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MEDIA RELEASE

WHO WILL BE CROWNED AUSTRALIA'S BEST WAGYU? 75 BRANDS VIE FOR TOP HONOURS AS JUDGING BEGINS

The race to be crowned Australia's best Wagyu is officially underway, with judging commencing in Brisbane this week for the 2027 Wagyu Branded Beef Competition (WBBC), Australia's premier beef competition.

Now in its 16th year, the WBBC has become the benchmark for craftsmanship in Australian Wagyu, bringing together the nation's leading branded beef programs to compete for the coveted title of Grand Champion Wagyu, revealed at the annual WagyuEdge Conference in Adelaide, 27–29 April. Over a week-long judging program, an expert panel of industry, culinary, and beef professionals will assess 75 entries from across Australia.

Through a rigorous blind-tasting process, entries are evaluated across key eating quality traits including appearance, aroma, flavour, juiciness and texture, ensuring every product is assessed independently and consistently.

The WBBC represents the culmination of years of investment in genetics, animal performance, feeding programs, brand development and customer experience, recognising the brands that deliver exceptional Wagyu from paddock to plate.

In 2026, Marble King Wagyu claimed Grand Champion honours after impressing judges with a product described as "succulent and buttery", featuring lasting juiciness, rich umami and delicate earthy, caramel-like flavour notes.

Dr Matt McDonagh, CEO of the Australian Wagyu Association, said the competition showcases the very best of Australian Wagyu production.

"The calibre of entries continues to demonstrate why Australian Wagyu is held in such high regard around the world. With 75 entries this year, the competition highlights the strength, diversity and innovation that exists within our branded beef sector."

"Competition for the top honours is stronger than ever, and we look forward to recognising the brands setting the benchmark for excellence when the winners are announced at WagyuEdge'27."

Chief Steward Dr Alex Ball said the standard of entries continues to rise each year, reflecting the commitment producers and brand owners have to continually lifting the bar and delivering exceptional eating experiences.

"Every entry undergoes a rigorous and consistent assessment process, ensuring products are evaluated fairly and independently by a panel with extensive expertise across the beef and food industries.

"This process is supported by a comprehensive independent statistical analysis, providing absolute confidence in the robustness of the results.

"To further strengthen the integrity of the competition, the highest-performing entries progress to a championship round, where they are assessed by an expert panel to determine the ultimate winners.

"The standard of competition continues to increase each year, and the quality on display in 2027 is a testament to the dedication, innovation and craftsmanship of Australia's leading Wagyu brands."

Judge Jessica Low, known to many as @foodieinheels, said the competition's reputation is built on an uncompromising commitment to consistency and fairness.

"The level of precision and technical rigour involved is extraordinary, from the controlled cooking process on a Garland Express Grill to achieve a perfect 1mm crust, through to the anonymity of entries and the calibration of judging scores to ensure fairness and consistency," said Low.

"As someone who is deeply passionate about exceptional beef and particularly Wagyu, it's a privilege to be involved in a competition of this calibre. The WBBC is one of the most credible and respected benchmarks of eating quality in Australia, celebrating the very best our Wagyu industry has to offer."

The winners of the 2027 Wagyu Branded Beef Competition, including Grand Champion, Reserve Champion and class winners, will be announced at WagyuEdge'27, taking place in Adelaide from 27-29 April 2027. The conference will bring together breeders, producers, processors, branded beef programs, researchers and industry leaders from across the global Wagyu value chain to explore this year's theme, The Business of Luxury. The WBBC Awards are expected to be one of the headline moments of the event, celebrating the brands setting the benchmark for Wagyu worldwide.

Tickets for WagyuEdge’27 and the WBBC Awards Dinner are available for sale at www.wagyu.org.au

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Australian Wagyu Association (AWA) is the peak industry body representing Australia's Wagyu sector, supporting members through breed improvement, genetic evaluation, industry development, education, and market growth. Through leadership, innovation, and collaboration, the AWA helps drive the success of Australian Wagyu both domestically and internationally.

The AWA's flagship event, **WagyuEdge**, is Australia's premier Wagyu conference, bringing together industry leaders, producers, researchers, and supply chain partners to explore the future of Wagyu production and marketing.

www.wagyu.org.au