

SWEET STEAKS



YONEZAWA WAGYU

DISCOVER WHY YONEZAWA WAGYU IS AMONGST THE WORLD'S BEST



THE ONLY SUPPLIER OF

**YONEZAWA
WAGYU
BEEF**

Experts often ask us what is the "secret" to the meat, why does it taste so good? There is no hidden seasoning or process but rather an extremely sophisticated farming practice that dates back centuries.

To draw out the unmatched flavor and exceptional quality, the breeders of Yonezawa Beef place a heavy importance on raising the cattle. Only three thousand heads' worth of Yonezawa Beef is produced annually, so this product is extremely limited. Yonezawa Beef is simply created differently, and as a company we strive to provide only the highest quality meat for our customers.



WHY IS MARBLING IMPORTANT?

Marbling refers to the white intramuscular fat in each cut of meat. Marbling adds extreme flavor and is the standard indicator of the quality of the beef. This impacts the overall tenderness, moisture, and flavor. Marbling differs from the fat that is seen at the edges of the meat. The intramuscular fat of Wagyu beef is extremely rich in monounsaturated fatty acids and contains essential amino acids, including omega-3 and omega-6 fatty acids. Essential fatty acids such as these are believed to lower risk of cardiovascular disease, cancer, Alzheimer's and other conditions.

The richly marbled beef also contains more conjugated linoleic acid (CLA), which is believed to have health benefits such as lowered risk of disease and diabetes.

Yonezawa Wagyu is rated amongst the highest in the world for marbling by the Japanese Meat Grading Association.



JAPANESE MEAT GRADING ASSOCIATION

Yonezawa Beef is graded and heavily regulated by the Japanese Meat Grading Association (JMGA). We produce meat in accordance with the strict standards of the association.

JMGA is certified by the Director-General of the Agricultural Production Bureau of the Ministry of Agriculture, Forestry and Fisheries, serving as a nationwide unified transaction standard for Japan. Beef is graded in 15 stages in a combination of Yield Grade and Quality Grade.


Yield Grade is the ratio of meat to dressed carcass weight, and is classified into three grades, from A to C (A: 72% and greater; B: 69% and greater; C: less than 69%), according to numbers determined in four categories (rib eye area, rib thickness, subcutaneous fat thickness, chilled carcass weight).

Quality Grade is the classified into grades (from 5 to 1) according to marbling, meat brightness, meat firmness and texture, and fat brightness and quality.





伝統の特産品




米沢牛証明書

個体識別番号	123456790
出荷先名	(株)いわちく
枝肉番号	1 2 3
格付	A-5
品種	黒毛和種
生産者	田中畜産

上記の枝肉は、米沢牛であることを証明いたします。

令和3年4月9日
山形県東置賜郡川西町上小松978-1
米沢牛銘柄推進協議会



This is actual Yonezawa Wagyu A5 certificate supplied with purchase.



OUR STANDARDS

ONLY THE BEEF THAT SATISFIES THE RIGOROUS
JAPANESE STANDARDS (DEFINITION) CAN BE CERTIFIED
AS YONEZAWA WAGYU.

The criteria for Yonezawa Beef certification are

1. The breeder lives in the Okitama area and is registered as such.
2. The beef must be from a Japanese black heifer.
3. The beef must be from a cattle at least 32 months old.
4. The beef must be graded as 3 or higher by the Japan Meat Grading Association in terms of appearance, demonstrating excellent quality of both the flesh and fat.

The production of Wagyu beef in Japan is highly regulated and progeny testing is mandatory. Only the very best proven genetics are kept for breeding. Realizing the value of their unique product, the Japanese Government banned the export of Wagyu and declared it a national living treasure. Zenwa is the Government held entity in Japan that oversees the WAGYU registry for Japanese Black, Brown, Polled and Shorthorn Wagyu Breeds.

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OUR PROCESS

Yonezawa Beef is from Japanese black cattle raised in the Okitama area of Yamagata Prefecture, which consists of three municipalities referred to as Shi and five referred to as Machi. Surrounded on all sides by high mountains, Koitama is a basin plain that is also referred to as the Oriental Arcadia. Yonezawa Cattle are raised throughout the season as the environment of the Yonezawa Basin is unlike any other in Japan. This environment provides all the resources breeders and cattle need, and ultimately allows this rich practice to continue.



UNMATCHED CARE BETTER CATTLE

There is an extreme level of attention given to each and every animal that we raise. From day one, our cattle are fed a curated diet and given a high level of individual care. Our farmers and partners offer generational experience with cattle farming and have been in the practice for decades.

