

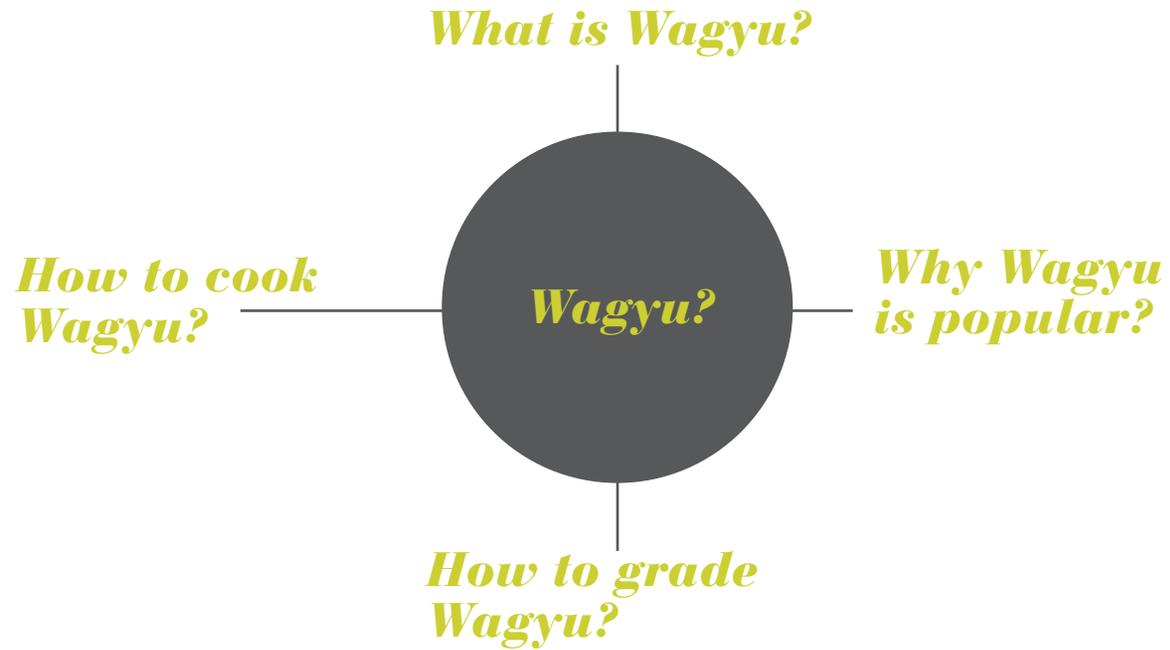
# 2

## *Planning*

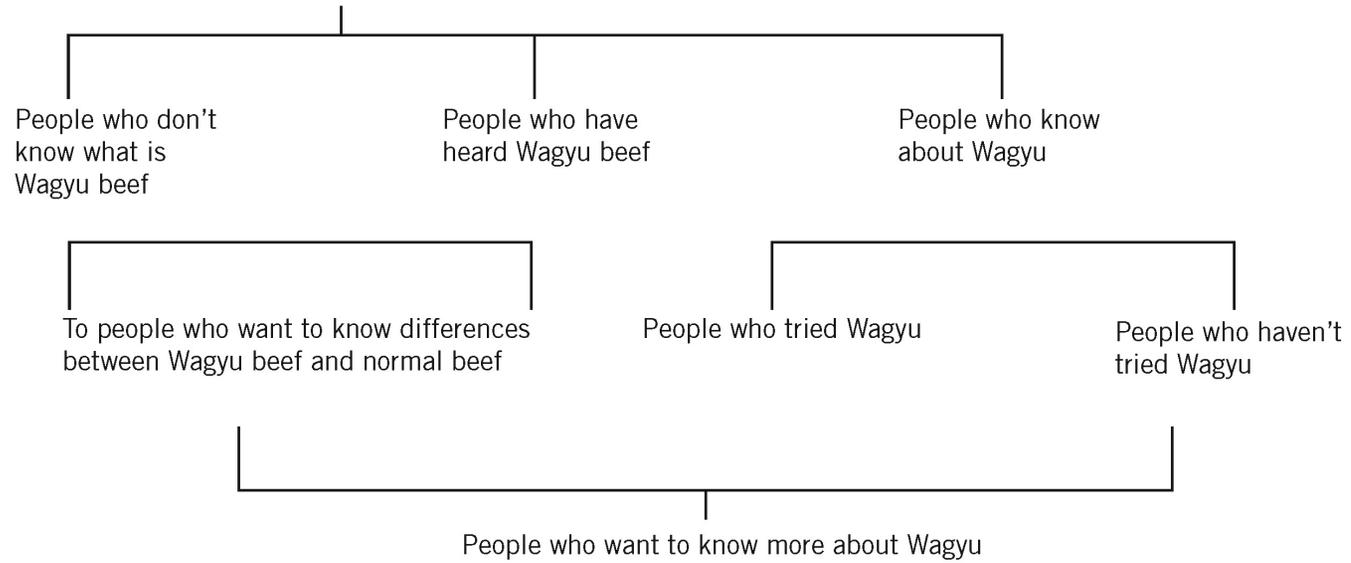
***Brain storm***

***Possible Information choices***

***This topic is better to use storytelling style to make the infographic.***



# *Audience*



## **Goal**

***Difference between normal beef and Wagyu Beef.***

***Give information about what makes wagyu so special.***

***Explain the Japanese style breeding method and its importance in making wagyu.***

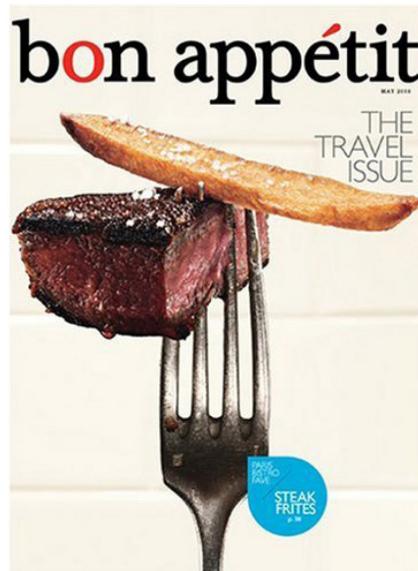
