



ICON

X B W A G Y U



Every story has a beginning.

And ours begins with a simple philosophy. Create F1 Wagyu that's reflective of the renowned Japanese bloodline, and steeped in the essence of Australia.

Founded on a full blood Wagyu herd in Tasmania, and crafted from the tapestry of our pristine ancient lands, ICON Wagyu explores and expresses the very best of our Australian environment.

Our Wagyu F1 cattle are created by crossing full blood Wagyu sires with high-performing dams. Our rigid criteria means only Wagyu with a preference to dominant Tajima genetics are selected. The Tajima bloodline is renowned for producing the highest percentage of, and best quality marbling.

The genetics of our female cattle are equally important, with only the highest quality procured from the most experienced producers in Australia.

With superior marbling, complex flavour, and unrivalled texture, ICON supply is highly sought after. It's Wagyu that transcends.



The Golden Wagyu.

ICON Wagyu has earned its place on the world stage as a premium benchmark in Wagyu excellence. Recognised as a three-time Gold Medal Grand Champion, ICON has set the standard for quality and craftsmanship, cementing its legacy at the very pinnacle of international acclaim.



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
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GOLD MEDAL	GOLD MEDAL	CHAMPION	GOLD MEDAL	GOLD MEDAL	GOLD MEDAL	GOLD MEDAL
—2025—	—2025—	—2024—	—2024—	—2024—	—2023—	—2023—
CROSS-BRED WAGYU	OPEN F1 WAGYU	COMMERCIAL WAGYU MS 5-7	COMMERCIAL WAGYU MS 5-7	CROSS-BRED WAGYU	CROSS-BRED WAGYU	OPEN F1 WAGYU



This is ICON.

Our premium quality ICON Wagyu is free from artificial growth hormones, raised in open fields by Australian producers, and grain finished for a minimum of 12 months. Healthy, slow-growth maturity is our goal, and the key to producing ICON's superior marbling. The result is Mb4 - Mb9+ premium wagyu that we're proud to serve diners around the World.

We'll work closely with you to meet your individual requirements. It's just one more way ICON leaves a lasting impression.

Born from a place of passion and knowledge. Where innovation and inspiration converge with quality and process.

Deep respect.

We genuinely care about the welfare of our cattle, and firmly place their whole of life experience at the forefront of what we do. Our production and processing facilities have been designed and developed to the highest environmental and animal welfare standards. Our cattle are antibiotic free and we have a zero-use policy for added hormone growth promotants.

/ WAGYU F1 CROSS BRED

/ MARBLING Mb4 - Mb9+

/ RAISED IN OPEN PASTURES

/ 12 MONTHS GRAIN FINISHED

/ NO HORMONE GROWTH PROMOTANTS






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