

# The world's most pampered cows

The world's most succulent beef is coming to Britain, says Natasha Goodfellow in *The Independent*. "Rich, tender, moreish and astronomically expensive", the meat from the Japanese Wagyu cow is more highly prized in its native land than Beluga caviar. Unlike normal beef, Wagyu beef is marbled with unsaturated fat, which makes it relatively healthy and gives it a uniquely tender



*Wagyu cows: prefer lager to bitter*

texture. Wagyu cows live like kings: they eat top-quality food, drink beer and get regular skin treatments and massages (the latter is considered essential for maintaining a healthy blood flow, particularly for cattle with limited space to move around).

Traditionally, Wagyu beef has only been available in Japan, where it is sold at astonishing prices in Tokyo's top restaurants. But now Europe's first herd of Wagyu is settling into North Wales. David Wynne Finch, a former agro-industrial banker, is determined to raise his herd according to Japanese methods – although he has added a few touches of his own. He has built them a "mini car-wash" to give them an all-over body scrub, and has made some adjustments to their drinking habits. "In Japan they give them beer during the long, hot summers to stimulate their appetite, but I'll do it more frequently," he says. "They seem to prefer lager to bitter." Wynne Finch's cattle will be mature enough to produce beef by the end of next year. In the meantime, you can sample Wagyu beef at Asia de Cuba, the restaurant in London's St Martin's Lane Hotel, where it is served practically raw but still barely needs chewing. For more information, go online at [www.wagyu.net](http://www.wagyu.net) or call Wynne Finch on 07769-697566.