

## NEWS RELEASE

March 29, 2024

~Introducing high-quality brand wagyu beef for export that we have raised to be healthy  
and processed in our special plant.~

### ITO WAGYU® specialized website has been opened.

We, ITOHAM YONEKYU HOLDINGS INC. (Meguro, Tokyo, President and CEO Isao Miyashita) is pleased to inform people around the world to publish the specialized website of "ITO WAGYU®" for export our brand wagyu beef.

#### What is "ITO WAGYU®"?

These domestically produced Japanese black cattle are bred at our partner farms by breeding bloodlines that are expected to have excellent fattening performance, and carefully raised by carefully monitoring the health status of each individual animal through each stage of breeding, rearing, and fattening. SANKYOMEAT INC., our group subsidiary, processes the meat under Japan's top-class thorough strict hygiene and quality control system, and it possible to export it to 48 countries and regions around the world. We confidently recommend "ITO WAGYU®", which has characteristic marbling of KUROGE WAGYU BEEF and make you feel melt-in-the-mouth texture and the distinctive wagyu flavor whet your appetite as cooked.



【ITO WAGYU® Trading logo】



A5 sirloin

#### **World Steak Challenge 2023**

「World's best wagyu steak」

「Best Steak in Asia」 won two awards

#### Details of "ITO WAGYU®" specialized homepage



【Farm introduction page】



【Plant introduction page】



【Product introduction page】

■ “ITO WAGYU®” specialized homepage URL

English page : <https://www.itoham-yonekyu-holdings.com/english/itowagyu/>

Japanese page : <https://www.itoham-yonekyu-holdings.com/itowagyu/>



English page

2D barcode

■ “ITO WAGYU®” Special introduction video

YouTube : [https://youtu.be/Mh\\_wDYQzw3U](https://youtu.be/Mh_wDYQzw3U)

ITOHAM YONEKYU HOLDINGDS INC. intend to expand "ITO WAGYU®" export through the sales networks of our group subsidiaries in Europe and the United States, in order to spreading Wagyu Beef which is proud of the world.

Contact information regarding ITOWAGYU®	ITOHAM YONEKYU HOLDINGDS INC. ITO WAGYU® export team mail: <a href="mailto:itowagyu@ihyq.co.jp">itowagyu@ihyq.co.jp</a>
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