***The A1 to A5 Marbling in beef and why wagyu is A5 grading***

***Different cuts of beef and its texture, taste, price and ways to cook.***

The goal of the infographic is to explain  
What is Wagyu  
Why expensive  
How much of butcher cuts of beef  
What differences to normal beef  
How to grade it  
How to cook it for each part.

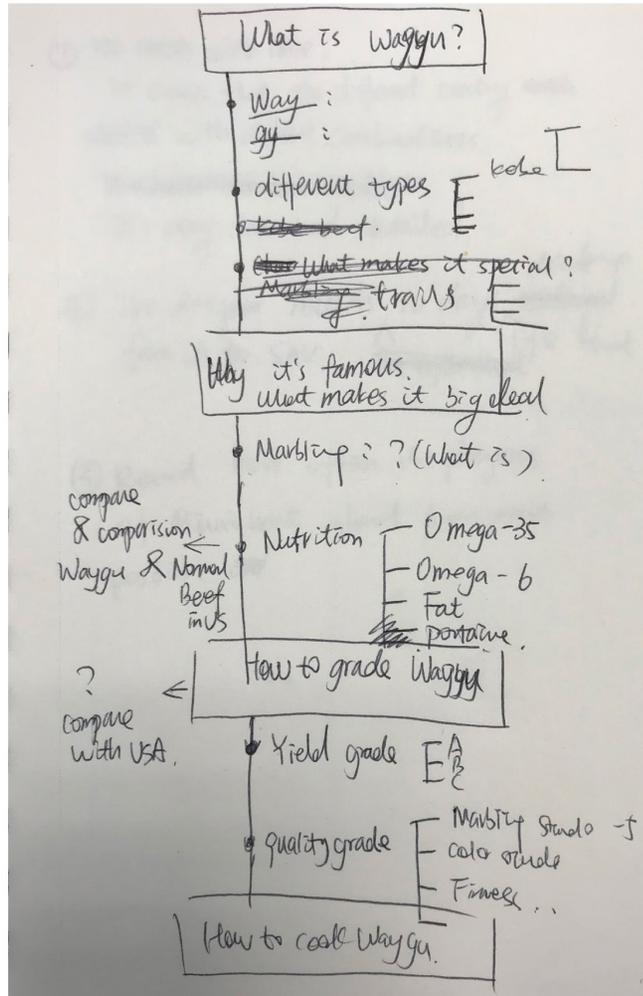
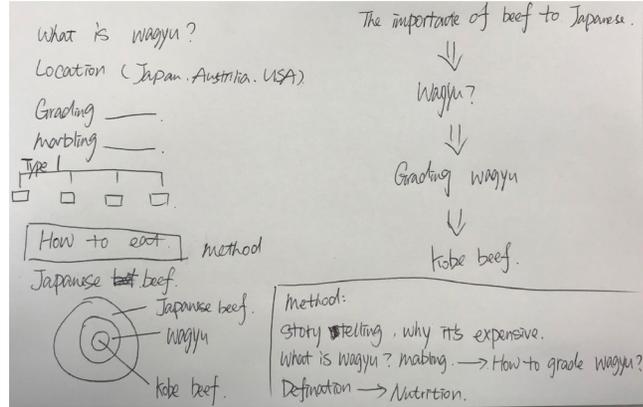
## Publication design