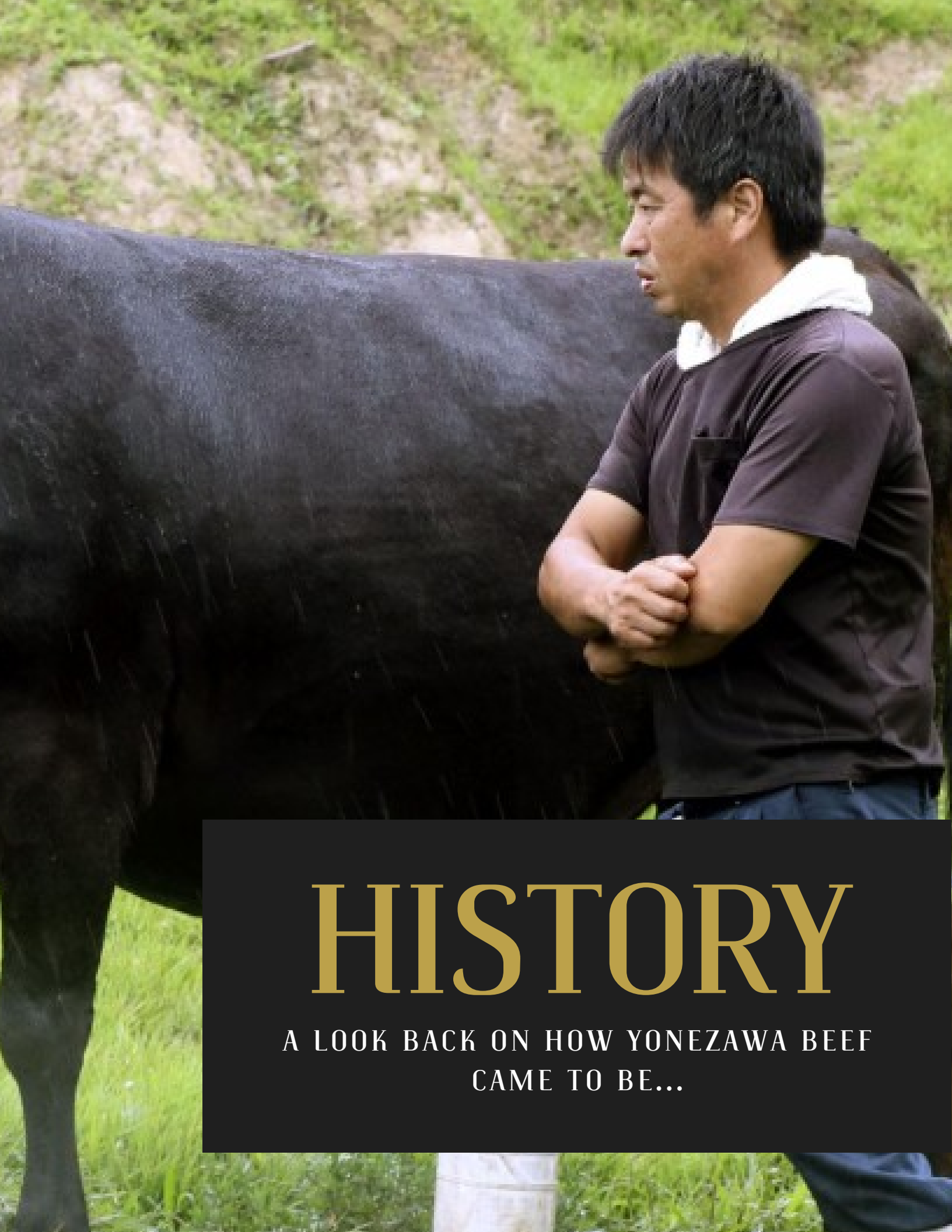
Raising cattle with the degree of care and consistency is extremely difficult, expensive and time consuming. In addition to this, the Japanese government has specific regulations on the meat itself. Very few farms have the capability, experience, and dedication to continue such rare practices, and we pride ourselves on our maintaining a high standard of quality and care for our animals.



NATURE & NURTURE



The spring bloom, summer rains and winter snow of the Yonezawa Basin provide mineral rich water and feed for the cattle. Cattle thrive in the environment and enjoy a high quality of care in Yonezawa. The Cattle diet is devised to ensure superior marbled meat with unique taste and aroma. This curated diet consists of high quality feed including rice, bran, corn, soybeans, barley, and the straw in their paddy fields. Breeders provide cattle ample space and each animal is cared for individually. To ensure such care, breeders raise no more than 70 heads at a time. This combination of nature and nurture is what makes Yonezawa beef so "finely textured" and "mellow," as often described by world connoisseurs.



HISTORY

A LOOK BACK ON HOW YONEZAWA BEEF
CAME TO BE...

The history of Yonezawa Beef goes back to the period of domain duties. A British teacher named Mr. Charles Henry Dallas was invited to the former Uesugi Domain School, Kojokan. During his stay he was took a special interest to the Yonezawa Beef dish cooked by the chef, Mankichi.

Upon completion of a four-year term of office at the school in March 1875, and he convinced Mankichi, to open the first beef store in Yonezawa, "Gyu-man", before he returned to Yokohama. He brought back "Yonezawa Beef" to serve for member of Yokohama's foreign settlement as a souvenir, and everyone was amazed by its unique taste. He brought three black cattle back home and introduced Yonezawa Beef to the world.

In the Taisho era, farmers in Yonezawa introduced the method of raising Kuroge Wagyu cattle as same as Matsusaka Beef and Omi Beef, and made efforts to create a new Yonezawa Beef. With the generational experience and natural environment provided by the Yonezawa basin, they succeeded to produce superior quality beef cattle in Yonezawa.

In March 2017, Yonezawa Beef applied for a Geographical Indication (GI) to the Japanese Ministry of Agriculture, Foresters, and Fisheries. As a result, Yonezawa Beef has been registered as a GI beef that has strong links to the production area. Yonezawa has been able to maintain the highest quality by limiting produciton to only 3,000 heads a year.



CONTACT US



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