



## *Presentation Dossier Caviar Nacarii 2014*



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# A dream... 1

Caviar? Yes, caviar from sturgeons in the Spanish Pyrenees.

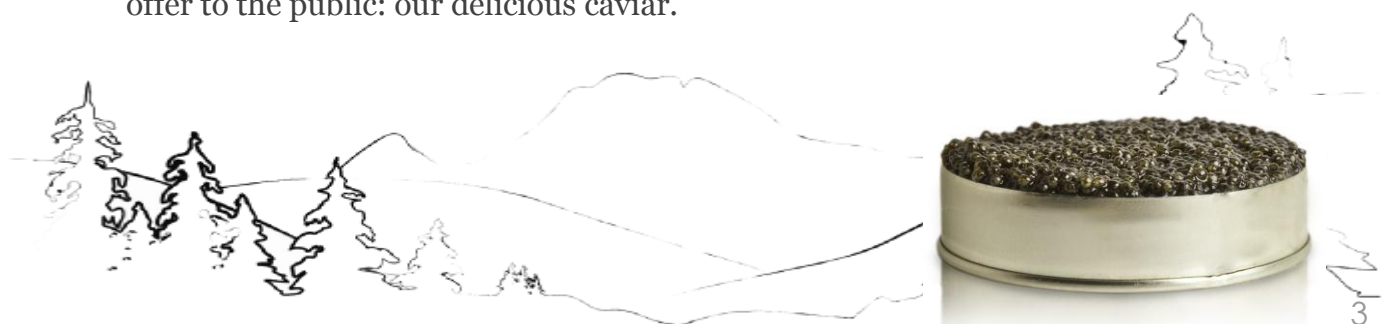
The over exploitation of the rivers and the uncontrolled fishing, brought sturgeons to the limit of their existence. The trading of the well appreciated caviar was mostly provided from poacher fishing and evolved in a covert illegal way in relation with the information on the origin and typology of the product.

The UN eventually had to get involved issuing specific regulations in order to prevent what would have been an ecological disaster. From then, severe fishing restrictions were applied to the point of prohibiting selling caviar from certain specific sturgeon species.

Facing this situation and forecasting the need to contribute to the preservation of these ancient animals, a visionary biologist developed livestock farming of sturgeons in Spain. Where? In a privileged natural environment, the Val d'Aran in the Spanish Pyrenees.

The arrival of the first fingerlings to the fish farm was only the beginning of a fascinating adventure that still carries on today. We first had to assist the sturgeons to adapt and grow for seven years. Then the magic occurred and the dream became truth: we produced our first tin of caviar!

Many people played important parts of this process but it has always been led by the excellent good care of the fish and the final result we offer to the public: our delicious caviar.



# Presentation 2

The generation and the power consumption have become a strategic factor for companies and citizens worldwide. The scene glimpsing for the next years demands a global effort with the unique objective of reducing the impact that human activity is generating in the environment, and the companies involved in this sector, we must be an active part in the process.

NeoElectra maintains from its early days in 1999, a strategy clearly focused on the generation of clean energy. At present, processes like the cogeneration allow a high energetic efficiency by means of smaller consumption of fuel and a reduction of the CO<sub>2</sub> emissions into the atmosphere.

But our vocation is to go much further. We believe, and we can prove it with facts, that the sustainable industrial development is possible. This concept is already a reality in our facilities of Les (Val d'Aran). There we combine processes of cogeneration with the recovery and commercialization of the CO<sub>2</sub> and the operation of fish farms.

The result is a 100% efficient industrial process of energy generation and resources and, what is more important, totally clean. This is the contribution of NeoElectra to the sustainable development in the communities where it operates and our letter of presentation is to follow our implementation plan in Spain and in other European countries.

Antonio Cortés  
Chairman of NeoElectra Group



# Caviar Nacarii3

CAVIAR NACARII is the producing company of caviar and sturgeon meat located in the natural surroundings of the Val d'Arán.

The quality and purity of the Garona river water reaching the fish farm at only 20 km from its birth, gives as result an extraordinary product, without foreign flavours or scents. Caviar Nacarii is an artisan company that takes care of all the details of the production process and packaging for the satisfaction of the most demanding costumers.

The company was created in 1999 with the opening of the production centre in Les, Val d'Aran and from 2005 it belongs to NeoElectra Group, a pioneering company in the sustainable industrial development in the Spanish and French energy market.

