

CAVIAR HOUSE & PRUNIER

THE ULTIMATE LIFESTYLE



BALIK
The swiss original

CELEBRATING **100** YEARS
OF FRENCH CAVIAR ●●●

PRUNIER CAVIAR
Pleasure without remorse

GIFT IDEAS
Not only for the holidays

CATALOG 2020



*“Caviar House
& Prunier combines
luxury with
sustainability for you.”*

FOREWORD

It is well known that love goes through the stomach. And our love belongs to our fine Prunier caviar and our excellent Balik salmon. The production of a quality product requires first and foremost expertise and passion. And we love what we do. It's about the kind of love and passion where success is never taken for granted, but where you question yourself and your quality standards on a daily basis. For these reasons we can say with a clear conscience that today we are proud to produce for you the finest caviar and smoked salmon in the world. In doing so, we complement our assortment with high quality delicatessen products from the best manufacturers in the world.

In many ways our delicacies end up where they belong: on your gourmet plates. Our exclusive products are available in Germany through our own online shop, in selected specialist shops, in four airport shops at Frankfurt Airport and in the seafood bar of the Alsterhaus in Hamburg.

But you don't have to do without anything on long-haul journeys either: You will find Caviar House & Prunier branches in London, Paris, Geneva and Frankfurt as well as in Ebersol, New York, Hong Kong and eight other countries.

Those who like to stay at home can order with this exclusive mail-order catalogue or conveniently in the Internet shop at www.caviarhouse-prunier.com for special culinary moments at home. On our homepage you can also download recipe ideas developed exclusively for you by 23 top chefs from the Jeunes Restaurateurs, which you can easily conjure up on your own stove. Once you have registered, you will also receive our free newsletter in addition to your personal discount code.

Try harder to put more enjoyment

in everyday life too.

The on-time delivery of our quality products directly to your own front door takes place in specially developed, high-quality cool boxes with which we send our precious goods on a safe journey.

Connoisseurs, gourmets and top chefs all over the world trust in the expertise of Caviar House & Prunier. They all appreciate our famous French Caviar, which will soon be celebrating its 100th anniversary.

We are delighted to count you among our valued customers. Your trust has always been our incentive for top quality and enjoyment at the highest level.

Peter G. Rebeiz
Chairman & CEO,
Caviar House & Prunier



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ARTISANRY, TRADITION AND QUALITY –
OUR FACTORIES



PRUNIER
MANUFACTURE
depuis 1872



BALIK 40 YEARS
SINCE 1978



The Original

BALIK

Balik salmon, described by most salmon lovers as the finest smoked salmon in the world, has its origins in imperial Russia. In an era in which the art of fine dining and the quality of the products used, celebrated by the Russian aristocracy, reached an unprecedented level.

Even today, the name “Balik” is a household name among connoisseurs. Far away from noise and stress, surrounded by the untouched idyllic Swiss mountain landscape, one of the finest delicacies is produced purely by hand: Balik salmon, the most famous and probably most exclusive smoked salmon in the world. According to a secret recipe that follows the tradition of smoking

salmon at the court of the Russian tsar, a product whose name makes gourmet hearts beat faster, is created in the now world-famous salmon smoking farm in Ebersol.

“Balik” in Russian means “the best piece of fish”. The company logo shows the “king of fish” with crown and scepter, also a reference to the tsarist origin of the recipe. Today, Balik is a synonym for the highest quality, the respectful handling of the treasures of nature and the high art of making the best out of the good.

The strictly guarded recipe, which is only passed on orally from generation to generation, follows three principles to this day: Balik comes into contact with nothing but the soft water of the mountain springs, fine salt and the delicate smoke of a fire made of regional wood. All the steps from raw fish to the finished Balik salmon product are carried out by hand on the lovingly restored 300-year-old farm in the heart of Toggenburg in the canton of Sankt Gallen. The pursuit of perfection is evident in every detail. Only weighing and vacuuming are mechanically supported in the manufactory.

 **BALIK** 40 YEARS
SINCE 1978



PASSION RIGHT FROM THE START

The history of Balik has been from the beginning and is still today characterized by passion, attention to detail and a pinch of madness. It all began with an actor and his partner, who fulfilled a dream by buying a 300-year-old farm in Ebersol, surrounded by untouched hilly landscapes.

It is precisely this peaceful tranquility in the midst of a primeval landscape, which was discovered a little more than four decades ago by the then renowned actor and director Hans Gerd Kübel, when he and his partner Martin Klöti looked around for a weekend retreat. The two city refugees renovated the dilapidated farmhouse and initially sold the farm's own eggs and hand-picked hay. The farm's own spring water and the high-quality firewood from the forest, finally gave rise to the idea of a trout farm and smokehouse. But Kübel always thinks bigger, and further than being satisfied with the trout, he wanted to refine no less than the "king of fish" in Ebersol, the salmon.

Contacts to salmon farmers in Norway were quickly established, what was missing was the mastery of the smoking trade. It is by chance that Hans Gerd Kübel met Israel Kaplan in Berlin, the grandson of the last purveyor to the Russian court. He had preserved the knowledge of his grandfather and Kübel convinced him to travel to Ebersol and initiated him into the art of salmon smoking.

To this day, Balik is therefore the only guardian of this traditional secret recipe and the first smoking oven—built by the founder Hans Gerd Kübel in 1978 together with Israel Kaplan, the grandson of the last smoking master of Tsar Nikolaj II of Russia—goes down in history. Its design is based exactly on the architectural style of the smoking chambers of the great Russia of bygone times. The smoking chambers are built in such a way that each salmon is pampered in the same way by the delicate and fine smoke.



In 1978, Kübel and Klöti sold their first edition of Balik salmon which was presented to Switzerland's gastronomic elite. The novel preparation and method of consumption, developed from a recipe more than 100 years old, were an absolute sensation. The quality of Balik salmon was spreading rapidly. At the beginning of the 1990s, Balik salmon was regarded as a premium product by top Swiss caterers and salmon lovers.

After 1993, the success story continues under new management. Influenced by the similar business philosophy of a traditional family

business, Peter G. Rebeiz takes over Caviar House (today Caviar House & Prunier) and opened the farm in Ebersol. Besides the love for pleasure there was something special - the artistic relationship: Hans Gerd Kübel was a passionate actor and literary, Peter G. Rebeiz an enthusiastic pianist and composer. The two understood each other right from the start - on the artistic side as well as on a culinary level. And so at Balik Farm the special combination of culinary and artistic passion lives on to this day.





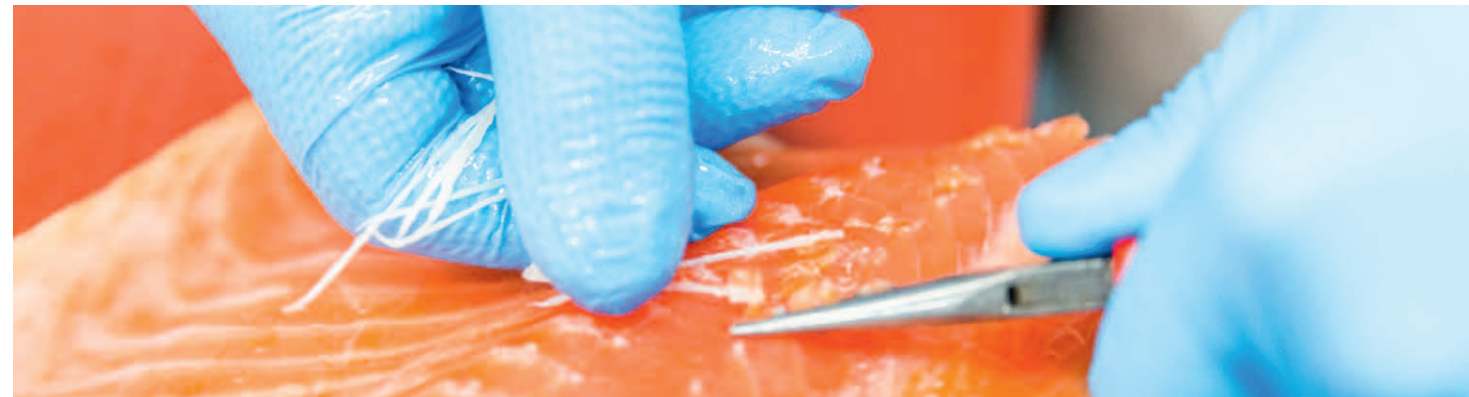
Balik processes and refines only the finest Norwegian farmed salmon, the *Salmo Salar*, which is raised in a species-appropriate manner and fed with species-appropriate food from sustainable sources. After three years in the ice-cold waters of Norway's fjords, the noble fish has reached their ideal weight of a good five to six kilograms and arrives as a whole fish in the Swiss mountains.

