

For immediate release

Award-winning The Olive at Resorts World Genting introduces Miyazaki beef to its menu

Three times “Wagyu Olympics” Champion, Miyazaki Wagyu since 2007 is now served at Malaysia’s first official Miyazaki restaurant

Genting Highlands, 31st May 2018 – Fine dining in Resorts World Genting just got elevated. The Olive, the resort’s upscale Continental restaurant at Genting Grand, proudly presents Miyazaki wagyu beef to its menu. Awarded as the champion of Japan’s Wagyu Olympics for three consecutive tournaments since 2007, Miyazaki wagyu is held in higher esteem than Kobe wagyu. Unveiled at an intimate ceremony at Resorts World Genting, the precious delicacy – from the Miyazaki prefecture on Kyushu island - lives up to all the accolades and superlatives bestowed upon it and The Olive is elated to be the first official Miyazaki restaurant in Malaysia.

“This premium range of Miyazaki beef truly has to be tasted to be believed,” said Mr Khew Choon Teck, Vice President of Food & Beverage for Resorts World Genting. “We are honoured that The Olive has been chosen as the first official Miyazaki wagyu outlet in Malaysia. Miyazaki beef is special, and Nakanishi grade Miyazaki wagyu – which is farmed from cattle born and bred at the farm, not purchased from other farms – is very, very precious. This is an exceptional ingredient and we are honoured that our guests will have the privilege of tasting such a delicious and rare beef at The Olive and nowhere else in Malaysia.”

The ceremony began with Jaffar Othman, Master Butcher of Agroland Malaysia Sdn Bhd, placing an entire Miyazaki wagyu shoulder on a carving board, and then proceeded to sculpt it into individual chunks and parts. His knife sliced through the meat smoothly, a testament to the tenderness of the beef, revealing a beautifully marbled interior. Miyazaki wagyu served at The Olive is sourced from the Nishinoharu Farm and is of the farm’s top Nakanishi grade. The farm’s owner – Mr Norihiro Nakanishi, the son of the man who created Kobe wagyu – was in attendance, as well as Mr Ryo Onda, Brand Owner of Nakanishi Gyu Premium both nodding approvingly as the huge shoulder was quickly sliced into tantalising portions of meat. Also observing the proceedings were representatives of Agroland Malaysia, the international distributor of Miyazaki wagyu, including Ismail Ahmad, Group Managing Director, and Francis Wee, Director, as well as Mr Khew Choon Teck, Vice President of Food & Beverage for Resorts World Genting.

As he portioned the meat, Master Butcher Jaffar Othman talked about the difference between

normal beef and Japanese wagyu. Wagyu is actually the general term for beef from the four traditional Japanese cattle breeds, genetically predisposed to contain a higher percentage of omega-3 and omega-6 fatty acids and intense marbling, yielding a delicious, tender yet healthy meat that is famous worldwide. The value of wagyu depends on the terroir – the combination of environment, weather, feed and cattle strain – which leads it to be identified by their production region, in the same way connoisseurs would refer to French wine from the Côtes du Rhône region or from the Saint Julien appellation in Bordeaux. The most recognisable wagyu internationally are the so-called Sandai Wagyu (Three Great Wagyu) farmed in the Kansai prefecture, specifically from the Kobe, Matsusaka and Ohmi regions. But, as Othman revealed the prized ‘gold bar’ portion hidden deep within the shoulder, Miyazaki wagyu is now considered the gold standard in Japan, a secret that the rest of the world does not know yet.

“When you think of beef, you think of the traditional cuts like striploin, tenderloin and sirloin. That does not apply with Japanese wagyu,” says Ismail Ahmad, Group Managing Director of Agroland Malaysia. “The way that the cattle is treated, handled and loved creates a meat that is 95% prime. Raising a Japanese wagyu cattle is a labour of love – especially at Nishinoharu Farm – and the Japanese way is to do things well without cutting any corners. The result is the beautiful meat that you see here. Tasting is believing, and we invite you to try it for yourself. We are certain you will love it.”

It can even be eaten raw. As Master Butcher Othman handed up slivers of beef – thicker than carpaccio and not minced like tartare – attendees mustered up the courage to try some, then exclaimed in delight in as the meat melted on the tongue in a savoury, creamy way. As good as that was, lightly torched slivers sprinkled with sea salt were even better. The education into Miyazaki wagyu continued, as guests were served different cuts cooked in different ways – a seared strip, a broiled sliver drizzled with soy sauce, sautéed with a dusting of truffle oil and finally, an unadulterated cube of the ‘gold bar’ accompanied only by salt. The only thing that could make it better, according to Ryo Onda, was a cold cup of Japanese sake.

“I started the farm 43 years ago, moving from Kobe in the Kansai region to Miyazaki. I brought with me 30 cattle and the knowledge of how to create the best beef that I learnt from my father,” says Nishinoharu Farm owner Norihito Nakanishi. “When I saw the land, I knew immediately that Miyazaki would be the perfect place to raise the perfect cattle. With fresh mountain spring from Kirishima Mountains, our cattle also feed on a diet of wheat, corn and grass for at least 900 days. They are butchered between 28-32 months, which is almost 8 times longer than other commercial beef. We also only harvest four cattle at a time, a low intensity method that ensures we can take the best care of each animal. I can recognise all my cattle and they can recognise me. They are loved, and a happy animal produces a meat that will make people happy.”

Everyone who tasted it agreed, as do the connoisseurs of Japan. Miyazaki wagyu is a highly-awarded wagyu, winning the ‘National Wagyu Award’ for three consecutive five-year terms by the Wagyu Registry Association of Japan, which grades more than 400 wagyu from over 30 regions. In 2007, Miyazaki wagyu also won the Prime Minister Award at Japan’s Wagyu Olympics, held every five years, beating Kobe and Matsusaka wagyu by winning seven out of nine categories. It

repeated the feat in 2012 and 2017 – three consecutive wins – and has been known as Japan’s Number One beef since. The Nishinoharu farm produces several grades of Miyazaki wagyu, and its top grade – named after the farmer himself – will only be available in Malaysia at The Olive. The Nakanishi grade of Miyazaki wagyu is certified halal by JAKIM, with butchering process that is separate from farm’s process for the Japanese market.

The Olive has also been recognised as an ‘Official Miyazaki Restaurant’ by the Miyazaki Wagyu Council – the only such restaurant in Malaysia and one of only a handful in the world. This cements a strong relationship between Resorts World Genting, Agroland Malaysia and the Miyazaki Prefecture, with Norihito Nakanishi handing over the ‘Official Miyazaki Restaurant’ certificate to Mr Khew, as well as a replica of the Wagyu Olympic trophy held by Miyazaki wagyu since 2007. Both awards will be displayed at The Olive, alongside the restaurant’s numerous other honours.

Miyazaki wagyu will be served at The Olive as part of the *a la carte* menu, priced at RM450 nett per 150 grams. The Olive is located on the Lobby Level of Genting Grand hotel, featuring a European-inspired fine dining menu with an extensive selection of wines. Miyazaki wagyu served at The Olive differs in pricing depending on the grade of meat selected, with the Nakanishi grade being the highest. Dining hours are 6pm-11pm daily, while The Olive Bar & Lounge operates from 6pm-1am (Sundays to Thursdays) and 6pm-2am (Fridays and Saturdays).

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