In the facilities, caviar is produced following a method initiated more than 200 years ago, respecting the tradition and adapting the processes to the present needs for food safety. **Caviar Nacarii is the only caviar producing company certified with Processes Quality ISO9001, Environmental Quality ISO14001, ISO 22000 for Food Security, and is under process for the European Certification of Ecological Production. Caviar Nacarii has also received in 2013 the Superior Taste Award by The International Taste & Quality Institute.**
















# The sturgeon 4

## An ancestral species

Sturgeons have been in the planet for millions of years. They are together with the sea lamprey, one of the first animals on Earth.

There are more than 26 different species of sturgeons and each one of them produces a special kind of caviar. The most popular species:

SPECIES – ORIGIN AVERAGE WEIGHT	CAVIAR  NACARII A TYPE OF CAVIAR PER STURGEON	CITES CODE PER TYPE EACH CAVIAR
<b>ACIPENSER BAERII</b> <i>SIBERIAN STURGEON</i> <u>Origin</u> Baikal Lake <u>Average weight</u> 20 kg	 	<b>BAERI</b> BAE/C/ES/AÑO/REGIS.SANITARIO
<b>ACIPENSER NACCARI</b> <i>ADRIATIC SEA STURGEON</i> <u>Origin</u> Adriatic Sea <u>Average weight</u> 30 kg	 	<b>NACCARI</b> NAC/C/ES/AÑO/REGIS.SANITARIO
<b>ACIPENSER TRANSMONTANUS</b> <i>WHITE STURGEON</i> <u>Origin</u> North America <u>Average weight</u> 700 kg	 	<b>TRANS</b> TRA/C/US/AÑO/REGIS.SANITARIO
<b>HUSO HUSO</b> <u>Origin</u> Caspian Sea <u>Average weight</u> 300 kg	 	<b>BELUGA</b> HUS/W/IR/AÑO/REGIS.SANITARIO
<b>ACIPENSER GULDENSTAEDTII</b> <u>Origin</u> Caspian Sea <u>Average weight</u> 65 kg	 	<b>OSCIETRA</b> GUE/W/IR/AÑO/REGIS.SANITARIO PER/C/CN/AÑO/REGIS.SANITARIO
<b>ACIPENSER STELLATUS</b> <u>Origin</u> Caspian Sea <u>Average weight</u> 30 kg	 	<b>SEVRUGA</b> STE/W/IR/AÑO/REGIS.SANITARIO

As we mentioned on the presentation, given the situation of the sturgeon into the wild, it is classed among the endangered species. Thus, at the international scale, the only alternative was to raise sturgeons under governmental control. Indeed, the processing of caviar comes from several repopulation projects carried out by official organizations.

Our sturgeon is called **ACIPENSER BAERII**. It comes from The Baikal Lake (second largest world fresh water supply) in Siberia - Russia. It is the one that adapts the better to livestock farming because all its vital cycle is done originally in fresh water. It is smaller than Caspian sturgeons (from 15 to 30 Kg) and the eggs are considered to be one of the best in purity of flavour. A very Russian caviar indeed!

For the production, Caviar Naccarii buys 12.000 two-months-old fingerlings each year. After a period of adaptation in special indoor pools, they are transferred to the outside pools. From this instant, the normal cycle begins and sturgeons feel the change of environment by the heat of the sun on the water which is a very important part for the good comfort and growth of the fish.

¿Why are we called Caviar NACCARII if our sturgeons are Acipenser Baerii?

When we started the activity, we bought several sturgeon species. The Fish Farm Manager liked the name of one of them: “Acipenser Naccari” and after a slight modification, we registered this name as our brand. We eventually decided to farm the Acipenser Baerii which outcome and adaptability are better in the climate of The Pyrenees.

Recently, in a clear commitment with innovation and the perpetuity of the marine species, we have introduced fingerlings of Acipenser naccari and Acipenser gueldenstaedtii sturgeons growing in our transparent waters for over one year.

In any case, the most important about the origin of the caviar we consume is to know the origin by consulting the CITES registration data in which it is specified the designation of the different species. In the table below, we can see the scientific names and their international legal codes:

<i>Huso huso</i>	<b>BELUGA</b>	Code
<i>Acipenser naccari</i>	<b>NACCARI</b>	HUS
<i>Acipenser transmontanus</i>		NAC
<i>Acipenser persicus</i>	<b>OSIETRA</b>	TRA
<i>Acipenser brevirostrum</i>		PER
<i>Acipenser gueldenstaedtii</i>	<b>OSIETRA</b>	BVI
<i>Acipenser medirostris</i>		GUE
<i>Acipenser baerii</i>	<b>BAERI</b>	MED
<i>Acipenser stellatus</i>	<b>SEVRUGA</b>	BAE
		STE

# The caviar 5



## **The Gastronomic Jewel of the Pyrenees**

Caviar is worldwide considered refined food coveted by the best gourmets. It is itself a gastronomic jewel and we are glad to share with consumers our traditional delicate work and deep involvement.