Quality needs leisure. In order to refine the valuable fish, the experienced employees take four to five days to prepare it for shipment to all parts of the world. Whatever they do, they do it with love for craftsmanship and unconditional passion.

On the first day of the traditional refining process, the salmon thaw slowly, in running, pure water from their own mountain spring. On the following day, the salmon are carefully cut into two halves, which are then refined by hand with a premium salt and stored overnight.

After the first refinement steps, the salmon halves are now lying in the heart of the smoking oven. For the next ten to twelve hours, it is surrounded here by gentle, not too warm smoke. Like so much in the traditional manufactories, the development of smoke is also dependent on nature. Depending on the weather, smoking the salmon can take a longer or shorter time. The smoking master alone decides with great sensitivity and meanwhile 33 years of experience when exactly the salmon will be taken out of the oven. Only at Balik do the smoking masters know how to smoke the noble salmon *Salmo Salar* in the same way as they did for the Romanov dynasty tsar court in St Petersburg until 1918.

The wood that is used for smoking is a trade secret. Apart from the fact that it is a local species and must be stored and dried for 4–6 years for the perfect refining process, no employee will be enticed. Whole logs are used for smoking. On sunny summer days, with a bit of luck, you can watch the production workers sawing logs in front of the idyllic farm.



Salted and smoked, the salmon sides move one floor up into the "room of artists" on the fourth day. Here the salmon sides are carefully deboned and the smoked skin removed, then filleted with nimble and skillful hands and with great sensitivity to back and abdominal fillets. What happens in this room is pure handicraft and will amaze many an observer.

Each touch resembles a stroke, each cut is artistically executed and fits perfectly. At the same time, each fillet is examined critically with a trained eye. For in the refinement of *Salmo Salar*, uncompromising quality is paramount. And so only the very best pieces are good enough to receive the title "Balik".

With the perfect harmony of salmon, salt and smoke, Balik salmon has established itself as the number one salmon on the world market today. The simpler, the purer the salmon is served, the more elegant its unique taste, every gram of Balik Fillet Tsar Nikolaj is a real treat.





The tradition of the Tsar's court is also today a guaranty of culinary masterpieces. Only the logistics have been optimized in recent years. And the best salmon in the world deserves packaging worthy of it. A noble product and shipping package that safely hold this precious salmon and protects it on the sometimes long postal routes.

The Balik salmon is and remains something for special moments, for an experience of exquisite cuisine. To this end, parcels are sent all over the world every day of the year, to Miami, London, Qatar or Tokyo. Deliveries are made to private customers, restaurants and delicatessens as well as to international shops and restaurants of the parent company Caviar House & Prunier. Let yourself be enchanted again and again by our delicious Balik salmon and its unmatched taste.





BALIK FILLET TSAR NIKOLAJ N° 1

The Balik smokery's declared goal is to bring a modern sensibility to ancient traditions while maintaining superior culinary quality. The Balik Fillet Tsar Nikolaj No 1 is a true masterpiece of the smoking art. A delicacy that not only satisfies, but far surpasses our high standards for flavour and texture.

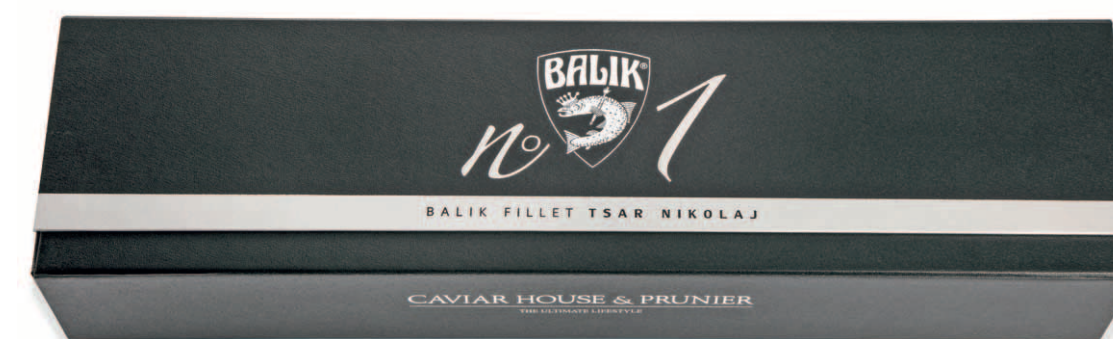
There is no doubt that the Balik Fillet Tsar Nikolaj No 1 could not achieve such heights of perfection without the extraordinary quality and careful selection of salmo salar. This salmon comes from the ice-cold waters of Northern Norway's fjords.

Water is a crucial element in the preparation of the Balik Fillet Tsar Nikolaj No 1. It is extremely pure, rich in minerals and drawn from our own special springs.

The first smoking kiln built by the founder of the Balik farm in 1978 together with Israel Kaplan, the grandson of Tsar Nicholas II's last Master Smoker, went into the history books. Its design was copied

directly from the smoking kilns used in Imperial Russia in years gone by. This "patinated oven" is still used to cold-smoke the Balik Fillet Tsar Nikolaj No 1. It evenly and continuously exposes every salmon fillet to the fine, delicate blue smoke whose consistency and temperature is a closely held secret. Weather conditions also have a significant impact on the smoking process. Barometric pressure and humidity are so important that it takes extensive experience to know exactly when to start and end the smoking process. Our master smokers are true artisans of this craft. And they have the passion needed to produce the finest smoked fish.

The salmon is refined with premium salt and carefully smoked over firewood that has been dried and stored for at least ten years. A product this superb deserves special packaging. An elegant case that safely holds, protects and preserves or even increases the salmon's value. We believe this fillet has rightly earned the title "No 1". This delicacy is only available in limited quantities.



Balik Fillet Tsar Nikolaj N° 1 "Black Edition" approx. 450 g

Balik Fillet Tsar Nikolaj No. 1 combines salmon, smoke water and salt in perfect harmony, has a full-bodied flavour and is dark pink to medium red in colour.



Balik Fillet Tsar Nikolaj N° 1 with sorrel sauce and wasabi cream
Tobias Bätz, Restaurant Alexander Herrmann, Wirsberg



Balik Fillet Tsar Nikolaj with cucumber apple salad
Michael Philipp, Restaurant Philipp, Sommerhausen

BALIK FILLET TSAR NIKOLAJ

The careful preparation of fillets chosen from the back cut of salmon revives the tradition from the tsar's imperial court. Since its rediscovery, this process has been considered a guarantee for culinary masterpieces. The entire side cut of salmon – the original cut – is mildly smoked according to the Balik method. After being carefully filleted, each gram of Balik Fillet Tsar Nikolaj is a real treat! We recommend cutting the Balik Fillet Tsar Nikolaj vertically into medallions with a width of approximately one centimetre. This is the best way to enjoy this delicious Balik salmon and its unsurpassable flavour.

Balik Fillet Tsar Nikolaj Original Cut approx. 500 g

This back fillet is cut from the entire side cut of the Norwegian fjord salmon. It is both a visual and culinary highlight of the Balik art of smokery.



Balik Fillet Tsar Nikolaj Airport approx. 450 g



BALIK FILLET TSAR NIKOLAJ

Balik Fillet **Tsar Nikolaj For Two** approx. 320 g / piece

With its lower weight, this slightly smaller portion from the “Original Cut” fillet is the perfect treat for two people respectively for one person.



Balik Fillet **Tsar Nikolaj For One** 120 g / piece



Balik Fillet Tsar Nikolaj with beetroot and avocado
Steffen Disch, Gasthaus Zum Raben, Horben

BALIK SASHIMI STYLE

In light of the high demand for Balik sushi, we came up with our latest creation, the “Balik fillet sashimi style”. The first unsmoked Balik product, its flavours are instead brought out by the finest salt, a real delight for any gourmet or sushi lover.

Just as we do for the smoked Balik products, we only use the choicest salmon (*Salmo salar*) from the ice-cold waters of Norway

for the Balik SASHIMI. After lightly salting the entire salmon fillet, the tail end is carefully cut out using the traditional Balik filleting technique.

We recommend serving the Balik fillet sashimi in thin, diagonally cut slices – SASHIMI STYLE!

Balik Fillet **Sashimi Style** ca. 350 g

This raw and slightly salted Balik fillet is best enjoyed cut in very thin slices, sashimi style. Use a very sharp long knife.



Sashimi of Balik salmon with Japanese vinaigrette,
meadow herbs, coriander oil & Kalamansi
Sascha Stenberg, Restaurant Haus Stenberg, Velbert



Balik salmon tartar avocado & orange
Thomas Merkle, Merkle's Restaurant, Endingen

BALIK SIDE CLASSIC

For classic preparation, the specially selected salmon (*Salmo salar*) is lightly smoked in a traditional smoking oven. After smoking, the entire length of each side is elaborately trimmed by hand, and the bones and smoked skin are removed. Because the exquisite, distinctive aroma of this remarkable salmon can best unfold when the fillets are cut into fine pieces, we offer you the Balik Side Classic in one piece or pre-cut.

