



FULL BLOOD WAGYU ● 純血種和牛

SUZUKI FARM FULLBLOOD WAGYU

How to Choose the Right Beef Program for Your Market Buyer Selection Guide

A practical comparison of Angus, Wagyu, Fullblood Wagyu, and Japanese Wagyu for buyers evaluating eating quality, market positioning, and commercial fit.

| | Angus Beef | Crossbreed Wagyu | Fullblood Wagyu | Japanese Wagyu |
|------------------------------------|-------------------------------|----------------------------|---------------------------------------|--|
| Market Positioning | Premium mainstream | Premium marbled beef | High-end refined Wagyu | Ultra-premium prestige Wagyu |
| Marbling Level | Moderate to high | High | Very high | Extremely high |
| Eating Style | Beef-forward and satisfying | Rich and indulgent | Refined and balanced | Luxurious and highly indulgent |
| Flavour Profile | Classic beef flavour | Richer and buttery | Fine, rich, and elegant | Intensely rich and delicate |
| Tenderness | Good | Very good | Excellent | Exceptional |
| Product Quality Consistency | Medium to high | Medium to high | High | High but more niche and supply-sensitive |
| Fat Quality Perception | Traditional premium beef fat | Richer marbling expression | Finer fat texture and smoother finish | Most delicate and prestige-driven |
| Best Fit For | Value-driven premium channels | Broader premium programs | Premium brand-building programs | Prestige-led ultra-premium channels |
| Price Positioning | \$\$ | \$\$\$ | \$\$\$\$ | \$\$\$\$\$ |

Which option suits your market?

ANGUS

Best for buyers seeking value, strong beef character, and wider commercial accessibility.

WAGYU

Best for buyers wanting stronger marbling appeal and a premium step-up from conventional beef.

FULLBLOOD WAGYU

Best for buyers targeting refined luxury, stronger brand value, and a more distinctive Wagyu profile.

JAPANESE WAGYU

Best for buyers focused on prestige, rarity, and the most indulgent premium positioning.

Looking for a market-specific beef program?

In addition to branded Fullblood Wagyu, we also discuss custom supply programs across different quality tiers, product styles, and export market requirements.

Please see the reverse side.



CUSTOM BRAND AND EXPORT SUPPLY SOLUTIONS

Flexible supply discussions for buyers seeking branded product, private label, or market-tailored beef programs.

Beyond Suzuki Farm

In addition to Suzuki Farm Fullblood Wagyu, we also work with customers on tailored beef supply programs across different quality tiers, product styles, and market requirements.

This allows buyers to explore the most suitable commercial offer for their target segment, whether the focus is premium value, stronger marbling appeal, refined Fullblood Wagyu positioning, or a market-specific branded program.

Custom Brand / Private Label

We are open to discussing custom brand and selected private label programs for customers seeking a market-specific beef offer.

Depending on the product, order structure, and commercial positioning, this may include tailored carton presentation, product identity, and program-based supply discussions.

Multi-Category Beef Programs

We can discuss different product programs across Angus, Wagyu, Fullblood Wagyu, and selected market-specific beef categories, depending on target price point, customer segment, and channel strategy.

This helps buyers build a more suitable product portfolio for retail, foodservice, hospitality, or distributor-led market development.

Export Support for Selected Markets

We support export-oriented supply discussions for selected international markets, subject to destination market access, processing approvals, and market-specific requirements.

Product format, documentation, packaging, and shipment planning can be aligned with the needs of each commercial program.



Ask Us About:

- Product category selection
- Custom brand supply
- Private label programs
- Export market discussions
- Product list and quotation
- Post-show follow-up

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