

INTRODUCTION

At Pick n Pay our consumers are our first priority and we recognise their right to freedom of choice and full disclosure. The customer too has a right to consistent quality products that meet all the regulatory requirements.

THE PICK N PAY WAGYU BEEF STEAK

- Pick n Pay have a Wagyu Beef protocol, which is independently audited by SAMIC from farm to retail
- Carcasses are stamped with the correct PNP Wagyu stamp and the processing facilities must maintain traceability throughout the production process.
- Our Pick n Pay Wagyu beef steak 28 days matured, is manufactured at approved suppliers.
- A detailed product specification has been drawn up with our preferred supplier detailing all requirements and number of maturation days for wet age.
- Traceability is maintained by the supplier working back from the sell by date that is placed onto the pack at time of packing into the retail ready case. All documentation to be kept by the supplier for reference and auditing.

MOTIVATION FOR THE FOLLOWING TERMINOLOGY UTILISED ON THE LABEL

- Hand Cut, 28 days matured.
- Wagyu Beef is a premium Japanese breed of cattle, sought after for the intense fatty, marbled flesh associated with the breed. This marbling ensures that the tasting experience is tender and juicy with an exceptional flavour.

AGING PROCESS AND EFFECTS ON FLAVOUR AND TENDERNESS

- PnP Wagyu beef primals are vacuum packaged in a sealed barrier film and held at a temperature above the freezing point; namely wet age.
- The meat is packed in its own juices, allowing its natural enzymes, called calpains, to break down the internal meat fibres during chilled storage to increase the tenderness of finished steak, but without the fluid loss.
- After 28 days the meat is cut by hand and packed in retail ready cases.
- By maturing the meat under these conditions, we improve the beef cut in tenderness and flavour.
- It is scientifically proven that steak matured for a pre-determined period of time is more tender and flavoursome than a steak cut from a freshly slaughtered carcass.

AUTHENTICITY

- Wagyu cattle first originated from Japanese breeds and evolved by adapting to the climate and environment of Japan.
- Then improved for higher quality beef to the taste preference of the Japanese consumer, with the most noticeable characteristic being the intense marbling.
- Pick n Pay Wagyu Beef will be derived from a farmer following an audited recognised protocol with a minimum breed content level for crossbred Wagyu of at least 50% Wagyu Beef containing a maximum variation of 5% according to the Wagyu Society of South Africa.
- Each calf is tagged with an ear tag in the first 14 days of live. This tag is used for traceability and identification.
- Each calf undergoes DNA testing by having tail hairs removed and sent for analysis to confirm authenticity.

- This breed is well known for its marbling, small fat flecks between the muscle tissues.
- Washington State University has spent time researching Wagyu genetics and how they compare with other beef breeds in an extensive study. Evidence from the study indicates tenderness, juiciness and taste.
- The high intramuscular fat content improves the texture and juiciness.
- Wagyu has a softer fat which improves meat flavour and taste.
- This fat has a low melting point so the fat melts on your tongue.

FOOD SAFETY

- All our suppliers of meat and / or meat products have to successfully pass an independent food safety audit.
- Pick n Pay food technologists regularly visit abattoirs, deboning and processing facilities that pack under the Pick n Pay brand to validate that the processes and food safety management systems are being maintained.

QUALITY CONTROL

- Our products are regularly purchased at random from stores or through our distribution centre to evaluate.
- During the evaluation the products are analysed to ensure compliance to our specification.
- The product is then prepared, and a report is written detailing the organoleptic properties.
- Any non-compliance identified will be addressed with the supplier to rectify the matter.

REFERENCES

International journal of gastronomy and food science: Neil Perry Pg. 78

Wagyu South Africa <http://wagyu.org.za/health-benefits-of-wagyu/>

Meat Science <https://www.sciencedirect.com/science/article/abs/pii/S030917401630119X>