

MEDIA RELEASE – for immediate release

WagyuEdge'27 Set to Raise the Bar as Wagyu Industry Leaders Prepare to Gather in Adelaide to Explore the Business of Luxury

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22 October 2026: The Australian Wagyu Association (AWA) today launched WagyuEdge'27, inviting the global Wagyu community to Adelaide from 27-29 April 2027 for what is set to be the industry's most ambitious and influential conference yet.

Following record attendance and engagement at WagyuEdge'26 in Brisbane, the event will return in 2027 with an expanded program designed to bring together producers, breeders, researchers, chefs and industry leaders from around the world.

With the Australian Wagyu industry estimated to contribute around 80% of the world's export Wagyu product, WagyuEdge'27 will explore how the industry can strengthen its position as the world's benchmark luxury meat brand. Under the theme The Business of Luxury, the event will align production excellence, innovation, brand authority and consumer demand. The conference will bring together industry leaders, innovators, marketers, researchers and global thinkers to tackle the opportunities and challenges shaping the future of premium foods.

Tickets are now on sale for WagyuEdge'27, offering delegates the opportunity to secure their place at one of the most influential conferences in the global luxury beef industry. AWA's WagyuEdge conference has become the leading information and business event for the global Wagyu industry, with attendees from across Australian Wagyu's varied production systems and representatives of our global markets coming together.

Australian Wagyu Association CEO Dr Matt McDonagh said WagyuEdge'27 came at a pivotal time for the industry, as Wagyu continues to strengthen its position in premium food markets worldwide.

"The global Wagyu industry has reached an exciting inflection point. The conversation is no longer solely about production; it's about how we build, protect and grow demand for one of the world's most aspirational food products," Dr McDonagh said.

"The response to WagyuEdge'26 demonstrated the appetite for meaningful industry conversations and the strength of the Australian Wagyu community. Building on that momentum, WagyuEdge'27 will bring together some of the industry's leading minds within a global focus, to explore how production excellence, innovation, branding and consumer demand work together to create long-term value.

"In creating the future of Wagyu, we need to extend our thinking well beyond the farm gate. Success increasingly depends on our ability to create value, build brand authority, understand consumers and deliver exceptional experiences. WagyuEdge'27 is designed to bring those conversations together and help shape the next chapter of growth for our industry."

Across three days, delegates will hear from an exceptional line-up of Australian and international speakers exploring topics including:

- **The Next Generation of Luxury** - Building on the Legacy, Shaping the Future
- **Luxury By Design** - Genetics, Technology and Innovation
- **Tomorrow's Table** - Future Trends, Food Culture and Demand Creation
- **Wagyu Without Borders** - Winning in Global Premium Markets
- **Creating Desire** - Brand Building, Storytelling and Market Positioning
- **The Moment of Truth** - Delivering Luxury Through Experience

Adding to the excitement, two of the most popular personalities from WagyuEdge'26 will return to the stage, with acclaimed presenter Kimberley Busted and internationally recognised food personality Jess Pryles confirmed as headline MCs for the 2027 event.

The celebrations will continue beyond the conference program, with one of Australia's most recognisable entertainers, Julia Morris, joining delegates for the Industry Dinner and bringing her trademark energy, humour, and charisma to what is expected to be one of the conference's most memorable evenings.

Beyond the speaker program, delegates can look forward to an immersive event experience featuring networking functions, industry celebrations, a dynamic Industry Showcase and exclusive opportunities to connect with the businesses and innovators driving progress across the Wagyu supply chain. The Industry Showcase will once again serve as a central hub for innovation and connection, bringing together leading providers of genetics, technology, nutrition, animal health, marketing and professional services.

A dedicated pre-conference tour will also offer behind-the-scenes access to leading southern Australian Wagyu operations, letting delegates experience firsthand the people, systems, and innovation underpinning one of the world's most respected luxury food categories.

Held in Australia's renowned food and wine capital, Adelaide provides the perfect backdrop for a conference focused on luxury, provenance and premium consumer experiences.

Whether you're a breeder, feeder, processor, exporter, marketer, researcher, brand owner or industry partner, WagyuEdge'27 offers a unique opportunity to gain new insights, build valuable connections and help shape the future of the global Wagyu industry.

WagyuEdge'27 will be held in Adelaide from 27-29 April 2027.

Further program announcements, speakers and event details will be released in the coming months.

For more information and to purchase tickets, visit www.wagyu.org.au.

MEDIA ENQUIRIES

For further information, interview requests or media opportunities relating to WagyuEdge'27, please contact:

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Media representatives seeking interviews with conference speakers, Australian Wagyu Association leadership or industry experts are encouraged to contact the AWA communications team. A range of interview, photography and story development opportunities are available in the lead-up to and during WagyuEdge'27.