



**WESTHOLME**  
- QUEENSLAND -  
**AUSTRALIA**

WESTHOLME  
**FLAVOUR WHEEL**

A flawless eating experience is a signature across the Westholme range. The aroma is exceptional, dominated by roasted and caramelised aromas with buttery notes and hints at fresh bread crust. Sharper tones include brassica, game meat and a touch of white pepper. Texturally, tenderness and dissolving melt-in-the-mouth juiciness are the characteristic experience with pleasing structural bite. On the palate, Westholme is always intensely flavoursome, with roasted and caramelised aromas transferring to the eating experience, along with balanced sweet and tart notes. This is flavour that lingers in its elegant richness and savoury complexity.

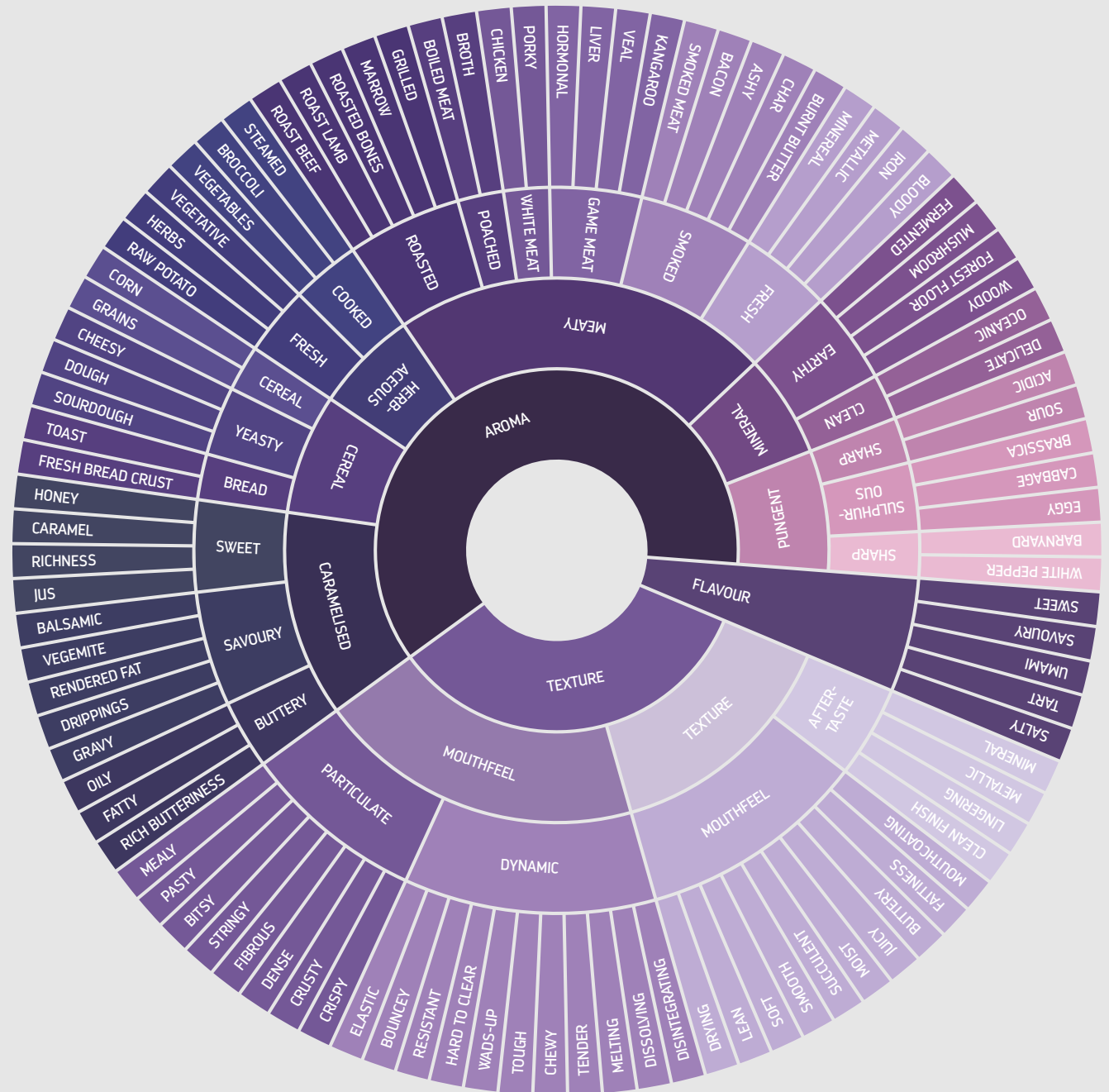


Figure 1: Westholme Flavour Wheel representing flavour, texture & aroma.