Detailed cutting instructions and serving suggestions are included in each pack. Balik Side Classic tastes best if you combine it with just a few fresh, carefully chosen ingredients such as crème fraîche and freshly ground black pepper.

Balik Side Classic approx. 1.200 g

An entire side of salmon, lightly smoked and trimmed in one piece.

Balik Side Classic Pre-cut approx. 1.100 g

For immediate enjoyment without extensive preparations. An entire side of salmon cut into approx. 40 slices.



Balik Overture Classic 200 g

Trimmed, portioned and cut into pieces – the “small portion” from the entire side.



BALIK GRAVLAX

Gravlax literally means “buried salmon”. Centuries ago the Scandinavians discovered this natural method of preserving freshly caught salmon for several weeks. We've adapted and refined this tradition for ourselves.

After smoking and trimming, the Balik side cuts are rubbed with a dry blend of salt, sugar and dill, and are then stored in a cold room

to mature for at least one day. Afterwards, the marinated sides are cut and packaged.

We recommend serving Balik Gravlax with our delicious Balik Dill Mustard Sauce, Balik bread and a few thin slices of onion depending on your taste.

Balik Side Gravlax Pre-cut approx. 1.100 g

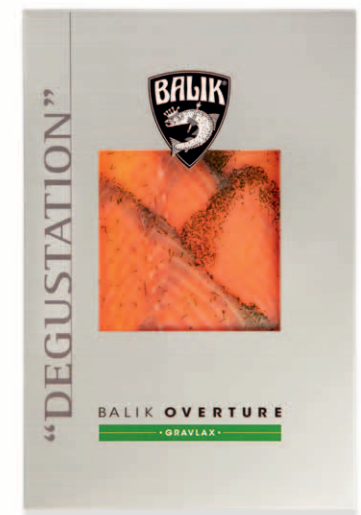
An entire side of salmon, lightly smoked, trimmed and then marinated. For immediate enjoyment without extensive preparations. An entire side of salmon cut into approx. 40 slices.

Balik Overture Gravlax 200 g

Trimmed, portioned and cut into slices – the “small portion” from the entire Gravlax side.



Balik Gravlax with melon & cucumber
Jens Dannenfeld, DANNENFELD cuisinier GmbH, Uelzen



Balik Dill Mustard Sauce

Specially developed as a condiment for our marinated Balik salmon products, this sauce complements the perfect flavour with a sweet and tangy note.

Resealable jar with 250 g.





**Balik Sjomga Tradition on Tramezzini with dill,
caviar and elderberry**

**Balik Sjomga Orange with guacamole, avocado orange vinaigrette,
fried potatoes and lamb's lettuce**

Franz Berlin, Berlins KroneLamm, Bad Teinach Zavelstein



BALIK SJOMGA

Our selection of Balik Sjomga revives the Scandinavian tradition of further refining smoked salmon with select ingredients and improving its flavour. The fillets obtained from the belly cut of salmon (Salmo

salar) are subjected to a light smoking prior to each marinade. In addition to using classic dill, Balik has redefined the traditional marinade recipe with hot wasabi and exotic oranges, ginger and honey.

Balik Sjomga Tradition approx. 280 g

Balik Sjomga Tradition is prepared with the utmost attentiveness and is lightly smoked. The aroma of the salmon fillet is characterised by the light marinade with organic dill. It is a special treat when cut into strips vertical to the grain. By cutting the fillet this way, you'll have roughly 25 fine strips, giving you the perfect basis for creating new variations just the way you like.



Balik Sjomga Orange approx. 280 g

The care put into preparing Sjomga Orange attests to the perfection that Balik offers. Each fillet, cut from the belly of the salmon, is first lightly smoked before its silver skin is removed, and then it is marinated in ginger, honey and orange. Each individual ingredient contributes to the unique aromatic complexity. When cut into fine medallions, it will surprise even the most sophisticated connoisseurs with its originality and finesse.





Balik salmon tartar on rice crackers with chilled coconut soup
Iris Bettinger, Hotel Restaurant Reuter, Rheda-Wiedenbrück

BALIK TARTAR

Balik Tartar Classic

Delicious fishery product made from Norwegian salmon (*Salmo salar*), smoked in Switzerland according to the original Russian recipe, chopped and refined with low-fat quark made from organic milk. Enjoy the incomparable, classic pure Balik flavour – a revelation even for the most spoiled palates.

Balik Tartar & Black pepper

Balik Salmon Tartar Classic is refined with ground black pepper and low-fat quark. The unmistakable Balik flavour in a “peppy” version. The slight spiciness of the pepper accentuates the mildness of the Balik salmon – a richly contrasting delight!

Balik Tartar & Chili

Balik Salmon Tartar Classic refined with garlic, chilli peppers and low-fat quark. If you like it spicy, this distinctive blend is just right for you. Enjoy this delicacy with friends.

Balik Tartar & Basil

Balik Salmon Tartar Classic refined with basil, herbs and low-fat quark. This combination gives the fine Balik salmon a Mediterranean twist and is an appealing addition to any appetiser.

Balik Tartar gift boxes Trio and Quartet

A black or silver gift box with three or four 100 g Balik Tartar varieties of your choice. Black gift box at no extra charge.



BALIK AND MORE...

All Balik products are very special delicacies. Enjoy, for example, one of five different types of tartar as little snacks or as hors d'oeuvres as part of a Balik multi-course meal. Let your imagination run wild and create your very own personal Balik Tartar collection as a gift idea.

Balik Pearls 100 g

Fresh pearls of salmon from Alaska, salted and gently pasteurised. Recommended for delicious canapés and for decorating dishes.



Balik Beer Duo-Pack

Balik Beer is the result of a creative combination of two classics: the ingredients for a very old Russian beverage, kvass, are brewed according to a historic recipe for English porter beer. Hops, rye and particularly fresh spring water from the Swiss mountains are combined to create a special beer that reaches its full maturity after being stored in old oak barrels for a year.

At 11 percent, its alcohol content resembles that of a wine rather than a conventional beer. So it isn't a thirst quencher, but rather a harmonious companion for delicate and exquisite Balik salmon. We recommend enjoying Balik Beer at a temperature of 12°C.



Balik Bread

The crispy, strong sourdough bread made from the finest rye flour is the perfect side dish for the mild Balik salmon. A Balik Bread is exactly enough as a side dish for a filleted Balik. This fresh bread is particularly suitable for aperitif snacks. Already 80% pre-baked, it only needs to be baked briefly in the oven, preheated to 200° C, ready to serve.



Balik Dill Mustard Sauce

Specially developed as a condiment for our marinated Balik salmon products, this sauce complements the perfect flavour with a sweet and tangy note. Resealable jar with 250 g.



Mini-Blinis

Prepared according to a traditional Russian Orthodox recipe, the blinis from Caviar House & Prunier go perfectly with fresh caviar, Balik salmon or Balik Tartar. The blinis just have to be heated briefly in the oven or microwave.



BALIK PASTA

The passion of the Alfieri pasta factory is fully expressed in the production of quality pasta. The excellent taste is the result of extra quality durum wheat semolina and the addition of the world-famous fresh smoked salmon: Balik.

Balik Pasta Albesi

Balik Pasta Tagliatelle

Balik Pasta Pappardelle

Balik Pasta Trio





BALIK LA PARURE DU TSAR

The Balik Fillet Tsar Nikolaj was introduced in 1984. Since then, it has become an absolute force in the culinary world. This type of delicacy demands a special serving style. For the serving process, Hans Gerd Kübel developed the "Parure du Tsar", which he wished to be considered "practical" and an "exclusive treasure".

The Stone

"Norwegian, blue-grey shimmering Labrador granite. It is Larvikite, a variety of syenite containing feldspar, and is a magma stone, very hard with unlimited weather resistance and indescribably beautiful."

The Sickle

"I wanted to develop a tool or instrument with which I could hold

the Balik fillet when cutting, but which would also guide the knife and allow me to carefully present the cut pieces."

The Sword

"The knife had to be developed so that the Balik fillet could be cut from a standing position with a soft, rounded cutting movement and so that the knife – when turned sideways – could also be used to serve the pieces."

Hans Gerd Kübel, founder of the Balik Manufactory





10 facts about salmon

1. Salmon myth

Mythology, folk customs and art reflect how man's imagination has always been inspired by the extraordinary life of salmon. There is also a beautiful, but unlikely story about the origin of the name: Caesar's soldiers first saw salmon jump in distant Germania and called them salmo from Latin salire (= jump).

2. Red or rosé?

The colour of the salmon is not an indication of quality per se. It is determined by the type of salmon, fishing area and feed. The preferences are also very different according to nationality: the Japanese, for example, prefer the dark red of sockeye, while Western Europeans particularly appreciate the rich rosé of salmo salar.

