

WAGYU.AE – BRAND, AUTHENTICITY & ENFORCEABILITY POLICY (Client & Restaurant Binding Notice)

WAGYU.AE is a private Japanese Wagyu house operating in the United Arab Emirates. We curate and supply certified Japanese Wagyu in accordance with Japanese traceability systems, protected regional naming conventions, and UAE regulatory requirements. By purchasing, receiving, or serving Wagyu supplied by **WAGYU.AE**, the client or restaurant acknowledges and agrees to the terms below.

1. AUTHENTICITY & CERTIFICATION

All Wagyu supplied by **WAGYU.AE** meets all of the following conditions:

- Born and raised in Japan
- Registered within Japan's official Wagyu traceability system
- Graded by authorized Japanese grading bodies
- Accompanied by verifiable documentation
- Correctly labeled by origin, region, and grade

Failure to meet any of the above criteria disqualifies the product from representation as Japanese Wagyu.

2. PROTECTED REGIONAL NAMES (OMI · KOBE · MIYAZAKI)

Names such as Omi, Kobe, and Miyazaki are protected regional identities, not generic product descriptions.

Their use is strictly controlled and permitted only when:

- The Wagyu originates from the respective prefecture
- Certification and traceability explicitly authorize the name
- Allocation has been verified by **WAGYU.AE**

Use of these names does not imply ownership, partnership, endorsement, or exclusivity unless expressly granted in writing.

3. RESTAURANT ELIGIBILITY TO USE PROTECTED NAMES

Access to supply does not automatically grant permission to use protected regional names on menus, marketing, or public communication.

To be permitted to reference Omi, Kobe, or Miyazaki, restaurants and kitchens must meet all of the following criteria, aligned with Japanese industry standards and prefectural usage requirements:

Mandatory Criteria

a) Documented Supply Chain

- Wagyu must be supplied directly by **WAGYU.AE**, Minimum Volumes may apply.
- All certificates and grading documents must be retained and producible upon request

b) Accurate Menu Representation

- Exact origin, prefecture, and grade must be stated
- No "style," "inspired," "equivalent," or approximate terminology
- No brand names may be shortened, modified, or stylized

c) Proper Handling & Storage

- Temperature-controlled storage
- Correct thawing procedures
- No refreezing or improper portioning

d) Preparation Standards

- Cooking methods must respect the characteristics of Japanese Wagyu
- Overcooking, masking flavors, or misuse that devalues the product is prohibited

e) Operational Integrity

- Separation from non-certified Wagyu or imitation products
- No commingling that could cause customer confusion

f) Staff Awareness

- Management must understand origin, grading, and correct verbal explanation
- Misleading verbal descriptions are treated as misrepresentation

WAGYU.AE reserves the sole discretion to approve or revoke permission to use protected regional names at any time.

4. PROHIBITED REPRESENTATION

The following are strictly prohibited:

- "Kobe-style Wagyu"
- "Japanese Wagyu-inspired"
- "Equivalent to Kobe / Omi / Miyazaki"
- "Premium Wagyu" without verified origin
- Any claim implying Japanese approval, partnership, or certification of the restaurant itself

Such usage constitutes material misrepresentation.

5. ENFORCEMENT & LEGAL CONSEQUENCES

WAGYU.AE actively enforces brand integrity and proper usage.

In the event of misuse, misrepresentation, or non-compliance, **WAGYU.AE** may, without notice:

- Immediately suspend or terminate supply
- Revoke permission to use protected names
- Refuse future allocations
- Issue formal notice of misuse
- Escalate the matter where reputational, regulatory, or legal exposure exists

All enforcement decisions are final and binding.

6. LIMITATION OF LIABILITY

Upon delivery, responsibility for storage, handling, preparation, and representation transfers to the client or restaurant.

WAGYU.AE bears no liability for:

- Quality degradation after delivery
- Customer claims arising from misuse or misrepresentation
- Regulatory consequences caused by non-compliant menu or marketing language

7. FINAL STATEMENT

WAGYU.AE treats Japanese Wagyu as a protected cultural product, not a commercial trend.

Access is granted on the basis of trust, discipline, and compliance.

Misuse is not corrected — it is terminated.

WAGYU.AE preserves Japanese Wagyu as a legacy, not a commodity.

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