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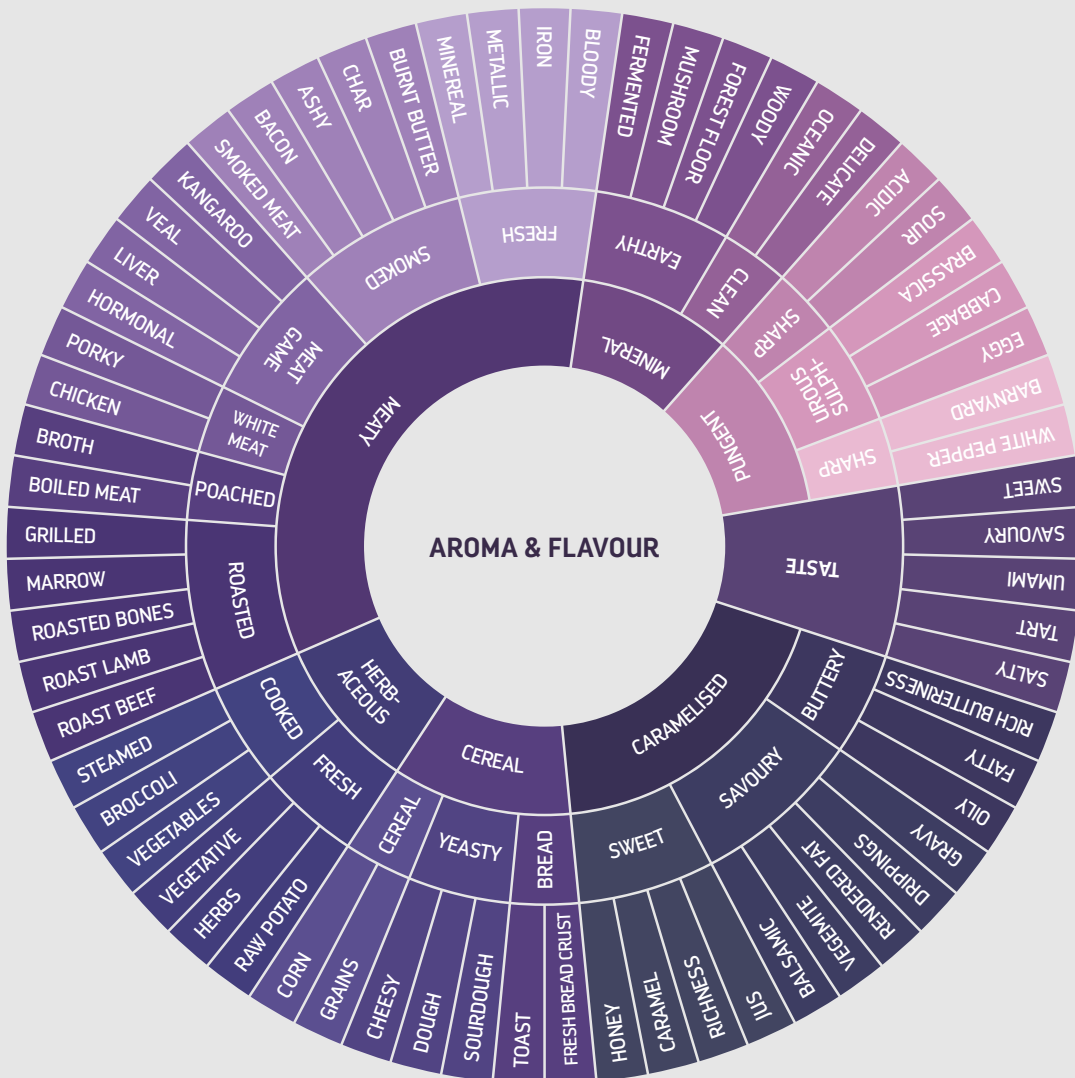


Figure 2: Westholme Flavour Wheel representing flavour & aroma.