3. Salty-Sweet Life

Most salmon species are anadromous fish - they live in both salt and fresh water. The Atlantic salmon are born in sweet river water and go downstream to the open sea at the age of about 10-12 months. A few years later the salmon return to their native rivers. They cover huge distances to reproduce in fresh water. This is how the salmon's life cycle begins.

4. Bounce

With the reproductive-induced migration upstream, the salmon can show the art, for which they are particularly known. Thanks to an ingenious jumping technique, they overcome metre-high obstacles, such as weirs or waterfalls. For this enormous physical achievement, the salmon stops eating in the river and feeds exclusively on its fat reserves. So it happens, unfortunately, that less than a tenth of all Atlantic salmon survive the strenuous journey and return to the sea after fertilizing.

5. Risks of salmon life

In wild salmon, about 5000 eggs are needed for 5 salmon to grow in the ocean. Of these, only one pair reaches the river to spawn, ensuring survival.

6. Salmon is healthy

The World Health Organization and the Norwegian Health Authority recommend 2 to 3 main meals with fish per week, half of which should be fatty fish such as salmon. Salmon is therefore not only a delicious delicacy, but also has a pleasant side effect, to do good for our health.

7. Calorie counter

Salmon is a particularly valuable food because of its composition. More or less calories are mainly due to the different fat contents of the salmon species. In addition, the fat content of each individual salmon varies according to season and diet. Young salmon also usually have a higher fat content than adult salmon.

8. The North

The most important catching and trading nations were the Scandinavian countries and Russia around the Baltic Sea, but especially England, Scotland and Ireland. Looking at current global salmon production figures, Norway leads the market ahead of Chile and the UK.

9. Salmon eats sparingly

A farmed salmon from 2.5 to 5.5 kg in weight, eats an average of 22 grams of feed per day. With 100 kg of feed, a weight gain of approx. 65 kg can be achieved for salmon. Compared to other animals this is very little. With the same amount of feed, pigs gain approx. 13 kg in weight and sheep only approx. 1.2 kg.

10. Breeding salmon has place

Norwegian farmed salmon has a lot of freedom. The rule laid down by the law in Norway specifies the following ratio between fish and water per net enclosure: 2.5 percent fish with 97.5 percent water.



*“For me,
caviar is palatal sex.”*

Johannes King **
Dorint Söl'ring Hof Sylt



PRUNIER

“Quality means doing it right when no one is looking.”
Henry Ford

To find the finest caviar, you don’t have to travel far to Russia or Iran. Our aquaculture and caviar production facility in Prunier is located about an hour’s drive from the southwest French city of Bordeaux. Embedded in the lush landscape of the Dordogne and idyllically situated on the Isle, in Montpon-Ménestérol, a small town in the Department of Gironde in the Aquitaine region, is home to around 150,000

sturgeon. They live in a wooded area outside the town in large open-air pools connected to the Isle River by an open water cycle.

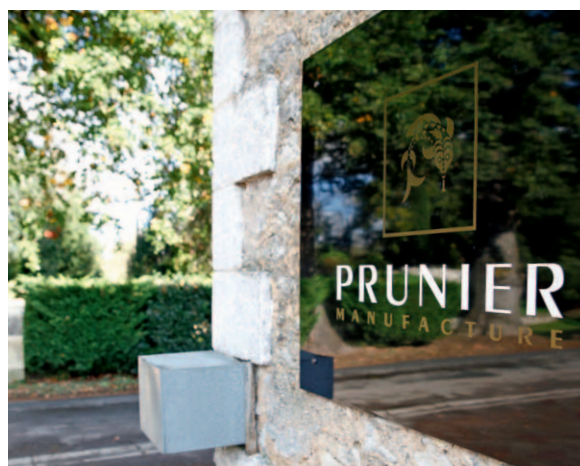
Prunier harvests five to six thousand kilograms of the finest caviar every year from ten to twelve thousand sturgeon in the French village of Montpon-Ménestérol near Bordeaux. However, since this noble small sturgeon farm was far from able to meet the worldwide demand for the “black gold”, Prunier merged with Caviar House, founded in 1950 by

George P. Rebeiz in 2014, now the world’s largest caviar importer.

Today Caviar House & Prunier offers you the world’s best selection of the finest caviar. Our roes come from the best sturgeon farms in the world, which exclusively use our methods to produce the finest caviar.



PRUNIER
MANUFACTURE
depuis 1872



EDIBLE LUXURY - OUR PRUNIER-KAVIAR

The sturgeons come as finger-long tiny creatures and in eight years grow into steel-grey giants about 1.50 metres long, which glide sluggishly through the pools. In contrast to closed pond systems, which outwit nature with temperate water and produce continuously, only two harvests are carried out here, in spring and autumn.

Normally the Prunier sturgeon reaches a length of 140 centimetres and weighs 8 to 10 kilograms. About a tenth of this is accounted for by the inner values, the roe, which is precious and one of the most delicate culinary delights in the world. This caviar is of a tremendous clarity. Gently produced, our farm caviar from Prunier has long since reached perfection and is an amazing alternative to traditional caviar from the Caspian Sea.

Farming sturgeon requires great care and perseverance. In the aquaculture of Prunier the fish move in river water. The open area-surrounded by idyllic greenery – is fed by filtered water from the Isle, a tributary of the Dordogne. The sturgeons are sorted by age and later by maturity in basins. After about two years, the sex of the sturgeon can be determined correctly, female and male sturgeons are separated. For the latter this is the end of the line. They are processed into tasty fillets.

The female sturgeons, on the other hand, will continue to grow in aquaculture for four to six years until they are sexually mature. This does not happen at the same time and therefore every single fish will be caught and examined by ultrasound. If mature roe is detected in the female, a biopsy provides information about the stage it is in. If the sturgeon does not carry caviar in late autumn, it is moved back and then it may be ready next spring, together with the next generation.

Females with promising roes, on the other hand, migrate to another tank. There they are only fed groundwater without additional food. This means that they are put on a diet for one week. In this way they clean themselves more or less, which results in fresher caviar. The sturgeons are now about eight years old. Only when the ideal stage for the production of the best quality caviar has been reached is the roe removed.

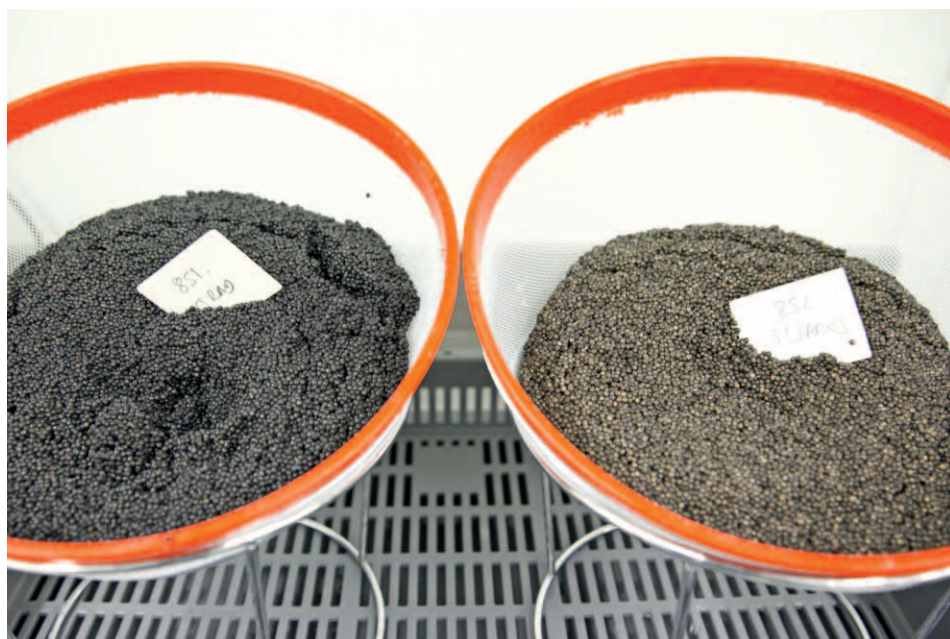
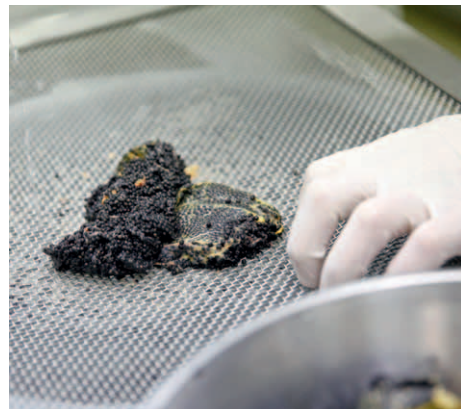
If it takes a very long time for sturgeon to reach sexual maturity, the production process is very fast: The removed strand of ice is pressed through a flat stainless steel sieve, under running water, in large circular movements, so that the loose grains are collected and

separated from the protective covering fatty tissue. It is noticeable that the pearls are much more stable than they appear when they are later crushed by the tongue on the palate.