The sturgeon females are fertile once a year, generally in spring or autumn, depending on the climate and environmental elements.

The moment of the eggs extraction is crucial because this step determines one of the most valued parameters of caviar: the texture of the egg. Each female is scanned at least twice and a biopsy is done at the specific moment in order to determine the ideal diameter for the eggs. We know that it is one of our main assets for the quality of our product.

When the texture is at the ideal moment, we extract the eggs bag which is sieved, washed rapidly with salty water and put in the ripening boxes where the caviar will drain and dry and kept in tins with a vacuum rate of about the 98 %.

Between four and six weeks later, the caviar will be ready to be re tinned again in the usual sale smaller tins. This is done by an authentic “Master processor”. Each step is different from the state or size of the eggs. We have learned a lot about caviar production and we succeeded in making a really exceptional product.

The method is completely run following the most traditional way and takes place in highly controlled health conditions.

**The maintenance and the life shelf:** Caviar needs to be kept really cold to be perfectly preserved (between  $-3^{\circ}$  and  $3^{\circ}$  C). Quality trouble often happens when constant appropriate temperature is not respected.

In the tins, at a temperature between  $-3^{\circ}$  y  $+3^{\circ}$  C, caviar can be preserved for 6 months, BUT when it is put in the sale packaging (second tin), life shelf reduces to 4 months because our caviar is not pasteurized, it is fresh, which makes a great difference regarding the texture of the membrane and the flavour of the product. Pasteurized caviar becomes tougher and loses taste. The ideal caviar is the one you can shake with your tongue against your palate and allows you to feel the shape of the eggs that melt when you increase the pressure. If you need to press hard to obtain this effect, it means the product was pasteurized.

**COLOUR, SIZE:** The colour of our caviar is different for each sturgeon female. It can be dark grey, lighter grey or golden. The size is smaller than beluga caviar but with the original taste of the very best caviars of the world. How does our caviar look like? The first answer is that it looks different as it comes from a different sturgeon, *Acipenser Baeri*. Eggs are usually bigger than sevruga, taste like oscietra and are similar in colour shades than beluga.

**Types:** We commercialise 2 kind of caviar, our usual production called TRADITION Caviar, and our SELECTION caviar, our bigger eggs in size.

**FORMAT:**



- CAVIAR NACARII 10g (Shelf life 2 months after re tinned)
- CAVIAR NACARII 30g (Shelf life 4 months after re tinned)
- CAVIAR NACARII 50g (Shelf life 4 months after re tinned)
- CAVIAR NACARII 100g (Shelf life 4 months after re tinned)
- CAVIAR NACARII 250g (Shelf life 4 months after re tinned)
- CAVIAR NACARII 500g (Shelf life 4 months after re tinned)
- CAVIAR NACARII 1 kg (Shelf life 4 months after re tinned)

# Our Guarantee 6

## The back label

Caviar Nacarii follows the labelling laws of the UE and CITES. In order to reach the international sturgeon trade, we count with CITES permissions and certificates (International Organisation of Threatened species of Wild Fauna and Flora).

CITES establishes a system of international labelling that all caviar producers must comply with to guarantee the quality and reliability of the product.

## CONTENT OF THE BACK LABEL



**CITES.** This code must include the following information:

**-BAE:** indicates the sturgeon species code. In the case of Caviar Nacarii it is Acipenser Baeri (BAE).

**-C:** indicates that Caviar Nacarii's product is obtained from sturgeons in captivity. A "W" means wild

sturgeons.

**- ES:** indicates the country of origin of production, Spain in our case.

**- 2014:** Year of the caviar production.

**To be consumed by:** The expiring date for consumption of caviar depends on the type of tin where:

- Re tinned: Commercialization tins with a shelf life of 4 months after re tinned.

**Ingredients:** Compulsory data. We must indicate the ingredients of the product. In order to be able to call it “caviar” the main ingredient must be sturgeon eggs. The eggs of any other fish cannot be called caviar. In this section we have to indicate if the product has received some heated treatment or pasteurisation.

**RGD: 12-11540/L.** This code must identify the Health Authorities registration number for being an original producer. It is also possible that it includes the code of the national distributor although it is not obligatory.

**LOT:** Traceability code, from the life of the sturgeon to the distribution data.

It is then very important, before buying a caviar tin, to always check all this data on the bottom label. If the information is not clear on the tin, then it may mean that the caviar we are about to buy has an unknown origin and does not comply with all the legal and healthy requirements.

