



INTRODUCING THE FINEST IN WAGYU

NORIAKI NUMAMOTO, MEAT SPECIALIST

Noriaki Numamoto's
"Numamoto Cut"
turns meat into fine jewels.

His unique cutting style trims
meat down to 100 distinctive
cuts and has wowed the world!

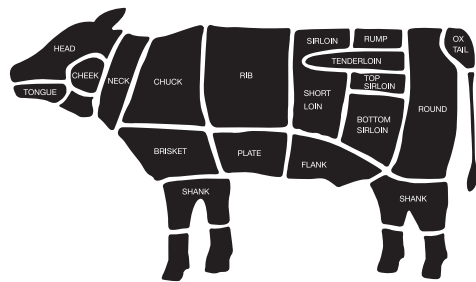


At the age of 15, Numamoto spent three years in Himeji training in knowledge, handling, and cutting of meat. At age 18, he enrolled in the Takegishi Meat Packaging Technological College. After graduation, he worked at a butcher shop as manager and buyer, then worked in procuring heads of cattle at the Osaka General Meat Market in Nanko, as well as trained in proper discernment of different cuts and qualities. In 2014, he helped major supermarket chains and department stores overseas with opening dedicated butcher shop tenant locations. This began his preparations to expand his business overseas. His abilities drew acclaim, and in 2014, following wagyu being authorized for export to the EU, he conducted a demonstration at a Japanese Beef Event in Monaco as the Japanese representative.

Numamoto is likely the only person today with the skill to cut a head of beef into 100 distinct parts. By extracting the most precious cuts of beef and doing so when the meat is in the best possible condition, he produces wagyu of a rare value far in excess of the original meat.



THE MAGIC NUMAMOTO CUT



By further trimming and cutting the basic 15 cuts of beef and 12 rare parts at the millimeter level and based on the cut in question and the desired dish, Numamoto creates nearly 100 cuts of different angles and thicknesses.

The main feature of the Numamoto Cut is that it obtains the most meat possible from a head of cattle without damaging the quality of the beef. The most savory flavor of meat is found closest to the bones and muscles. Generally, muscle tissue is removed because it affects the texture of the meat, but the Numamoto Cut carves meat as close as possible to the muscle, eliminating waste and drawing out more flavor. The essence of the Numamoto Cut is expertise with the knife, which allows for cutting at the millimeter level.

CHUCK		RIB	LOIN	SIRLOIN	ROUND	OTHER
Blade Chuck Roast	Cross Rib Chuck Roast	Ribeye Roast, Bone-In	Porterhouse Steak	Top Sirloin Steak	Top Round Steak*	Kabobs*
Blade Chuck Steak*	Shoulder Roast	Ribeye Steak, Bone-In	T-Bone Steak	Sirloin Steak	Bottom Round Roast	Strips
7-Bone Chuck Roast	Shoulder Steak*	Back Ribs	Strip Steak, Bone-In	Top Sirloin Petite Roast	Bottom Round Steak*	Cubed Steak
Chuck Center Roast	Ranch Steak	Ribeye Roast, Boneless	Strip Steak, Boneless	Top Sirloin Filet	Bottom Round Rump Roast	Stew Meat
Chuck Center Steak*	Flat Iron Steak	Ribeye Steak, Boneless	Strip Petite Roast	Coulotte Roast	Eye of Round Roast	Shank Cross Cut
Denver Steak	Top Blade Steak	Ribeye Cap Steak	Strip Filet	Tri-Tip Roast	Eye of Round Steak*	Ground Beef and Ground Beef Patties
Chuck Eye Roast	Petite Tender Roast	Ribeye Petite Roast	Tenderloin Roast	Tri-Tip Steak	BRISKET	PLATE & FLANK
Chuck Eye Steak	Petite Tender Medallions	Ribeye Filet	Tenderloin Filet	Petite Sirloin Steak	Brisket Flat	Skirt Steak*
Country-Style Ribs	Short Ribs, Bone-In			Sirloin Bavette*	Brisket Point	Flank Steak*
						Short Ribs, Bone-In*

A sample of approx. 70 cuts

THE NUMAMOTO CUT, RECOGNIZED WORLDWIDE

His techniques have now been widely featured in newspapers and industry journals, with the Numamoto Cut rocketing him to fame as a wagyu specialist hosting receptions in Dubai, Russia, Monaco, and elsewhere.

