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AKAUSHI BEEF: SHATTERING THE STANDARDS FOR MEAT

YOAKUM, TEXAS (February 9, 2007) - Have you ever tasted a steak so tender that you can cut it with a dinner knife? And so flavorful that from the first buttery taste through the last lingering juices you savor every melt-in-your mouth bite? And could you imagine that steak is actually good for your heart as well? Akaushi Beef is all that and more, and HeartBrand Beef announces that for the first time ever it is available for consumer purchase within the United States.

The Akaushi cattle are prized in Japan for the exceptional quality and health benefits of their meat. "All of our cattle have exceptional intramuscular marbling – the small streaks of fat within a meat cut that enhances juiciness and flavor," said Dr. José Antonio Elías-Calles, president of HeartBrand Beef and the foremost authority on Akaushi cattle outside of Japan. "Additionally, the cattle naturally store fat throughout the muscle – which is very different from American cattle that tend to store fat on the exterior of the muscle – making the Akaushi meat extremely tender and juicy. The superior genetics possessed by Akaushi cattle can be used to improve the quality of the current domestic beef in the US."

It is generally recognized that fat is responsible for the palatability of beef, but it is actually the monounsaturated fat, called "good fat," that is responsible for the flavor. The marbling in Akaushi beef contains a much higher percentage of monounsaturated fat than any other beef in the US. As a result, Akaushi has a richer, more intense buttery flavor.

The secret of this extraordinary beef lies in the genetics of the cattle. Akaushi cattle have a genetic predisposition for producing the highest quality of meat. The Japanese Association of Akaushi has documented the lineage and performance of each Akaushi calf born in Japan for the past 60 years. Coupled with the recorded parentage of the US-born calves, the lineage of each of the Texas cattle can be traced back over thirty generations, making this the only all-natural, 100% source-verified beef in America.

All in all, Akaushi tears down the long-held stereotypes of the beef industry. It is gourmet beef that shatters the American scale of quality, yet it provides a delicious solution for meat-lovers previously forced to shun red meat for healthier options. Now you can have your beef and enjoy it too!

About HeartBrand Beef

HeartBrand was founded in 1994 when the original Akaushi cattle herd was brought to the US by way of a legal loophole. In 2006 we introduced Akaushi Beef to the US market. HeartBrand Beef is committed to producing the healthiest and highest quality meat, including steaks, ground meat, hot dogs, sausages and a variety of other cuts. For more information, visit www.heartbrandbeef.com.