

ICON

X B W A G Y U™



Australia's Champion Wagyu

A Legacy of Excellence

At ICON, we are redefining Wagyu excellence by blending the finest Japanese bloodlines with the unparalleled purity of the Australian landscape. Our commitment to quality, sustainability, and innovation has earned us global recognition, making ICON Wagyu the benchmark for premium beef. Each cut is a tribute to our deep respect for tradition and our relentless pursuit of perfection.

Sustainability and Ethical Practices

As a B Corp Certified company, we uphold the highest standards in ethical sourcing and sustainable farming. Our practices reflect a deep commitment to environmental stewardship, animal welfare, and transparency across our supply chain. From open-pasture rearing to meticulous grain-finishing, every step in our process is designed to honour both nature and the culinary experience.

A Taste Like No Other

ICON Wagyu isn't just beef—it's an experience. Known for its rich marbling (Mb4 – Mb9+), superior tenderness, and complex flavour profile, our Wagyu is celebrated by chefs and connoisseurs worldwide. Whether you're a fine dining restaurant, a luxury butcher, or an international distributor, ICON Wagyu delivers an unforgettable taste that transcends expectations.

Breeding: Excellence from the Ground Up

Our journey begins with full-blood Wagyu sires, carefully selected for their dominant Tajima genetics—renowned for superior marbling and intricate flavour. These sires are crossbred with high-performing dams, ensuring a consistent and exceptional Wagyu F1 herd. We work exclusively with experienced Australian producers, maintaining strict breeding standards to uphold our legacy of excellence.



Feeding: A Slow-Growth Approach to Perfection

At ICON, we believe that time is the key to perfection. Our cattle are raised in open pastures, free from artificial growth hormones, allowing for natural development. To enhance marbling and flavour, they are grain-finished for a minimum of 12 months, following a carefully curated diet designed to produce the rich, buttery texture that sets ICON Wagyu apart.

The ICON Standard

From genetics to nutrition, every aspect of our Wagyu's journey is meticulously crafted to create unparalleled quality. The result? A premium beef that delivers a luxurious dining experience, every single time.







Icon Wagyu –

Uncompromising Quality

Each cut of ICON Wagyu is a testament to our dedication to excellence:

- / F1 Wagyu Crossbred – The perfect harmony of Japan's elite Tajima bloodline and Australia's pristine environment.
- / Marbling Score Mb4 – Mb9+ – Delivering superior tenderness, a buttery texture, and a deep, complex flavour.
- / Raised in Open Pastures – Ethical, sustainable farming with a focus on animal welfare.
- / Grain-Finished for 12+ Months – Precision feeding ensures exceptional marbling and taste.
- / No Hormone Growth Promotants – A commitment to purity, quality, and natural development.
- / Exclusive Supply – A carefully managed program ensuring only the finest Wagyu reaches our customers.

ICON Wagyu is more than beef—it's an icon of excellence.



The Golden Wagyu – A Benchmark of Excellence

A Champion on the Global Stage

ICON Wagyu has earned back-to-back gold medals, solidifying its status as a premium global brand. Each award reflects our dedication to precision, quality, and craftsmanship, ensuring every cut meets the highest standards.

The Perfect Balance

By combining legendary Japanese genetics with Australia's pristine environment and ethical farming, ICON Wagyu delivers exceptional marbling, unmatched tenderness, and rich, complex flavour. It's a legacy of excellence, crafted for those who demand the very best.

Product, Packaging and Marketing Specs



Icon | Premium Processing & Custom Cuts

ICON Wagyu is processed at Stanbroke (Est: 203) and G&K O'Connor (Est: 1265), ensuring the highest standards of quality and consistency.

Our diverse product range includes Loins, BBQ Cuts, Butt Cuts, Primal, Sub Primal, and Value-Added options, all tailored to meet specific customer needs. Whether it's a premium steak or a perfectly crafted burger patty, every cut delivers an unparalleled Wagyu experience.

Cuts can include (see table below)*

Cut specifications can be adjusted to suit customer requirements.