He is bringing the charms of the Numamoto Cut to locations worldwide. T-Rex, San Francisco's largest meat wholesaler, now wants to sell his meat under the Nori Numamoto Beef brand. Numamoto's artistry is reaching an ever-wider global audience at a rapid pace.



THE NUMAMOTO CUT : A PRODUCT OF INTERACTION WITH PATRONS

WAGYU
JAPAN

THE CUT ENHANCES THE FLAVOR



A20-YEAR CAREER WORKING ON 10,000 CATTLE



WAGYU

+

NUMAMOTO
CUT

NUMAMOTO DEFTLY MANIPULATES THE KNIFE LIKE AN EXTENSION OF HIS OWN HAND



CUTTING ART DRAWS OUT THE FLAVOR



A NUMAMOTO PERFORMANCE ON THE GLOBAL STAGE



WAGYU IN DETAIL

0.17% = (WAGYU)



500,000 heads (number of heads of wagyu raised in Japan annually)

300,000,000 heads (number of cattle raised globally)

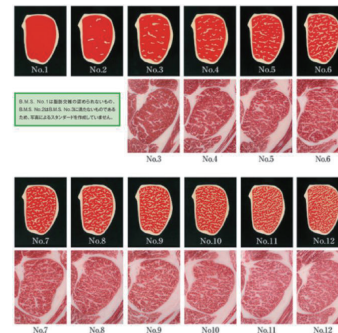
Wagyu's scarcity

Wagyu is generally a costly type of beef. Reasons for this include the fact that it takes longer to raise wagyu than standard beef and that the breeding and raising process is more elaborate, as well as that wagyu is not suited to mass production. Furthermore, stringent standards of management and review are required to maintain the strain as it has been since olden times. Last, but not least, is the scarcity of wagyu.

Ranking is based on yield and meat quality

The below standards are used to indicate yield grade and quality.

等級	歩留基準値	肉質等級	B.M.S.
A	72%以上	5 かなり良いもの	NO.8~NO.12
B	69%以上72%未満	4 やや良いもの	NO.5~NO.7
C	69%未満	3 標準のもの	NO.3~NO.4
		2 標準に準ずるもの	NO.2
		1 劣るもの	NO.1



About the meat-on-bone ranking system

These standards are determined by the Japan Meat Grading Association for domestically-raised beef. Rankings are based on the combination of the letters A-C and the numbers 1-5

