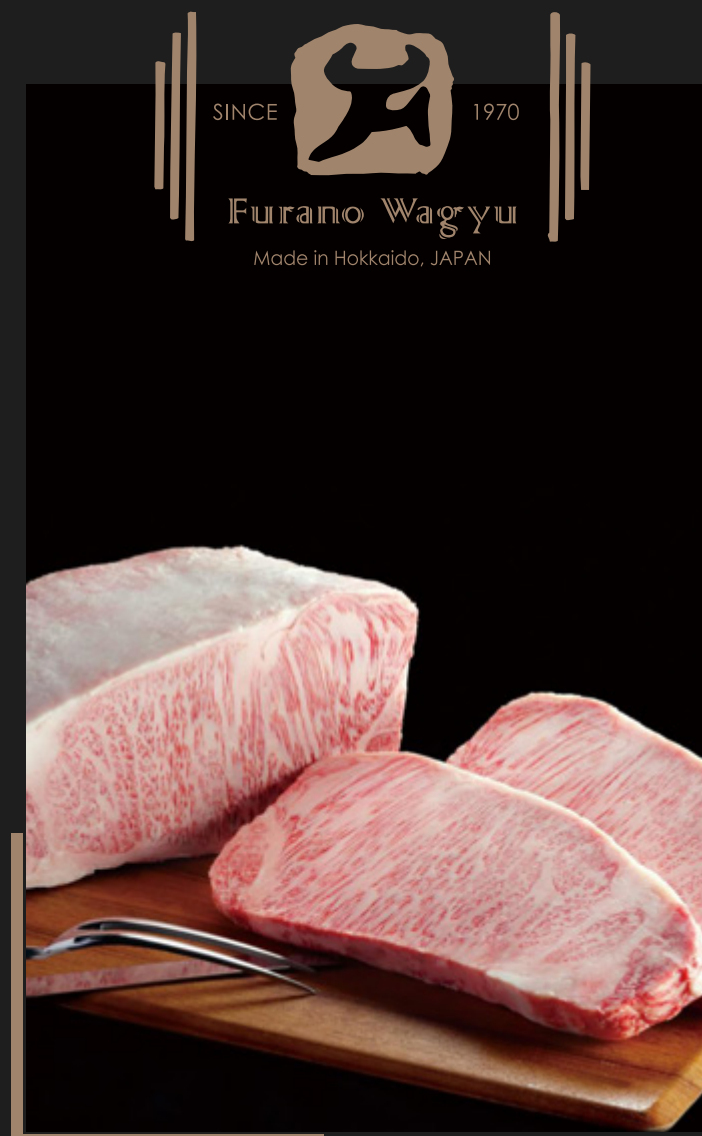
Their feed is a unique mixture that includes wheat, hay, rice straws, wheat straws, and beet pulp. Furano Wagyu is popular as a result of superior fattening techniques and meticulous care.

TASTING EXPERIENCE

The meat is well known for its buttery texture, subtle umami flavor and amazing tenderness.

A STORY TO TELL

Hokkaido's climate has fairly low temperatures throughout the seasons. Fresh air, water, high-quality feed and loving care makes the quality of the beef from Hokkaido extremely high.



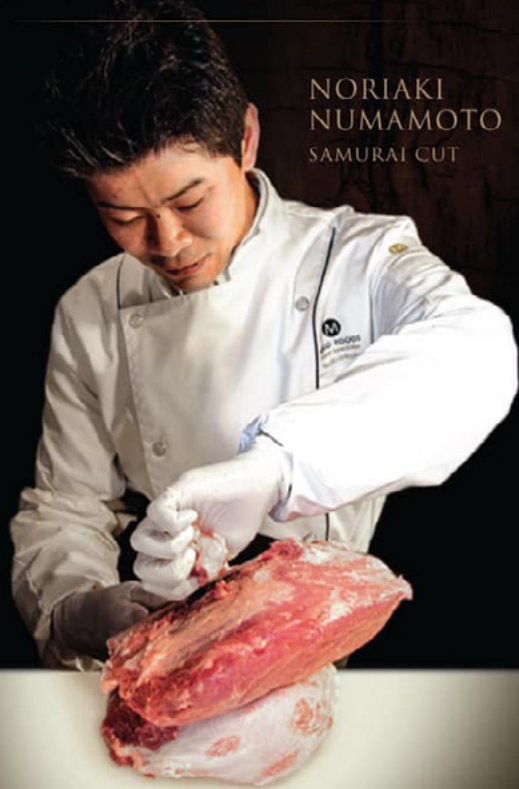
9. HOKKAIDO BEEF

PREFECTURE : HOKKAIDO, JAPAN

Numamoto

THE BUTCHER MASTERCLASS

NORIAKI
NUMAMOTO
SAMURAI CUT



ORGANIZED BY
KIRIBB
THE BOUTIQUE
BUTCHER

10. NUMAMOTO BEEF EXCLUSIVE SELECTION

THE MAGIC NUMAMOTO CUT

By further trimming and cutting the basic 15 cuts of beef and 12 rare parts at the millimeter level and based on the cut in question and the desired dish, Numamoto creates nearly 100 cuts of different angles and thicknesses.

