

## Mayura Station's Tasting Room Media Kit

### ABOUT

Mayura Station is one of Australia's most respected and awarded luxury quality beef brands.

Our boutique brand of Full-blood Wagyu beef is produced on our ever expanding property located in the Limestone Coast of South Australia. Just like thoroughbred horses, our herd's ancestry, bloodlines and pedigree are a major distinguishing factor in the quality of our beef.

Our Full-blood Wagyu cattle are performance bred to deliver the highest quality to our customers.

As a vertically integrated producer, Mayura Station cattle are bred, born, raised and grain-fed for use in our purpose built grain-feeding facility. This sustainable approach ensures our Full-blood Wagyu beef is a natural hormone growth promotant (HGP) free product.

Pure pedigrees, sculptured grain-feeding programs, clean natural pastures and sparkling clean water are what make Mayura Full-blood Wagyu Beef so special.

### HISTORY

First Established in 1845 by Samuel Davenport, Mayura Station was one of the first cattle and sheep stations in South Australia. At that time, Mayura Station was an immense property, extending from Tantanoola to Rendelsham. A town was surveyed in 1870 and built on land previously owned by Mayura Station. The town was named 'Millicent' after Millicent Short the daughter of the first Anglican Archbishop of Adelaide.

Mayura Station has been owned by the de Bruin family since the early 1980's, and became the home to some of Australia's first Full-blood Wagyu cattle with the importation of the second ever live shipment of Full-blood Japanese Black-haired Wagyu in 1998. Black-haired Wagyu are renown throughout the world as the highest quality beef producing cattle. The cattle were imported from Mr Shogo Takeda one of Japan's premier Black-haired Wagyu farmers via America and represented a significant milestone in Australia's cattle producing history. Beginning with a herd of 29 Full-blood Wagyu cattle, Mayura Station is now home to one of the largest Full-blood Wagyu cattle herds.

### PROPERTY

Mayura Station is located near Millicent in the Limestone Coast of South Australia. Forged over 26 million years by the primal forces of the ocean and the movement of tectonic plates, the Limestone Coast has been perfectly sculpted into an area rich with healthy rolling hills and fertile soils. Combined with moderate climate and favourable rainfall, Mayura Station is situated in the heart of some of the best farming country in Australia; ranked # 1 area for primary production in Australia in 2014. Comprising rolling terra-rossa hills and unique fertile peat valleys, the rolling age old terrain and clean lush pastures provide the perfect location for raising Wagyu cattle.

Encompassing one of Australia's largest Full-blood Wagyu herds, a cropping program to supply our state of the art grain-feeding facility complete with shelter and an automated grain-feeding facility, Mayura Station is a vertically integrated Full-blood Wagyu beef producing operation, providing complete traceability for a paddock to plate experience for its customers.

## **PRODUCTS**

All of our Full-blood Wagyu beef is processed under export and Halal conditions, inspected by AQIS and is HGP free.

### **Signature Label**

*Mayura Station Signature Series* has been specifically developed for greater complexity and integration of delicate silky flavours to maximise your eating experience. Performance breeding and pure pedigrees are a major distinguishing factor in the quality of this beef. To stabilise earthy undertones of flavour the cattle are raised on rolling age old terrain of limestone knoll rises and clean fresh pastures until 12 months of age. The cattle are then grain-fed utilising a time honoured Japanese grain-feeding technique to sculpt and enhance the unique delicate flavours and tenderness. Pure pedigrees, clean natural pastures, sculptured grain-feeding programs and purified clean water are what make *Mayura Signature Series Full-blood beef* so special. The combination and balance of unprecedented flavour, tenderness and juiciness creates a new level of excellence

### **Platinum Label**

Our *Mayura Platinum Series* is characterised by extremely high levels of marbling, with a minimum BMS of Ausmeat 8. The rich buttery flavour associated with this line has incredible depth, lingering on your palate long after you have finished your mouthful. For many, this is the quintessential Wagyu experience

### **Gold Label**

The *Mayura Gold Series* is characterised by a balance of medium levels of marbling and rich earthy flavours, with a focus on robust beef flavour. This label is a great introduction to the flavours of Wagyu; not too overpowering, but still with unique flavour and great tenderness

## **HEALTHY DIET**

Full-blood Wagyu beef is unique in the world of beef as it has a unique fat composition where the ratio of monounsaturated fat to saturated fats is 2:1. This is a marked contrast of the majority of beef in Australia that has a ratio of 1:1

The mono-unsaturated fats in Wagyu beef have high levels of both linoleic acid (omega 6) and linolenic acid (omega 3). Of course due to the high levels of fat you should always eat in moderation.