THE NUMAMOTO APPROACH TO SELECTION



Appraising quality levels
across farms

SELECTING FARMS



Working with farmers
passionate about cattle

SELECTING FARMERS

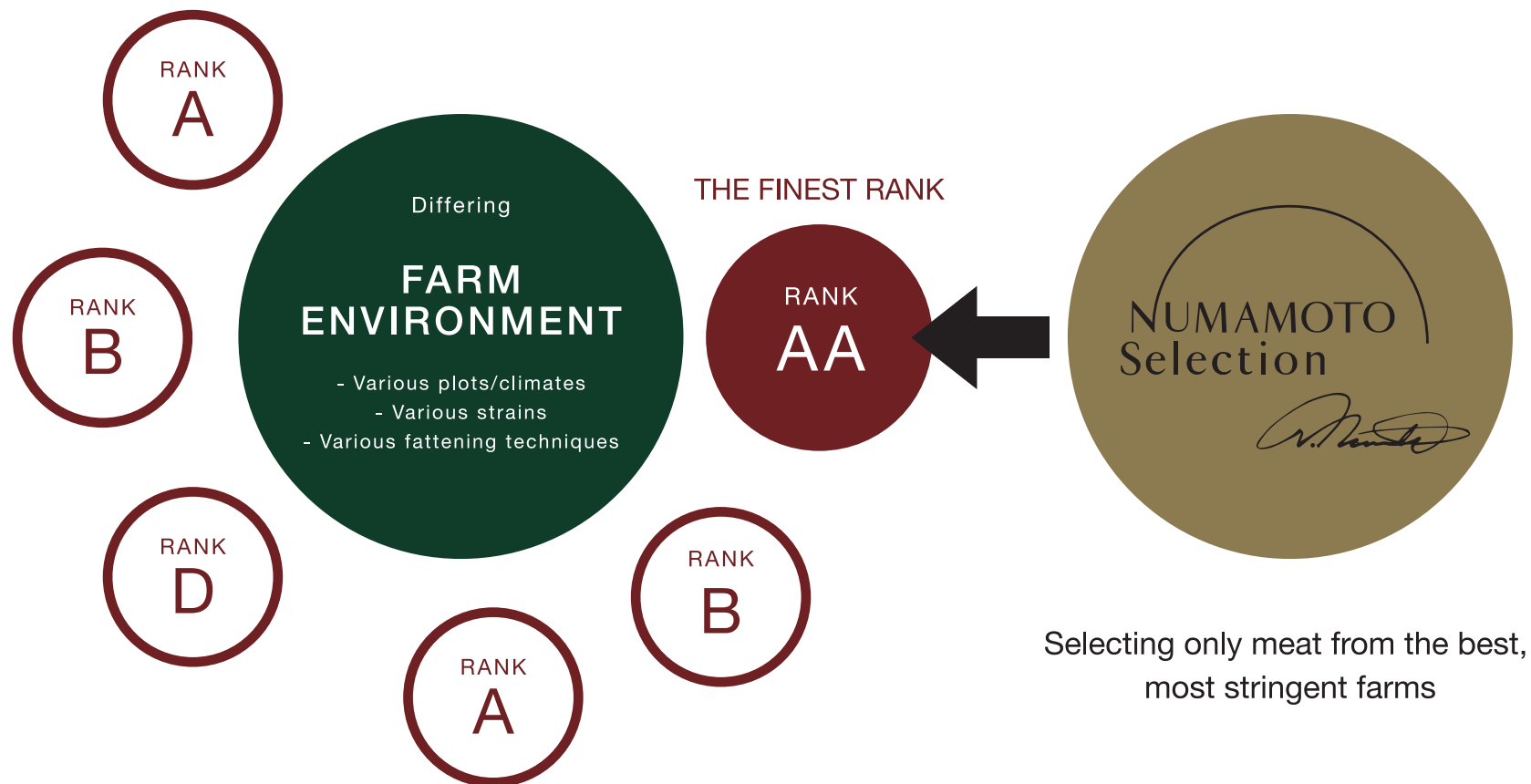


Inspecting meat in person
to select the best

SELECTING MEAT ON THE BONE



KEY CONCEPT FARM SELECTION



Even for production regions that win at appraisal events,
rank varies from farm to farm

KEY CONCEPT FARMER SELECTION

Numamoto travels to production regions
high-quality wagyu farms and gets live feedback
from producers.

Raised in a stress-free environment
Raised with tender love and care



Iwakuni Farm,
Yamaguchi Prefecture



Taniguchi Farm,
Hokkaido Prefecture

FARMERS' COMMITMENT

- Commitment to cattle environment
- Commitment to fattening

NUMAMOTO
Selection

CONCEPT

STRINGENT SELECTION OF MEAT ON THE BONE

Award-winning meat is further inspected in person, with only meat that passes Numamoto's stringent standards being selected.