The main feature of the Numamoto Cut is that it obtains the most meat possible from a head of cattle without damaging the quality of the beef. The most savory flavor of meat is found closest to the bones and muscles. Generally, muscle tissue is removed because it affects the texture of the meat, but the Numamoto Cut carves meat as close as possible to the muscle, eliminating waste and drawing out more flavor.

The essence of the Numamoto Cut is expertise with the knife, which allows for cutting at the millimeter level.

THE CUT ENHANCES THE FLAVOR

Numamoto travels to production regions high-quality wagyu farms and gets live feedback from producers.

He selects only Award-winning meat in person, with only meat that passes Numamoto's stringent standards being selected.

Finally, his techniques of cutting, enhances the flavor of the meat and turns meat into fine jewels.

ORIGIN

Hiramatsu Farm is located in the Oosumi Peninsula of Kagoshima Prefecture, where agriculture is thriving, and breeds about 5,000 Wagyu cattle, one of the largest herd in Japan.

It has the largest number of kuroge cows in Japan, and is one of the ranches that understands the qualities mother cattle best. To obtain Kagoshima prefecture Wagyu certification, the cattle must be fattened for very long.

FEATURES

The Aging (between 50 to 120 months) is a technique that creates richly flavored mother beef even more delicious.

Since changes in protein make meat taste better, Kuroge cow, which has great lean meat, can be aged to enhance its taste and flavor more and more.

A STORY TO TELL

After their hard work as breeding cows, Kuroge cows spend a long period of time (about 7 months) on special feed. By separating the feed for calves, fattening cows, pregnant cows, and postpartum cows, the flavour of the lean meat is enhanced, and even the heifers, which are said to be prone to have unstable quality, maintain a stable high quality.



11. KUROGE BEEF

PREFECTURE : KAGOSHIMA, JAPAN

WAGYU BEEF

F1



12. WAGYU F1 BEEF

HOKAIDO / OITA / FUKUOKA / YAMAGUCHI

ORIGIN

Our Japanese Black F1 is bred in various Japanese prefectures from North to South. This cross breed is ideal for customer looking for a more “meaty” experience.

It is a crossbreeding between full blood Wagyu (father) and Holstein and Jersey (Mother)

FEATURES

Japanese Wagyu F1 is filled with vitamins, enriched in antioxidant which keeps the beef fresh longer. It has a high proportion of unsaturated fatty acid, especially oleic acid.

The fat has a low melting point,

which makes the beef melts as you eat it.

A STORY TO TELL

F1 is a crossbreeding between full blood Japanese Black and Holstein.



WINE-GYU



ORIGIN

Wine-Gyu is a Japanese Black Wagyu which is exclusively bred on Hikami Farm in Hyogo prefecture. What makes Wine beef special is the grape lees (what remains of the yeast at the end of the wine fermentation process) added to the feed; they give the animal better health and a more pronounced character to the final product.

FEATURES

The wine is known for containing high polyphenol which makes Wine beef healthier and tastier. The polyphenol decreases the stress levels and improves the cattle's blood circulation which spreads rich flavor into their bodies. Grape lees are

fermented and added into the feed. The fermented feed helps the intestinal environment and digestion system of our cattle.

A STORY TO TELL

Hikami Farm puts efforts to manage the farm's sustainability by using local products. Grape lees are one example of sustainable and local farming.

13. WINE-GYU BEEF

PREFECTURE : HOKKAIDO, JAPAN

PROSCIUTTO DI KOBE



Kobe beef prosciutto
1.5kg, Japanese beef (JAP)
240010

Since 1893, our partner is an ancestral and family business in Northern Italy in the middle of the Alps. Its goal is to produce the best charcuterie in the world with the best beef breeds, according to an innovative, natural process called Metodo Zero, without additives, nitrites and nitrates.

Our Kobe beef prosciutto is cured for more than 4 months, for a melt in the mouth texture, and a disconcerting marbled umami.

The result is up to the most beautiful Italian cured meats : strong & incredibly subtle.

FROM THE CHEF

Freshly sliced / crispy like bacon to magnify pasta or ricotta and hazelnuts ravioli / white asparagus...

JAMON DE KOBE

At more than 1200 meters of altitude, in the province of Leon, our producer cures the best Spanish cold cuts for 4 generations. Our Japanese Kobe beef ham is thus made from incredibly marbled cuts like knuckles and topsides. The cut is smoked with several woods then salted and cured for more than 12 months. The curing time is judged according to the level of marbling. The more the meat is marbled, the more cured it is.

The final product is exceptional : a brown exterior and cherry red slices intertwined with the inimitable sashi. This combination insures unique juiciness and richness. Its nutty flavor and melt in the mouth texture doesn't only define the most expensive charcuterie in the world, but also the most delicate.

FROM THE CHEF

Freshly sliced / crispy like bacon to magnify pâsta or ricotta and hazelnuts ravioli / white asparagus / carpaccio style with a drizzle of mint oil / for your surf & turf dishes...



Kobe beef ham

1.5kg, Japanese beef (JAP)

130001



GIRAUDI

MEAT THE EXTRAORDINARY

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