## THE TASTING ROOM

Mayura Station's **The Tasting Room** is essentially a cellar door for Wagyu Beef that has been distinctively designed to showcase and demonstrate the depth and variety of Mayura Stations Full-blood Wagyu Beef. With an open plan kitchen, you can interact with Mayura's in-house Head Chef while he provides a first class experience on how to prepare, cook and savour the flavours of Mayura Full-blood Wagyu.

Tempted to try ...

The Tasting Room offers Dining Room and Chef's Table dining options and accommodates individual, private and group bookings. Dinner is available Thursday, Friday and Saturday evenings with the dinner sitting commencing at 7:00 pm. By prior arrangement and a minimum booking of 10 people, the Tasting Room can also cater for lunch, corporate bookings and special events.

Bookings are essential at our premium Wagyu Beef Steak House.

The Dining Room seats approximately 20-26 people and provides privacy in a comfortable setting.

Chef's Table is an interactive experience seated around the grill where Chef overviews the cuts of meat and cooking style whilst cooking in front of you.

We can comfortably seat approximately 10 around Chef's Table on timber low back bar stools. By utilising 2 x bar tables also located in this area, we can accommodate a maximum of 16 people.

Utilising both areas and a more informal approach to dining the Tasting Room can accommodate approximately 38 people.

Chef prepares set menu 3 and 4 course dining options at \$80 and \$105 per head respectively utilising the cuts of Mayura Full-blood Wagyu Beef available on the day and fresh seasonal produce.

3 course generally consists of an entrée, main and sweet or cheese platter. The entrée and main each feature different cuts of Wagyu cooked in different ways. Guests can chose between sweets or cheese platter at time of booking.

4 course generally consists of appetiser, entrée, main and sweet or cheese platter. The appetiser, entrée and main each feature different cuts of Wagyu cooked in different ways. Guests can chose between sweets or cheese platter at time of booking.

Special dietary requirements can be accommodated if advised at time of booking (ie: vegetarian, nut / other allergy etc).

We are a licenced facility allowing BYO wine only at \$12 per bottle corkage. Some beer, local wines, spirits and soft drink are available for purchase on site.

Drinks packages are another option and pricing is available on request.

Cancellations must be advised to 0427 284 775 at least 24 hours prior to booking.

*(Subject to availability and by appointment only. All pricing includes 10% GST. Terms & Conditions apply.)*

## **CORPORATE & COMMERCE**

Our first class facilities are available by appointment for corporate occasions including venue, catering for up to 38 people on-site.

All dining experiences include a complimentary consultation with the Mayura's Head Chef to ensure a premium dining experience.

## **GETTING THERE**

Mayura Station recommends utilising the services of Tailor Made Travel in Mount Gambier for all your travel needs. Tailor Maid Travel provide superior travel solutions including comprehensive business and individual travel management, group travel, accommodation, on-ground transfers and all air travel utilising commercial flights.

For bookings or enquiries: T +61 8 8725 5332 F +61 8 8723 4066 - 2/20 Ferrers Street, Mount Gambier, SA 5290 E [leah@tmtravel.com.au](mailto:leah@tmtravel.com.au) W [www.tmtravel.com.au](http://www.tmtravel.com.au)

## **THE MAYURA TEAM**

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**Mark Wright**  
Head Chef



Grazing the rich pastures of the Limestone Coast

For high resolution images, please contact

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IMAGES



Signature Strip Loin



Sashimi of Mayura Station  
Wagyu



Pan seared Signature Wagyu  
Shitake and Enoki



Grilled Signature Wagyu