After thorough cleaning with clear water, the roe is salted according to the type of caviar and thus refined to an absolute top product. The salt, weighed to the nearest gram, is carefully mixed into the fish eggs with the hands for no longer than one minute. Rock salt or borax are used for shelf life and are also important for the subsequent ripening process. This makes the grains firmer, crunchier and darker than immediately after harvesting.

All this is done according to ancient recipes from a time when the secret of caviar production was guarded by a few caviar masters, in the Russian caviar town of Astrakhan.





After the salt mixtures and borax have been carefully submerged, the remaining liquid is beaten out and shaken out before the metal cans are filled or overfilled. Some pressure is exerted on the lid to expel the air. The excess water and oil also run out through the seam of the can. Only the next day is the sealing rubber ring fitted around the metal can—after it has been rinsed again. Then the actual maturation “Maturation” can begin.

It takes less than 20 minutes from the fish belly to the can, but these few minutes are important. There are only a few production steps to complete flavour refinement. They have to be approached as conscientiously and skillfully as Prunier’s everyday life is, in order for a small miracle to happen. So that the grains gently explode on the palate, a creamy sensual taste experience spreads out, and the moment becomes a very exquisite one. Prunier works for this with a sense of proportion and an incredible amount of experience.

During maturation, the caviar then sinks because the excess oil emerges at the seam. So the cans have to be maintained in the cold store. They are knocked and turned, the lid is pressed downwards so that the caviar oil is evenly distributed inside the can and the caviar does not begin to mold due to the cavity that may form between the caviar mirror and the lid. This is done once a week for seven to eight weeks.

If the liquid step stops, the can closes itself from the inside to the outside by the dried oil. The fluid exchange between salt and the inside of the egg only takes place after about 14 days during maturation. Until then, the grain remains for itself and the salt lies on the outside. But then the membranes open and it comes to the exchange. The roe becomes darker, blacker and thus gets its typical taste.

When the optimum degree of ripeness is reached, the caviar is transferred to a vacuum can. This airtight, oxidation-protecting packaging stops the caviar from ripening further by almost 95 per cent.

In the case of wild caviar, the three sturgeon species are Sevruga, Oscietra and Beluga, from which caviar is extracted. In the case of Prunier farmed caviar in aquaculture, the colour, grain size, age and maturity of the roe of a sturgeon species form the basis for the various caviar species. The skill of the caviar master makes caviar of different styles and flavours. The borax-free “Malossol” is the most full-bodied caviar from Prunier and its salt content makes it the most distinctive. After half a year, it has almost developed a strong blue mould note. “Saint-James” is characterized by its voluminous taste. “Paris” is the perfect beginner, which is only available during the catches. It is already on the table 24 hours to two weeks after the

catch. Salt and roe have not yet embraced each other, and so is the taste experience: first you taste the salt, then the fishy egg yolk, almost creamy, a unique snapshot. Fresh and uncomplicated in taste is “Tradition”, ideal for those who used to like Sevruga. Prunier thus offers lovers of caviar from the Caspian Sea a worthy alternative. Those who like Oscietra will go for “Saint-James”, those who love Russian caviar will be well advised to choose “Malossol”. And fans of Imperial are at home at “Héritage”.

Every single sturgeon is recorded in aquaculture: What generation he comes from, how much roe he has been fed with, and how much roe he has produced.

Many years of experience, strict quality controls, care and a sure instinct let even experts fail to distinguish the edible luxury of Prunier from wild caviar.

*“Quality is not an act,
it is a habit.”*

- Aristoteles -



NEARLY 100 YEARS FRENCH CAVIAR

The birth of a new culinary discovery

In 1872, Alfred Prunier opened the world's first champagne and oyster bar next to the Paris Opera Garnier. Due to the aggressive urban planning of that time, Prunier had to move a few years later and build a new restaurant near the Madeleine in 1890.

At the beginning of the 20th century, the Russian clientele became loyal and regular patrons of the Prunier Restaurant. In order to meet their demands, Russian caviar became an integral part of the menu alongside oysters and champagne.

In 1918, Emile Prunier, Alfred's son, took over the worldwide exclusivity of Russian caviar from traditional German companies and made Paris the world center of caviar for the first time.

When Emile Prunier discovered an abundance of sturgeons in the French river Gironde in 1921, he sold his monopoly and laid the foundation for the French caviar industry.

Thanks to his vision and the great entrepreneurial spirit of Emile Prunier, Paris remained the center of world caviar until the mid-1980s. The Parisian passion for beauty and elegance, eventually positioned the fine caviar as the ultimate and most luxurious food in the world. The restaurant Prunier on Victor Hugo Street N° 16 has served the finest caviar since its opening in 1924 until today. Today, French caviar, with an annual production of almost 40 tons, is once again considered one of the best caviar in the world. In recognition of the legitimacy of French caviar, we have decided to re-issue the first French caviar can in preparation for its 100th anniversary.

The caviar box that opened a new world industry in Paris.

THE ART OF FRENCH CAVIAR Anniversary tin



CELEBRATING **100** YEARS
OF FRENCH CAVIAR ...

Vacuum tin: Storage life 3 months after production.



Warm salmon on cauliflower mousse
with roasted cauliflower and leek vegetables
Bertl Seebacher, Kraftwerk, Oberursel



PRUNIER
MANUFACTURE
depuis 1872

PRUNIER CAVIAR TRADITION

The classic in the entire caviar range of Prunier.

The Siberian sturgeon, *Acipenser Baerii*, is one of the most magnificent sturgeons. Like its cousins in the Caspian Sea, it can grow up to three metres long and weigh up to several hundred kilos. Baerii sturgeons thrive particularly well in aquaculture, they reach maturity after 6-8 years and then deliver Prunier caviar.

This caviar of highest finesse and unique character is the archetype of the Prunier caviar. It has very clear, generous aromas of nuts and almonds and captivates with a beautiful long finish. The variety Prunier Tradition comes closest to Sevruga caviar in taste.

By the way, Prunier Tradition harmonizes perfectly with dry and intense white wines based on Sauvignon, such as Sancerre or Pouilly-Fumé.

Tradition vacuum tin



Tradition original tin with rubber ring



We offer the Prunier Caviar in the original slip lid boxes with the following amounts:

Approx. 75 g, approx. 125 g, approx. 250 g and approx. 600 g. Please note: Manual filling of the fresh caviar after catching may cause slight weight fluctuations in the tins. For this reason, your caviar will be invoiced exactly to the gram.

Prunier Farm gives caviar every spring and autumn, just like on the Caspian Sea. It is therefore possible that not all Prunier varieties or original can sizes are available all year round.

The trained staff at Caviar House & Prunier can, however, discuss alternatives with you at any time.



Charolais fillet of beef, cannelloni with Prunier caviar "Tradition"
Valentin Rottner, Gourmet Restaurant Waidwerk, Nürnberg

PRUNIER CAVIAR PARIS

This fresh caviar has a very low salt content. During the first two weeks after harvesting, the roe maintains its unique texture. Each roe keeps 100% of its original aroma, which results in an unrivalled and completely unmistakable taste experience. Connoisseurs discover a pleasant flavour beyond compare – fresh, exclusive and one of a kind.

This caviar has a nice large grain. With its original aromatic complexity, this caviar has a very subtle and creamy character due to its low salt content.

Only available during catch season.

Paris vacuum tin



Paris original tin with rubber ring



We offer the Prunier Caviar in the original slip lid boxes with the following amounts:

Approx. 75 g, approx. 125 g, approx. 250 g and approx. 600 g. Please note: Manual filling of the fresh caviar after catching may cause slight weight fluctuations in the tins. For this reason, your caviar will be invoiced exactly to the gram.

Prunier Farm gives caviar every spring and autumn, just like on the Caspian Sea. It is therefore possible that not all Prunier varieties or original can sizes are available all year round.

The trained staff at Caviar House & Prunier can, however, discuss alternatives with you at any time.

Prunier Caviar Paris original tins are available during catch season only.

Vacuum tin: Storage life 3 months after production.
Original can: shelf life 2-6 months from production, depending on can size. Please open thirty minutes before consumption and allow to "breathe".



**Prunier Caviar "Paris", with tartar from the local deer,
Grapefruit and an iced game essence**
Mario Pattis, Restaurant e-Vitrum, Dresden

PRUNIER CAVIAR ST. JAMES

Prunier Saint-James caviar was introduced for the first time in 1932 for the opening of the Prunier Restaurant in London's St. James Street. Two months after harvesting, this caviar reaches the perfect maturity and also has a low salt content. The production of Saint-James met with the approval of noble clientele such as kings, queens

and heads of state, who regularly dined at the Prunier Restaurant.