*Bon appetite magazine and New York Times newspaper*



# Strategy

**Yunhan is best in making strategy and she has cute handwriting too.**



# Wagyu

## What is Wagyu?

- **Definition**
- **Different types**
  - Matsusaka beef
  - **Kobe beef** — "All Kobe is Wagyu, but not all Wagyu is Kobe"
  - Yonezawa beef
  - Mishima beef
  - Omi beef
  - Sanda beef
- **Special Traits**
  - High intramuscular fat content
  - Tender texture
  - Uniquely healthy
  - Rare breed

## Why Wagyu is popular?

- **Marbling**
  - **Nutrition**
- 
- The infographic contains two main sections: 'OHMS-13 HAVE BEEN FOUND TO PROTECT AGAINST CHANGING LIFESTYLES' and 'THE NUTRIENTS FOUND IN WAGYU HELP OUR BODIES'. It lists various nutrients like Omega-3 fatty acids, Vitamin E, and CLA, and explains their benefits for heart health, skin, and metabolism.

## How to grade Wagyu

- **Yield Grade** A,B,C
  - **Quality Grade** Marbling Standard
- 
- | Grade | 1  | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|-------|--|---|---|---|---|---|---|---|---|----|
| 1     | [Visual representation of marbling patterns] |   |   |   |   |   |   |   |   |    |
- Color Standard
- 
- Beef Fat Standard
- 

## How to cook Wagyu

- **Steak**
- **Sukiyaki**
- **Shabu shabu**
- **Sashimi**
- **Teppanyaki**

# Fin

# *Final Content*

*Outline of the final content that will be used in designing the infographic*

## *1. How Wagyu cattle are feed? The ingredients*

CORN  
BARLEY  
WHEAT BRAN  
ALFALFA HAY  
SOYBEAN MEAL  
SALT  
RICE STRAW & WHEAT STRAW  
OKRA  
NUTS HUSK  
BARLEY HUSK  
GRASSES HAY  
LIMESTONE  
CANOKA MEAL

## *2. Details of different Wagyu beef cuts*

TENDERLOIN  
CHUCK ROLL  
STRIP LOIN  
TRIP TIP  
FLANK  
RIB EYE  
RIB

RANK OF  
SOFT/  
GOOD FAT/  
TASTY,  
FOR EACH PART

PRICES (COMPARED WITH  
NORMAL BEEF)

BEST WAY TO COOK WAGYU

## *3. Grading*

GRADE A1 TO A3 IS NORMAL BEEF

GRADE A4 TO A5 IS FOR WAGYU  
BEEF

HOW DOES THE MARBLING LOOKS  
LIKE WITH THE GRADE RAISING

## ***Hierarchy***

### ***Tittle***

BUBBLE IMAGES

### ***How to feed Wagyu***

### ***Details of different Wagyu parts***

RANK OF SOFT, GOOD FAT, AND TASTY FOR EACH  
WAGYU PART BEST WAY TO COOK IT

### ***Grading***