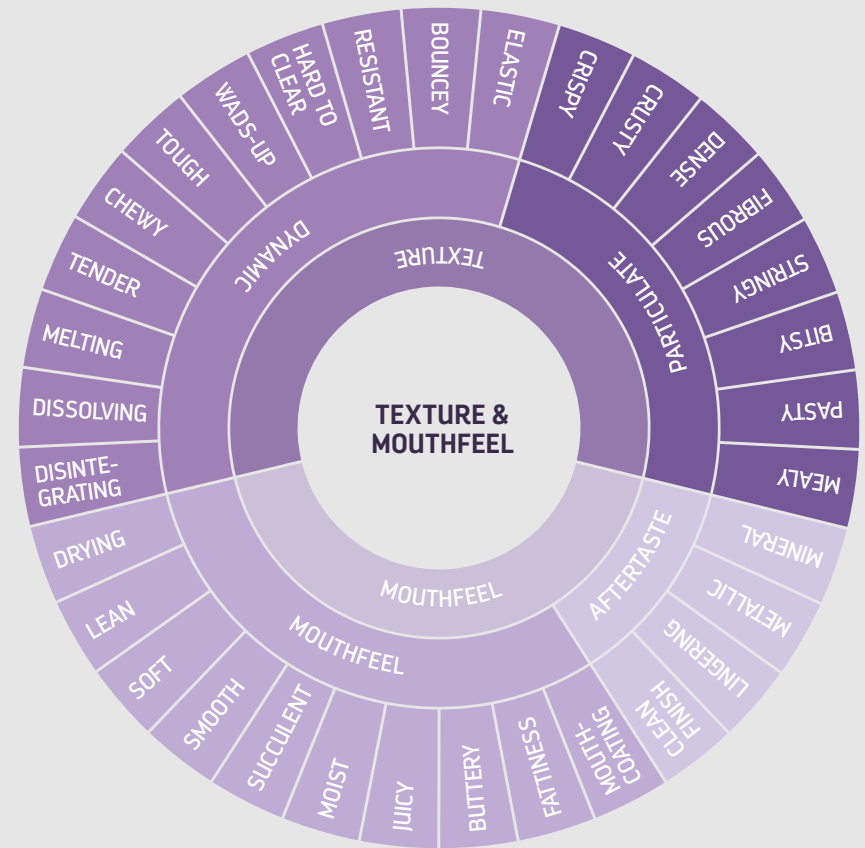


Figure 3: Westholme Flavour Wheel representing texture & mouthfeel.