The delicate roe impresses with its lovely, long-lasting aroma and its lively, iodised flavour.

St. James vacuum tin



St. James original tin with rubber ring



We offer the Prunier Caviar in the original slip lid boxes with the following amounts:

Approx. 75 g, approx. 125 g, approx. 250 g and approx. 600 g. Please note: Manual filling of the fresh caviar after catching may cause slight weight fluctuations in the tins. For this reason, your caviar will be invoiced exactly to the gram.

Prunier Farm gives caviar every spring and autumn, just like on the Caspian Sea. It is therefore possible that not all Prunier varieties or original can sizes are available all year round.

The trained staff at Caviar House & Prunier can, however, discuss alternatives with you at any time.

Vacuum tin: Storage life 3 months after production.
Original can: shelf life 2-6 months from production, depending on can size. Please open thirty minutes before consumption and allow to "breathe".



**Our snack with aperitif: Holsteiner beef fillet,
Prunier St. James Caviar ~ Rapeseed oil ~ Smoke Eel
Jan Philip Berner, Dorint Söl'ring Hof, Sylt**



PRUNIER
MANUFACTURE
depuis 1872

PRUNIER CAVIAR MALOSSOL

This special caviar preparation, also known as “pur sel”, is one of the masterpieces of Prunier caviar production. Due to its unique salting and preparation, this caviar is rich in character. “Malossol” pays tribute to a time when Prunier specially produced this full-bodied caviar for its overseas customers in America and Japan. The pilots Nungesser and Coli took a tin of “Prunier Malossol” caviar along with them on their historic transatlantic flight in 1927.

Dark, strong, rich in character and with a concentrated iodised aroma, this caviar leaves behind long-lasting flavour on every palate.

Malossol vacuum tin



Malossol original tin with rubber ring



We offer the Prunier Caviar in the original slip lid boxes with the following amounts:

Approx. 75 g, approx. 125 g, approx. 250 g and approx. 600 g. Please note: Manual filling of the fresh caviar after catching may cause slight weight fluctuations in the tins. For this reason, your caviar will be invoiced exactly to the gram.

Prunier Farm gives caviar every spring and autumn, just like on the Caspian Sea. It is therefore possible that not all Prunier varieties or original can sizes are available all year round.

The trained staff at Caviar House & Prunier can, however, discuss alternatives with you at any time.

Vacuum tin: Storage life 3 months after production.

Original can: shelf life 2-6 months from production, depending on can size. Please open thirty minutes before consumption and allow to “breathe”.



Wagyu Beef Rolls with Kimizu
Alexander Huber, Huberwirt, Pleiskirchen

PRUNIER CAVIAR HERITAGE

One of the rarest caviar in the world! Only 5 % of Prunier's overall caviar production qualifies for the Héritage selection. The sturgeons that supply this caviar have matured for an especially long time and are well past the eight-year age threshold, leaving the roe enough time to develop the quality of its consistency and the intensity of its flavour. It's no wonder that this special caviar, with its large, light

grains, is Prunier's pride and joy. Héritage is prepared according to the Persian method. Because it has always been so rare, this caviar was never consistently featured on the menu of the restaurant in Paris. In fact, it was often claimed that it was made exclusively for Emile Prunier's pleasure as his very own "private reserve".

Héritage vacuum tin



Héritage original tin with rubber ring



We offer the Prunier Caviar in the original slip lid boxes with the following amounts:

Approx. 75 g, approx. 125 g, approx. 250 g and approx. 600 g. Please note: Manual filling of the fresh caviar after catching may cause slight weight fluctuations in the tins. For this reason, your caviar will be invoiced exactly to the gram.

Prunier Farm gives caviar every spring and autumn, just like on the Caspian Sea. It is therefore possible that not all Prunier varieties or original can sizes are available all year round.

The trained staff at Caviar House & Prunier can, however, discuss alternatives with you at any time.

Vacuum tin: Storage life 3 months after production.
Original can: shelf life 2-6 months from production, depending on can size. Please open thirty minutes before consumption and allow to "breathe".



Parmesan cheese with Prunier Caviar Héritage and Finger limes
Anton Schmaus, Storstad, Regensburg



CAVIAR HOUSE SELECTION

In 1950, George P. Rebeiz founded his company Caviar House, which shortly afterwards was regarded as one of the largest caviar suppliers in the world. In particular, Caviar House's newly introduced caviar evaluations and selection processes received worldwide recognition and established Caviar House as one of the most trustworthy caviar brands in the world. Today, every retailer has adopted these caviar selections from lighter or darker caviar.

In 2004, Caviar House merged with Prunier of Paris to form the Caviar House & Prunier Group. For Caviar House, this merger was the springboard for its own caviar production and the creation of its own caviar recipes. Under the management of Peter G. Rebeiz in the second generation, Prunier Caviar became the reference in the Farmed Caviar industry.

Caviar House, as the classic caviar dealer, still aims to offer its customers a selection of high-quality caviar from different origins in addition to the Prunier Caviar.

You will find these on the following pages under the Caviar House Selection.

CAVIAR HOUSE QIANDAO SELECTION

This selection of caviar is the fruit of the hybridisation of the Acipenser Schrencki and the Huso Dauricus sturgeons, indigenous to the Amur River, on the northern border between China and Russia. This sturgeon is now raised in the crystalline waters of Lake Qiandao, “the Thousand Islands Lake”, in the heart of the Huangshan Mountains.

Qindao Premium evokes all the serenity of the landscape in which it is produced. Its roe is large and amber to charcoal-grey, delivering a full bodied, buttery flavour.

Qiandao Premium vacuum tin



Mackerel Fillet, Qiandao Premium Caviar, Nut Butter
Harald Rüssel, Rüssels Landhaus, Naurath

Vacuum tin: Storage life 3 months after production.

CAVIAR HOUSE FINEST CAVIAR OSCIETRA

Since 1950 Caviar House has specialised in this wonderful “treasure”. Over the years we have been able to maintain our privileged status of selecting and classifying the best caviar. During selection, we occasionally stumble upon something unique, for example a special golden or black colouring or very large roe. In the past many of our customers have wanted to participate in and experience caviar selection and harvesting so that they could take the delicacy home with them immediately afterwards.

Over the years, caviar selection has become our special task. Our utmost goal has been to select and produce the world's finest caviar. We enthusiastically go about the challenge of finding that typical classic-fine caviar for our customers. Today Caviar House & Prunier offers you the best selection of the finest caviar. Our roe come solely from the world's best sturgeon farms, which use only our methods for producing the finest caviar.

Royal Black vacuum tin

This caviar comes from young Oscieta sturgeon and is the darkest caviar in the Caviar House Selection line. Its roe is comparatively large; its distinctive flavour is reminiscent of Beluga caviar.



Oscieta vacuum tin

This caviar selection comes from middle-aged Oscieta sturgeon and is characterized by full-bodied roe, the colour of which varies from dark to light brown. A fine hazelnut aroma underscores its balanced flavour.



Imperial vacuum tin

Imperial is the rarest caviar since it comes from mature Oscieta sturgeon. Its roe has a golden shimmer, is firm and has an unparalleled flavour with full aromas.



Carpaccio of the scallop with Oscieta caviar,
celery, sunflower seeds cream and lime vinaigrette
Ludger Helbig, Auberge de Temple, Johannesburg

CAVIAR HOUSE FINEST CAVIAR BELUGA

Without a doubt, the choice for aficionados of this exceptional caviar. Obtained exclusively from the Huso Huso sturgeon, Beluga caviar, with its large pearl grey grains, has a unique consistency and iodine flavour, a full-bodied structure, and an unrivalled development on the palate.
Beluga is the ultimate caviar, simply beyond compare.

Beluga vacuum tin



Vacuum tin: Storage life 3 months after production.



Marinated Norwegian lobster/Beluga caviar and peas
Nils Henkel, Burg Schwarzenstein, Geisenheim

Wonge Bergmann for Nils Henkel



SOLO

Gift Box "Solo" (24 x 24 cm)

The solo gift boxes in luxury satin with the practical magnetic closure are each filled with:

- 1 x 30 g or 50 g Prunier caviar of your choice
- 1 x Beluga Vodka Classic 5 cl
- 1 Zakuska Vodka glass
- 1 horn spoon

Prunier "Tradition" vacuum tin

Prunier "St. James" vacuum tin

Prunier "Malossol" vacuum tin

Prunier "Paris" vacuum tin

Prunier "Héritage" vacuum tin



GIFT BOXES

Caviarhouse & Prunier
Gift box Caviar I Finest Selection or Prunier

- 1 vacuum-packed tin of Caviar House Finest Selection or Prunier Caviar, 125 g
- 1 bottle of Caviar House & Prunier Champagne Brut, 0.75 l
- 1 pack of Mini Blinis (16 pieces)
- 2 horn spoons



Caviar House & Prunier
Gift box “Caviar”

- 1 vacuum tin Prunier caviar “Tradition”, 30 or 50 g
- 1 vacuum tin Prunier caviar “St. James”, 30 or 50 g
- 1 vacuum tin Prunier caviar “Malossol”, 30 or 50 g
- 1 bottle Beluga Vodka Classic, 0.5 l
- 1 package Mini Blinis (16 pcs.)
- 2 Zakuska Vodka Glasses
- 2 horn spoons



BALIK EXPERIENCE

A gift box in luxury satin with the practical magnetic closure, initially developed for the connoisseurs of the Balik Sjomga Selection and refined for the product range of Balik, foie Gras, truffle and caviar. Enjoy the culinary diversity!
A differently composed transportable box as an appreciated inspiration for gifts for many occasions.



