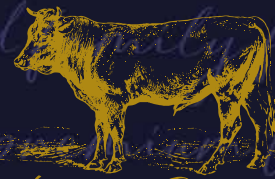


*Luxury without excess. Flavour without compromise.
Raised on trusted, pure farms across the island
of Ireland, this Wagyu beef combines
the exceptional marbling of Wagyu with
grass-fed flavour shaped by our climate, rich
pastures and generations of farming expertise -
delivering rich, buttery, tender beef at its finest.*



Hand Selected
WAGYU
SUPERIOR MARBLING



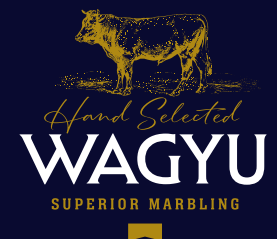


Luxury without Excess. Flavour without Compromise

Our Wagyu beef brings together the exceptional marbling of Wagyu genetics with the deep, savoury flavour of grass-fed dairy beef, delivering a uniquely balanced and succulent eating experience.

Raised on family farms across the island of Ireland, this is Wagyu shaped by our climate, our grass, and our farming expertise - luxury without excess, and flavour without compromise.

This is not Wagyu defined by extremes. It is Wagyu produced with intent - responsibly raised beef supporting careful land use and the long-term sustainability of beef production across the island of Ireland.





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Built on Trust

Animal Welfare

Raised to high welfare standards on family farms, with careful handling, low-stress environments and space to express natural behaviours.

Sustainability

Produced within grass-based farming systems, making best use of natural rainfall and pasture growth. Short supply chains and close collaboration with local farmers support responsible land use and the long-term sustainability of beef production across the island of Ireland.

Traceability

From farm to finished product, every step is controlled, transparent and fully traceable.





A Premium Choice with a Clear Point of Difference

Balanced Marbling, Not Extremes

Targeting a Beef Marbling Score (BMS) of 4–7, our Wagyu delivers tenderness and juiciness while retaining the satisfying bite and flavour our customers expect.

Richer, More Savoury Flavour

The influence of dairy beef genetics, combined with a predominantly grass-fed diet, adds savoury depth and character – producing a flavour profile that is distinctly grass-led, buttery yet robust, indulgent yet balanced.

World Class Recognition

While we do not pursue the highest marbling levels in the world, our quality has been recognised on the global stage - awarded World's Best Grass-Fed Ribeye Steak.

Consistent, Controlled Supply

Our small-scale, quality-focused supply chain delivers approximately 25-40 cattle per month, ensuring control, traceability and consistency.

*Rich, buttery,
tender, beef
at its finest.*



Raised with Care. Finished with Purpose.

Our Wagyu cattle are grass-fed for much of their lives, grazing predominantly outdoors on pasture. Slow-growing and typically finished at around 36 months, they are finished on a balanced grain and forage diet to gently enhance marbling and meat quality.

Marbling is achieved through the careful balance of breed, feed and time. We work closely with our farmers to ensure cattle have the time they need to develop flavour naturally, while using grain finishing at the end of the cycle to improve tenderness and marbling.

Rather than targeting extreme marbling levels (BMS 8–12) achieved through long-term, intensive grain feeding, our focus remains firmly on eating quality, sustainability and versatility - not excess fat.





*World-Awarded.
Naturally Balanced.
Exceptionally Tender.*

World Class Grass Fed Wagyu.

Our Wagyu is defined by balance, provenance and proven eating quality. While we do not produce the most heavily marbled Wagyu in the world, our quality has been recognised on the global stage – awarded World's Best Grass Fed Ribeye Steak.

Although the UK and EU have not adopted a Wagyu specific marbling grading system, each loin is visually assessed. Our Wagyu consistently appears to achieve a minimum BMS* of 4+ on the Japanese scale, with typical scores ranging from 4-7, delivering fine intra muscular fat and a tender, buttery, melt in the mouth texture.

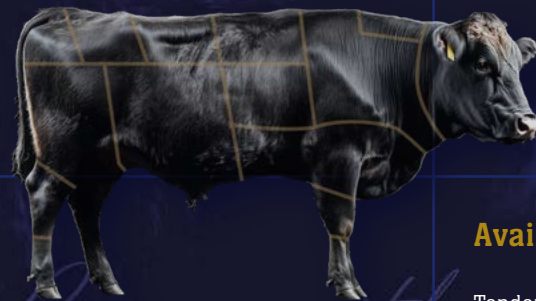
*BMS references based on visual assessment in line with Japanese marbling standards. UK and EU grading systems do not currently include Wagyu specific marbling scores.



Wagyu Primal Cuts

Bone-In | Boneless

We offer a full range of bone-in and boneless Wagyu primal cuts, each carefully selected and skillfully prepared by our expert butchers and tailored to meet individual customer specifications.



Available cuts:

Tenderloin S/S off

Cube Roll

Striploin

Short Rib

Chuck Rib

Tri Tip

Rump

Rib Finger

Oyster Blade

Bolar Blade

Chuck Eye Roll

Flank Steak

Topside

Outside Flat

Eye Round

Knuckle

Brisket

Skirt

Every Cut. Distinctly Wagyu.

