



**This is a joint release by AACo and Culina.**

## **AACo and Culina Launches Premium Brands Westholme and Wylarah**

The Australian Agricultural Company (AACo) tonight launched two new premium beef brands at an event – jointly organised with its Singapore Distributor, Culina Pte Ltd - attended by chefs and media at Spago by Wolfgang Puck Restaurant in the Marina Bay Sands, Singapore.

The new brands, Wylarah and Westholme, represent the evolution of AACo's branded beef program into the global luxury market.

"Singapore is the ideal launch market," said Jason Strong, AACo Managing Director. "It is an innovative global city with an exciting and progressive restaurant scene."

"AACo's new brands are of extreme high quality. True to our sourcing principles for quality food and beverage, Culina is very delighted to be awarded the sole and exclusive import and distribution rights for Wylarah and Westholme premium beef in Singapore" said Ms Leelyne Yeo, General Manager, Culina. "We are confident that our channel management strategy to get these premium products to trade and consumers will deliver the priceless beef experience."



The **Westholme** brand is very important in the AACo journey, representing the company's vast rangelands and proud heritage. The dedicated families who steward the land share a collective obsession with crafting the best beef in the world.

Westholme beef is raised on pristine tracts of Mitchell grass and grain-finished on proprietary blends. Rich marbling delivers a signature tenderness and a juicy steak that offers a timeless experience, every time.

"The Westholme beef brand will be one of the highest quality brands available in the market, reflecting the investment and focus AACo puts into delivering a premium product experience for our customers worldwide."

"We're absolutely committed to ensuring this eating experience is consistent and predictable and performs to our customers' expectations every single time."



AACo's premium luxury brand, **Wylarah** represents 'the very best of the best'. Only selected cuts from carefully chosen cattle meeting the stringent requirements to be sold as Wylarah beef.

Wylarah delivers an exceptional eating experience through the perfect balance of marbling and lean, a result of two decades of careful breeding and almost two centuries of raising and finishing cattle in Australia.

"We've gone to great lengths to ensure the Wylarah eating experience exceeds consumers' expectations."

The packaging of Wylarah further elevates the luxury experience consumers can expect from a product controlled from the station to the plate.

“In every carton of Wylarah beef, there is a hand-signed certificate by me that represents our commitment to the quality and experience of this product,” said Mr Strong.

In Wylarah’s first entry to the branded beef competition arena, the brand achieved an extraordinary Gold medal in the Wagyu class, Champion Wagyu, Best in Show, as well as the Dick Stone Perpetual Trophy for Grand Champion Grain Fed Beef at the Royal Sydney Fine Food Competition. This is one of the most prestigious competitions in Australia and sets the benchmark for food production excellence.

Westholme and Wylarah will be available in Singapore from 4 October, 2016.

**Ends**

### **About AACo**

*The Australian Agricultural Company (AACo) was established in 1824 in London by King George the Fourth, with a grant of a million pounds and a million acres. The business has evolved over almost 200 years to become a specialist high quality branded beef producer with over 20 properties across northern Australia. AACo is fully vertically integrated – we breed and grow our own cattle, have our own feedlots and farms and completed a new processing plant in 2014.*

### **Wylarah**

wylarah.com.au

Facebook @Wylarah

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### **Westholme**

westholme.com.au

Facebook @WestholmeBeef

Instagram @WestholmeBeef

### **About Culina**

*Established in 1994, and part of the COMO Group since 2012, Culina is Singapore’s leading food and beverage distributor, specialising in fine wines, fresh produce, premium cuts of meat and quality foods from Australia, New Zealand, France, Italy and beyond.*

*HACCP (Hazard Analysis and Critical Control Points)-accredited since 2007, Culina’s commitment to quality and food safety has been recognised by the Agri-Food & Veterinary Authority of Singapore with the Food Safety Excellence Certificate of Commendation (Grade A). Its strong relationships with suppliers and producers are the basis for excellent sourcing, competitive pricing, stellar after-sales service and prompt delivery, making Culina a partner of choice to the leading hotels, restaurants and retail outlets in Singapore, inspiring professional chefs and amateur gourmets alike.*

*On the retail front, Culina’s independent gourmet flagship boutique, located at Dempsey Hill, is dedicated to providing epicurean treats for cooking, eating and entertaining at home. Between 2008 and 2016, Culina’s retail expansion plan has also seen it opened 14 Culina branded butcheries at FairPrice Finest supermarkets across the island.*

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