“Balik & Stone”

- 1 Fillet Tsar Nikolaj “For Two”, approx. 320 g
- 1 granite top, oval, 39.5 x 15.0 x 2.0 cm



Balik Experience
Tsar Nikolaj “For Two”

- 1 Fillet Tsar Nikolaj “For Two”, approx. 350 g
- 1 Balik Tartar “Classic”, 100 g
- 1 jar of Balik Pearls, 100 g
- 1 bottle of Caviar House & Prunier Champagne Brut, 0.375 l
- 1 horn spoon



Balik Experience
“Sjomga Tradition”

- 1 fillet of “Sjomga Tradition”, approx. 300 g
- 1 Balik Tartar “Classic”, 100 g
- 1 jar of Balik Pearls, 100 g
- 1 bottle of Caviar House & Prunier Champagne Brut, 0.375 l
- 1 horn spoon



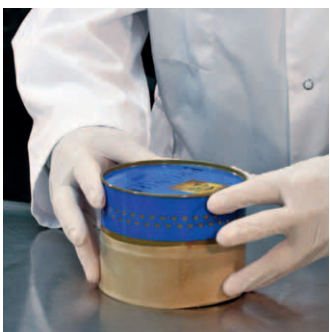
Balik Experience
“Sjomga Orange”

- 1 fillet of “Sjomga Orange”, approx. 300 g
- 1 Balik Tartar “Classic”, 100 g
- 1 jar of Balik Pearls, 100 g
- 1 bottle of Caviar House & Prunier Champagne Brut, 0.375 l
- 1 horn spoon



*“Caviar in homeopathic quantities
does not make anyone happy.”*

Thomas Bühner ***



HOW TO OPEN AN ORIGINAL TIN

- 1.) Place the original tin on its side, with the lid turned towards you.
- 2.) Find the opening and slide the knife between the elastic band and the tin, with the sharp edge facing to the left.
- 3.) Turn the tin to a 30° angle, while pressing on the end of the knife, on the edge of the tin. In this position, slide the knife to the right, until you return to the closing joint of the lid, the elastic band will have descended to the base of the original tin.
- 4.) Overturn the tin, with the base facing towards you. Finding the closing joint of the tin, slide the knife in between the base and the lid, with the sharp edge facing to the right. Slide the knife round the tin, until you reach the closing joint once more.
- 5.) Withdraw the knife, holding the original tin in place. Push up on the lid, holding the base with both thumbs, allowing air to enter between the surface of the caviar and the lid.

If necessary, this action may be repeated multiple times around the tin.
- 6.) Turn the original tin upright again and tap on the lid with the back of the knife, to unstick any remaining caviar. Lift the lid gently with both hands and turn it over, above the base.

HOW MUCH CAVIAR SHOULD ONE SERVE?

As caviar should not be kept more than 24 hours once the tin has been opened, it is important to know the required quantity, based on the number of guests and the type of occasion.

The adjacent table is intended to give you a small indication of this, although, of course, there is no limit to your generosity and individual preference.



ABENDESSEN ZU HAUSE / DINER AT HOME
125 g für zwei Personen / for two people
COCKTAIL-PARTY / COCKTAIL PARTY
20 g pro Person / per person
APERITIF / APPETIZER
15 g pro Person / per person
VORSPEISE / STARTER
75 g pro Person / per person
NUR KAVIAR / ONLY CAVIAR
125 g pro Person / per person
FRÜHSTÜCK / BREAKFAST
50 g pro Person / per person



10 facts about caviar

1. Healthy natural product

Caviar is far more than a classic delicacy. Caviar is rich in natural lecithin, minerals (iodine and sodium), trace elements, fatty acids and vitamins (D, E, B12 and Niacin) is also an enormously rich and healthy natural product. With refined roe one does not only consume an exquisite product, but also one that is also rich in protein (25-30%) with a high proportion of amino acids.

3. Spoon once

Spoons made of mother-of-pearl, horn, tortoiseshell, wood or gold are ideal for caviar, but do not necessarily have to be used. Caviar has seen so much stainless steel during its formation that the spoon at the end is no longer important. Unless it is made of silver. Because silver oxidizes and leaves an undesirable aftertaste: the refined roe becomes unpleasantly fishy. Caviar is best served in a glass bowl placed on a bowl filled with ice. So it is well cooled, but not hypothermic. The fine grains should not come into contact with the ice itself.

5. No additional flavours

Lemons, onions, vinegar, egg yolks or egg whites definitely do not belong to the caviar, even if these may be considered as the classic ways to enjoy caviar. The aromas, which are far too intense and severe, do not go well with the fine smell of the sea and – as with oysters – destroy all taste nuances and subtleties. These ingredients are a relic from ancient times, when caviar was only preserved with salt and became more and more smelly after a period of maturation.

7. First class by experience

Because there are no uniform quality standards or naming regulations for farmed caviar, the price is not a guaranty of quality. Only the seriousness of the origin and the many years of experience and art of the caviar master ensure first-class enjoyment and goods.

9. Different shelf lives

Fresh caviar is always packed in vacuum tins or slip lid tins made of internally lacquered sheet steel and sealed with a wide red rubber band. Fresh caviar stored at a temperature of minus 2 degrees Celsius without interruption of the cold chain, is perfectly matured in 12 weeks and has up to 12-months shelf life.

- As with wine, the same applies to caviar:
- Small rations are less durable than large.
- Small tins, 125 g last two or three months
- Kilo tins last easily over a year, with optimal storage.
- That's at +2 to -2 degrees Celsius.

Just don't cool down: If the temperature of the caviar drops below -4 degrees, the taste and consistency of the grains change.

2. Own ritual

The enjoyment of caviar is a ritual in itself. The opening of the can, the smooth tempting mirror, the mother-of-pearl spoon dipping into the caviar. The scent of fresh sea water. The bursting of the granules on the tongue.

4. How to treat your caviar

Good caviar tastes best on blinis made of buckwheat, wafer-thin toast, on a jacket potato, on a little potato mash or a three-minute egg—at most accompanied by a hint of crème fraîche. You should pay attention to the temperature and never heat the caviar above 45 degrees Celsius. Caviar does not like tannins in rosé or red wines, nor does it like the tone of the wood that comes from ageing in new barrels. It goes better with a balanced wine without wood notes, neither too fruity nor too acidic, as well as champagne.

6. Loose and fresh

Fresh caviar sparkles loosely, the grains shine, and have a species-typical fine smell. The freshness is also evident when the tin is opened: if the roe does not stick to the can lid but "remains" in the tin, it is fresh. The softer the surface of the grain, the better the caviar. The fresh and slightly nutty caviar with fine aromas – typical of a first-class product – can be found equally in farm caviar and fresh wild catch. Hands off, however, if caviar smells sour and tastes tranquil: Then it is spoiled and may no longer be eaten.

The expert test caviar, by the way, by making a small portion on the back of the hand and tasted it with the mouth. If the hand remains odourless and without a fishy oil film, you're dealing with fresh caviar.

8. Caviar with a label

Since 2006, caviar traded in the EU has had to bear a label with the designation of origin—regardless of whether it is wild or farmed. Goods without a CITES certificate (Convention on International Trade in Endangered Species) are punishable smuggled goods or counterfeit. The label is destroyed when an attempt is made to remove it. It also cannot fall off.

10. Mature performance

Caviar will mature in the original can perfectly stored up to one year. During this time, it becomes stronger and stronger, spicier and the taste becomes more and more complex. Real caviar connoisseurs prefer well-matured caviar from the original tin.

If you open a can of fresh caviar, you should not delay its consumption for more than 20 minutes or a maximum of 30 minutes. Then its fine taste will have unfolded.

FOOD DESIGN

It doesn't always have to be sturgeon! In this seafood range we have put together various types of roe – all from fish other than sturgeon. These roe taste different from one another depending on the type of fish, harvesting region, preparation and further processing.

Pick out your very own personal favourite! You'll see that these roe also go perfectly with blinis, pasta or egg dishes. This is the type of variety you can enjoy every day.