Loin Cuts	Striploin, Cube Roll, Tenderloin, Shortloin, Prepared Rib Tomahawk (3 & 4 Rib), Prepared Rib OP (7 Rib)
BBQ Cuts	Tri Tip, Flap Meat, Flank Steak, Chuck Tail Flap, Chuck Rib Meat, Chuck Eye Roll, Chuck Tender, Oyster Blade, Intercostal, Short Rib Meat, Rib Eye Cap, Karubi Plate, Deckle
Butt Cuts	Outside Flat, Eye Round, Topside, Topside Cap Off, Topside Cap, Knuckle
Sub Primal	Neck Meat, Petite Tender, Point End Brisket, Inside Skirt, D-Rump, RostBiff, Rump Cap, Shin Shank, Bolar Blade
Value Add	Prepared Rib Tomahawk Steak (1 Rib), Burger Patties, Ground Beef
Offal	Tongue, Cheek, Thin Skirt, Thick Skirt, Tail
Trim	50cl, 65cl, 75cl
Marbling Score	Mb4-5, 6-7, 8-9 and 9+

*Subject to availability as not all cuts are available in every market/region.

** All meat processed is halal certified and is slaughtered and processed according to Islamic guidance.

Packaging

Stanbroke | Est: 203

Small

Internal Dimensions =
550 x 319 x 129 mm

Medium

Internal Dimensions =
550 x 319 x 174 mm

Large

Internal Dimensions =
550 x 319 x 201 mm

G&K O'Connor | Est: 1265

Small

Internal Dimensions =
556 x 324 x 133 mm

Medium

Internal Dimensions =
556 x 324 x 183 mm

Large

Internal Dimensions =
556 x 324 x 213 mm



Vac sealed pack details

Stanbroke | Est: 203

Thermoform packaging and manufactured sealed bags for hand bagged products to be sealed through cryovac.

G&K O'Connor | Est: 1265

Manufactured sealed bags for hand bagged products to be sealed through cryovac.

Pos / Marketing Material

Brand Toolkit

Boost your distribution and in-store marketing with the ICON Brand Toolkit, designed to strengthen brand visibility and customer engagement. This comprehensive package includes high-resolution professional images, branded retail stickers, and brochures to enhance your brand presence.

Stickers

Branded stickers for clear product identification.

Small: 50x30mm

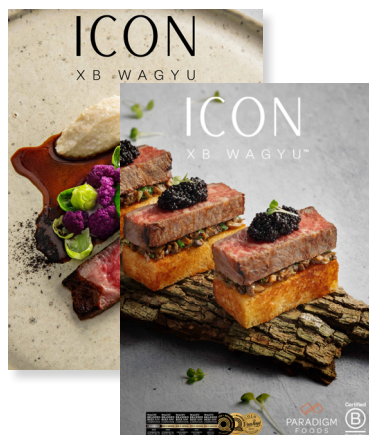
Large: 60x60mm



Posters

A range of eye-catching branded poster for promotional use at point of sale.

Size: A2 (420x594mm)



Brochures & Guides

Branded digital brochures and guides designed to educate customers and build trust in the ICON brand.





A New Paradigm In Meat

Paradigm Foods was founded in 2018 to challenge the norms of the traditional meat industry. Our mission is to make meat better by connecting consumers to the origins of their food and championing the stories of our farmers through our premium brands. As a Certified B Corporation, we are committed to sustainability, ethical practices, and delivering world-class produce.

Our Values:

- / Innovation & Quality – Redefining industry standards with premium meat products.
- / Sustainability – Conscious of our impact on the earth and dedicated to ethical sourcing.
- / Transparency – Ensuring full traceability and connection between farmers and consumers.

ICON Wagyu represents the perfect fusion of Japanese heritage and Australian craftsmanship. Backed by Paradigm Foods, we collaborate with leading producers in breeding, backgrounding, and feeding to ensure only the finest Wagyu reaches the world's most discerning chefs and consumers.

Taste The Difference

With its buttery texture, exquisite marbling, and deep umami flavour, ICON Wagyu delivers an unparalleled dining experience. Crafted with precision and passion, it's Wagyu that transcends expectations—a seamless balance of tradition and innovation.

Icon Wagyu. The Gold Standard.

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WAGYU BRANDED BEEF COMPETITION	WAGYU BRANDED BEEF COMPETITION	WAGYU BRANDED BEEF COMPETITION	WAGYU BRANDED BEEF COMPETITION	WAGYU BRANDED BEEF COMPETITION	WAGYU BRANDED BEEF COMPETITION	WAGYU BRANDED BEEF COMPETITION
GOLD MEDAL	GOLD MEDAL	CHAMPION	GOLD MEDAL	GOLD MEDAL	GOLD MEDAL	GOLD MEDAL
2025 CROSSBRED WAGYU	2025 OPEN FI WAGYU	2024 COMMERCIAL WAGYU MS 5-7	2024 COMMERCIAL WAGYU MS 5-7	2024 CROSSBRED WAGYU	2023 CROSSBRED WAGYU	2023 OPEN FI WAGYU