Wagyu cattle produce a wide range of cuts, each with its own marbling pattern, texture and ideal cooking method. While Wagyu is prized for its natural intramuscular fat, marbling is not evenly distributed. Rib and loin cuts from less-worked muscles develop finer marbling and exceptional tenderness, while shoulder and leg cuts deliver deeper flavour with marbling appearing in broader seams. Understanding these natural differences ensures every cut delivers the best possible eating experience.



Wagyu Steaks

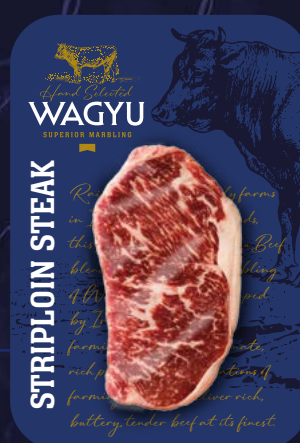
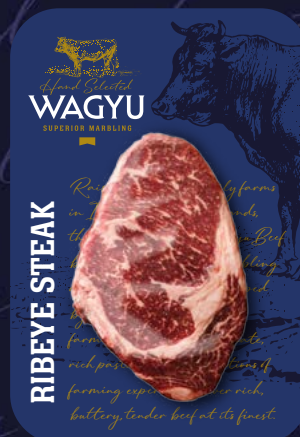
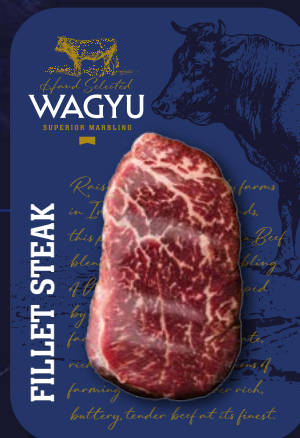
Fillet | Ribeye | Striploin

Carefully selected and precision cut, each steak delivers tenderness, juiciness and a savoury finish. Presented in retail-ready skin-board packaging, a more sustainable alternative to traditional plastic trays, using up to 80% less plastic. The vacuum format enhances in-store presentation, supports vertical merchandising, and extends freshness—delivering a long shelf life of up to 20+ days. A simple peel tab ensures easy opening and straightforward recycling for the consumer.

	Fillet	Ribeye	Striploin
Case fill	6x180g	6x250g	6x250g
Case weight	1.5kg	1.5kg	1.5kg
Cases per pallet	90	90	90
Pallet weight	135kg	135kg	135kg
Site EC code	IE 318 EC	IE 318 EC	IE 318 EC
Shelf life	P+20 days	P+20 days	P+20 days



NEW
SKIN BOARD



FOODSERVICE/
WHOLESALE

Frozen Wagyu Burgers

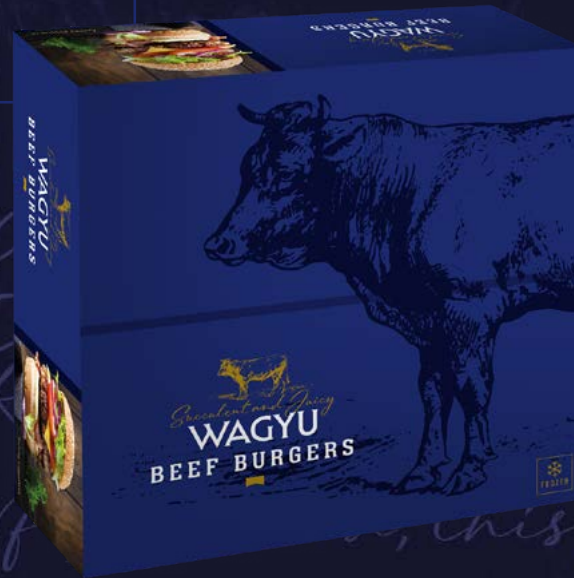
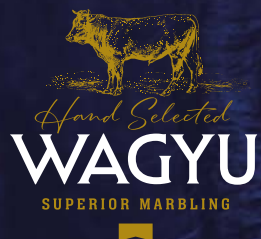
Foodservice | Retail

Delivering consistent flavour, texture, juiciness and mouthfeel. Individually quick-frozen from fresh, to lock in natural juices and freshness for dependable performance.

Minimally seasoned for maximum versatility, these burgers are suitable for a wide range of menu styles and can be cooked straight from frozen with no thawing required. Naturally gluten free, with no artificial ingredients and no added preservatives, colours or flavourings, they offer clean-label confidence for consumers.

Available in retail-ready and wholesale formats, with a 12-month frozen shelf life and 100% recycled packaging.

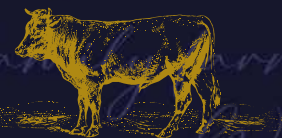
	Retail	Wholesale
Case fill	4x150g	24x150g
Case weight	5.4kg	3.6kg
Cases per pallet	40	168
Pallet weight	216kg	604.8kg
Site EC code	IE 318 EC	IE 318 EC
Shelf life	12 months	12 months



RETAIL
READY



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Hand Selected

WAGYU

SUPERIOR MARBLING

Contact Us

For product specifications, availability or to discuss how our Wagyu can elevate your range:

sales@dawnmeats.com