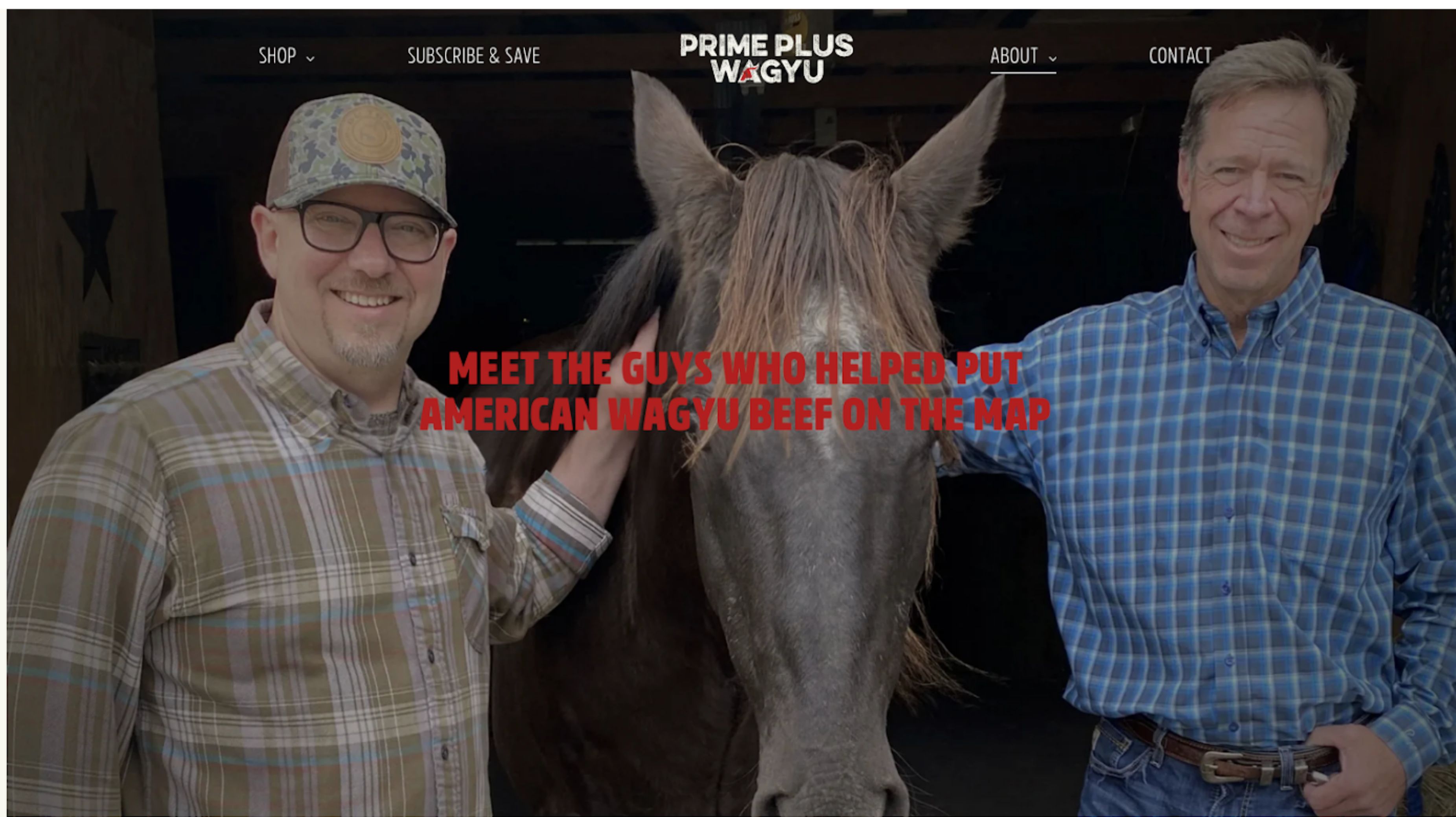


I helped Prime Plus Wagyu launch its products into the snack world. With direction from its founders, I created the website content to highlight the snack's great taste and the company's down-home values. The founders have a genuine, friendly communication style, and the online content embodies this. Starting as a tiny company, Prime Plus Wagyu is now in stores nationwide and selling online around the world.



A Founders Story

In 2019 two life-long friends, REW and John, began the journey of creating a beef snack that was both delicious and healthy. They wanted it to appeal to adults and kids, athletes and weekend warriors, outdoor enthusiasts and gamers, and anyone looking for a great snack. It took over a year to perfect the recipes, the cooking processes, and the consistency they desired. Once satisfied with the outcome, they began to sell their product under The WagBar. The WagBar brand successfully put REW and John on the map. However, they never forgot their ranching roots and wanted to showcase the importance of their history. So in 2023, they've rebranded as Prime Plus Wagyu, named after their original cattle company. It's the same beef you fell in love with, now with a purpose.

MARVEL AT THE MARBLE

Our number one priority is to create a delicious snack for folks that is also convenient and healthy. We want to provide our customers with a consistent flavor they can count on with every order. We want to take every opportunity to engage with our customers. A company must know and understand their customer in order to cater to their needs.

[SHOP NOW](#)



BEEF WITH PURPOSE

We are deeply committed to helping feed those in need. We have partnered with local and international not for profit organizations to facilitate this passion. It is due to this commitment that every package is labeled with our company motto "Beef with Purpose." Since our start, Prime Plus Wagyu has donated cases of our products to Iron Gate, a nonprofit organization dedicated to feeding the homeless in our hometown of Tulsa, Oklahoma. Additionally, we support Feed My Starving Children, an international nonprofit focused on feeding hungry children around the world. Together with our customers, we have provided over 40,000 meals.

HEALTHY FROM START TO FINISH

All our beef snacks are 100% American Wagyu beef, we never use fillers or by-products. You can rest assured that you're getting a premium, clean, healthy snack. Our beef is certified never to be treated with antibiotics, growth hormones, artificial ingredients or animal by-products. How we care for the animals (their diet, their treatment, their lifestyle). That's the Prime Plus difference!

[LEARN MORE](#)



WHAT IS AMERICAN WAGYU BEEF?

You've probably heard of Wagyu beef before—a particular breed of cattle that originated in Japan, known for being exceptionally marbled with a soft, buttery taste. As Wagyu cattle were brought to the United States, the Prime Plus Cattle Co. began crossbreeding Wagyu with Angus cattle to achieve a meat that is not just soft and buttery, but also has a hearty, beefy flavor. American Wagyu beef is the perfect combination of flavors and textures to provide you a delicious beef experience.



OUR BEEF

Our beef is overseen by the master, Mr. Shogo Takeda of Hokkaido, Japan. Mr. Takeda has been in the Wagyu business since 1954 making him the premier master breeder. Our beef is born and raised on small family ranches throughout the United States. Our beef is raised WITHOUT: Antibiotics, Hormones, Growth Promotants, Animal By-Products, or Artificial Ingredients. Our beef is ALWAYS: Vegetarian Fed, Minimally Processed, and Source and Age Verified.