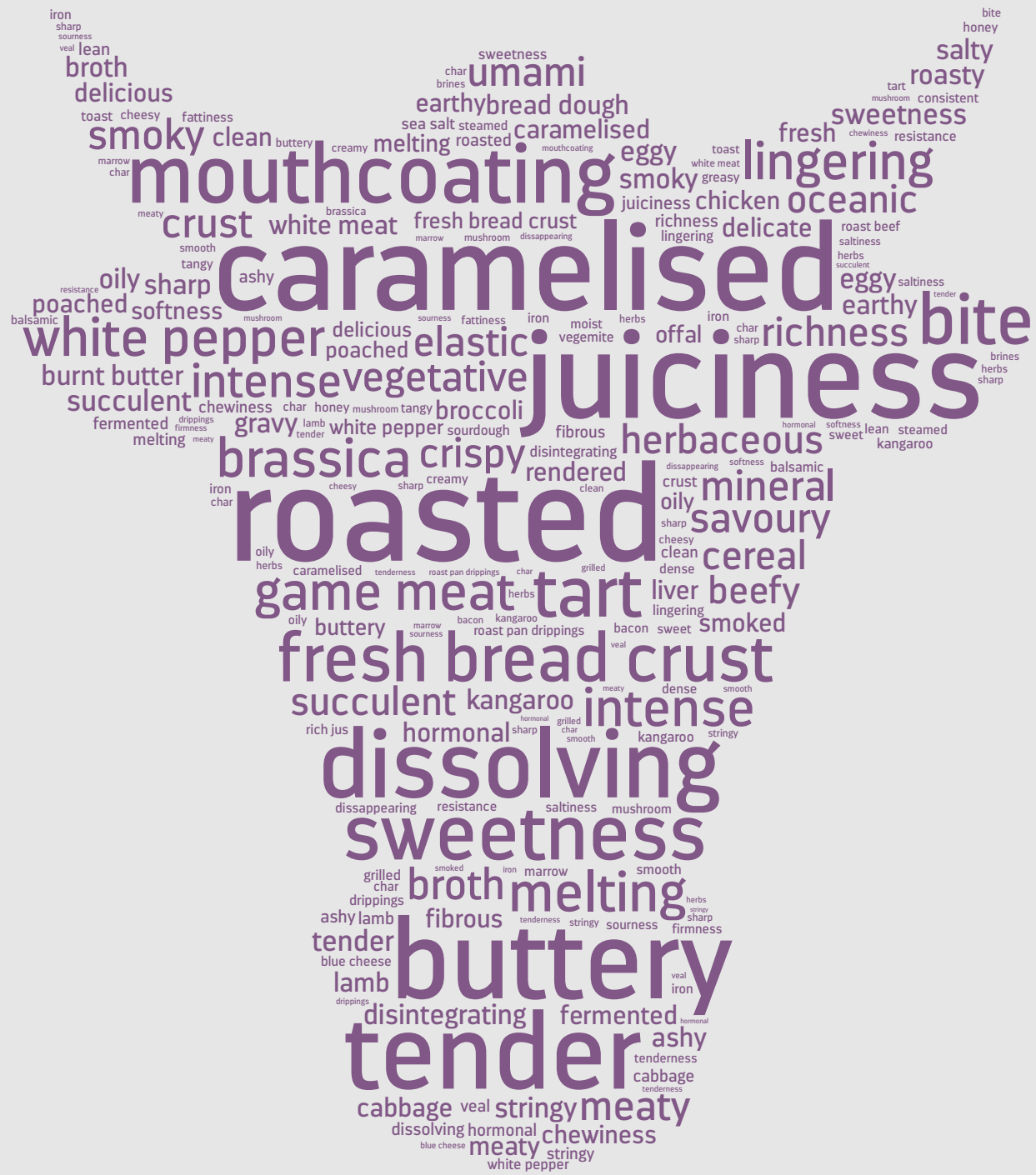


Figure 4: Westholme Lexicon representing as word cloud.



WESTHOLME

## SENSORY PROFILE

A flawless eating experience is a signature across the Westholme range. The aroma is exceptional, dominated by roasted and caramelised aromas with buttery notes and hints at fresh bread crust. Sharper tones include brassica, game meat and a touch of white pepper. Texturally, tenderness and dissolving melt-in-the-mouth juiciness are the characteristic experience with pleasing structural bite. On the palate, Westholme is always intensely flavoursome, with roasted and caramelised aromas transferring to the eating experience, along with balanced sweet and tart notes. This is flavour that lingers in its elegant richness and savoury complexity.

### Marble Score 4-5

Lighter marbling leads to more delicate aromas, with roasted and caramelised notes balanced by a hint of white meat. Tenderness and juiciness marries with textural bite, while deep sweet, roasted flavours resolve in a clean and slightly mineral finish.

### Marble Score 6-7

Mid-range marbling means roasted, caramelised aromas with elements of fresh bread crust and game meat. In the mouth, it's tender, juicy and a little buttery with a fibrous bite. Deep, rounded flavours express sweetness and a touch of tart along with characteristic roasted notes that linger in the mouth.

### Marble Score 8-9+

A higher marble score is expressed in intensely roasted, caramelised and fresh bread crust aromas, along with rich butter notes and a hint of white pepper complexity. In the mouth, these meats are extremely tender and juicy, so that there's a sense of melting and dissolving in the mouth. Exquisitely flavoursome and very sweet, the intensely roasted flavours resolve in a lingering richness on the palate.

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### Cube Roll

Intense roasted aromas are to the fore, with rich, caramelised notes presenting too. The cube roll is moderately tender and very juicy with a textural, fibrous bite. On the palate it's flavoursome, very sweet, slightly tart and intensely roasted. Buttery flavours linger in a rich and persistent mouth-finish.

#### *Cube Roll MB 4-5*

Light marbling presents in a meatier and more textural bite.

#### *Cube Roll MB 6-7*

Medium marbling sees a hint of game meat and a meaty bite.

#### *Cube Roll MB 8-9+*

High marbling results in intense aromas that are deeply caramelised with evident bread crust and butter. In the mouth, this is exquisitely tender, juicy and almost dissolving. Intensely flavoursome, sweet and roasted notes give way to a persistent, pleasant mouth-coating.

### Striploin

Intensity of aroma, flavour and mouthfeel is characteristic of the striploin. On the nose, it's intensely roasted and caramelised, with bread crust and rich butter plus a hint of white pepper complexity. In the mouth, it's tender and extremely juicy, while still having a little texture and a slightly fibrous bite. Deeply flavoursome, the striploin balances sweetness and tart with roasted and buttery flavours. The mouth-coat presents at the end of the bite, then lingers.

#### *Striploin MB 4-5*

Light marbling is reflected in a gentler aroma and flavour intensity, with some white meat flavours presenting. In the mouth, it's tender with a little bite and fibre and a clean finish.

#### *Striploin MB 6-7*

Mid-range marbling is expressed in slightly more buttery notes.

#### *Striploin MB 8-9+*

The higher marble score is reflected in a more flavoursome steak that's extremely juicy and dissolving with a buttery texture and more bite.

### Tenderloin

The tenderloin is a delicate and complex cut. The dominant aromas are roasted, caramelised and game meat plus white pepper, with hints of brassica and herbaceous notes. This cut is extremely tender, with a dissolving sensation in the mouth. On the palate, the flavours are delicate and sweet, with roasted and game meat to the fore, along with white pepper. The finish is clean with slight mineral notes.

#### *Tenderloin MB 4-5*

Lighter marbling sees the aroma a little less complex. The taste is tender and dissolving but there's less juiciness, and a very clean finish.

#### *Tenderloin MB 6-7*

Medium marbling presents with a little more bite, a slightly tarter palate, and a clean, mineral finish.

#### *Tenderloin MB 8-9+*

Heavier marbling results in an extremely tender and juicy mouthfeel.