Salmon Roe

Wild-caught salmon from the Pacific region give us this mildly salted, soft-shelled roe with a light orange grain, which convinces with its extremely fine and intense flavour.

Trout Roe

The medium roe comes from monitored aquaculture. It is also mildly salted. Connoisseurs appreciate its fresh flavour and firm grain. The natural colour of trout roe is golden to salmon-pink.

Pike Roe

This roe comes from wild-caught pike from the Volga. Its small, yellow grain is characterised by a very smooth flavour typical of the variety, which makes it very similar to sturgeon caviar. It is prepared directly in Astrakhan according to the Malossol method.

Masago red

Wild-caught capelin from Iceland is a trendsetter. It is very popular in Japan and is perfectly suited to sushi and sandwiches. Masago Red has a very pleasant soy flavour. Also available in green with wasabi flavour.

Masago green

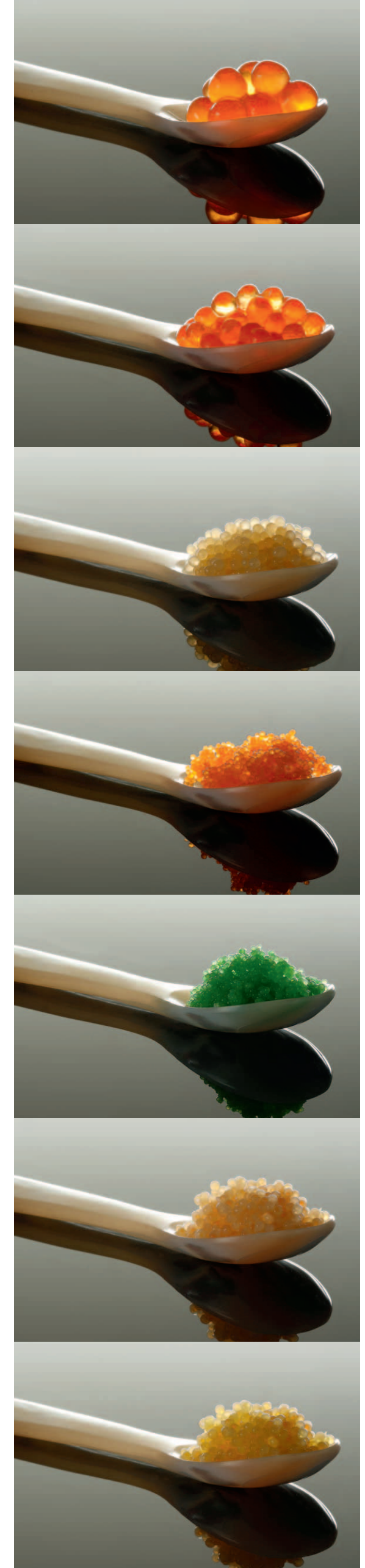
Wild-caught capelin from Iceland. Masago Green gets its very spicy favour from Asian wasabi, a green variety of horseradish. Also available in red with soy flavour.

Löjrem roe

These are the only fish eggs taken from wild-caught fish in Western Europe. This rarity of Scandinavian or German origin is also known as whitefish caviar.

Char roe

This char roe is obtained by stripping char from the Lüneburger Heide.



FOIE GRAS

Caviar House & Prunier is constantly on the lookout for delicacies of the highest quality that do justice to our company's philosophy and principles. A successful result of this search are the goose and duck foie gras specialities from Feyel-Artzner and Georges Bruck.

The master chefs at Feyel-Artzner and Georges Bruck have the expertise and over two-hundred years of experience that have been

passed down from generation to generation. The internationally reputed company is the oldest of its kind still in existence. The secret behind the success of this handcrafted product of exceptional quality lies in the extremely strict selection of the base products, particularly careful preparation and the use of an entirely unsurpassed composition of 15 herbs and spices.

Foie gras frais

Foie gras of the highest quality is made from the entire liver of a single goose or duck. Together with Feyel-Artzner and Georges Bruck of Strasbourg, we have created the following foie gras recipes.

Whole Duck Foie Gras

Whole foie gras cooked in a torchon.
 See recipe picture on page 84.

Whole Goose Foie Gras

Whole foie gras cooked in a torchon.
 See recipe picture on page 78.



Goose liver with almond biscuit, quince chutney and black walnuts
 Sebastian Messinger, Restaurant Le Chopin im Bellevue Rheinhof, Boppard

FOIE GRAS

Semi-preserved foie gras

For those who want to enjoy a fresh, high-quality liver pâté with a longer shelf life, we have developed a wide range of foie gras offered in resealable jars. Thanks to the special production and conservation process, they can be kept chilled for up to nine months.

Whole Goose Foie Gras “nature”



Whole Goose Foie Gras with champagne jelly



Whole Goose Foie Gras with truffle juice jelly



Duo of Goose and Duck Foie Gras “nature”



Whole Duck Foie Gras with Cognac XO jelly



Whole Duck Foie Gras “nature”



Sauternes Bastor Lamontage

A wonderful Sauternes from a fantastic vintage. A rich bouquet with a note of mango, pineapple and apricot. Delicious flavour of the finest honey.



FOIE GRAS

Foie Gras Full Preserves

Foie Gras Full Preserves have a shelf life of two years without being chilled and are especially well suited for gift baskets and gift parcels.

Whole Goose Foie Gras

Whole Goose Foie Gras
 with 5% truffle content



Whole Goose Foie Gras

Whole Goose Foie Gras
 with 5% truffle content



Whole Duck Foie Gras



Since there are currently raw material shortages in France, it is possible that not all products can be in stock. We will be happy to advise you to find an alternative product.



Sliced duck foie gras in brioche with truffle
 Michael Kammermeier, Restaurant Ente im Nassauer Hof, Wiesbaden

OLIVE OIL

Olive Oil Nectar Premium

This native oil from Spain's Baena region is cold-pressed from a perfect blend of four types of ripe olives.



Almazara Extra Virgin Olive Oil

An olive oil produced using a one-hundred-year-old mill in Andalusia (Almazara). Especially suited for seasoning cold and warm dishes, vegetables and salads.



TRUFFLE PRODUCTS

Although there are different types of truffles, the black winter truffles (Tuber Melanosporum) and the white truffles (Tuber Magnatum Pico) are the rarities coveted by gourmets because of their fragrant aroma and unique taste. The truffle is part of the fine cuisine with historical significance. The famous French philosopher and gastronome Jean-Anthelme Brillat-Savarin claimed that a gastronomic meal without truffles was unfinished.

Caviar House & Prunier offers you a range of delicatessen products that have been selected with the greatest care in order to extend the pleasure for the gourmet.

Each of our suppliers has the same quality and ethical standards as Caviar House & Prunier. Our common goal is to offer you authentic products with the highest possible quality and a high level of craftsmanship.

Tagliatelle with Porcini Mushrooms and Truffles

Tagliatelle measuring 4 mm in width with porcini mushrooms and truffles pairs up wonderfully with game dishes.

Tagliolini with Saffron and Truffles

This tagliolini measuring 2 mm in width has an especially delicate flavour thanks to the addition of saffron and truffles.

Tagliatelle with Truffles

This tagliatelle made in the Piedmont region of Italy has a very intense flavour with 7% truffle content.



Truffle Chips

The Tartuflanghe family business, located in the heart of Piedmont, produces fine delicacies by hand with great dedication and imagination. Only the best quality potatoes are used for our potato crisps baked in sunflower and olive oil. Golden and slightly thicker than ordinary chips, they are perfect for dipping or topping with sauce. Seasoned with freeze-dried summer truffle, they are ideal as appetiser or side dish.

TRUFFLE PRODUCTS

Truffle Butter

This truffle butter has an intense aroma and mild flavour. Goes wonderfully with pasta dishes.



Pickled Truffles

Pickled truffles can be used to make a variety of dishes. They give free rein to creativity, both in traditional recipes as well as experimenting with new creations.

Preparation tips: Cut the truffles into thin slices for your hot and cold dishes. Use the truffle juice contained in the glass as a spice.



Summer truffle, whole 20 g

Winter truffle black, whole 20 g



Summer truffle slices in olive oil

Slices of summer truffle (Tuber Aestivum) marinated in olive oil.

Olive oil with white or black truffle aroma.

Extra virgin olive oil with the aroma of white or black truffles. A good addition to cream sauces or mashed potatoes.

URBANI TRUFFLE CREAMS

From the Italian world market leader for truffles, the Urbani family, we have added one of the rarest delicacies in the world to our range.

Try for example black truffles with mushrooms perfect for starters. Also delicious with pasta, meat or fish.

Tomatoes with truffles are also simple and ingenious. Great for starters or your favourite noodles, and delicious on meat or fish.

Or how about cream and truffles? Together with our pasta, an excellent gourmet dish in less than 10 minutes! Excellent to combine with meat or fish, of course.

Or how about...
Just try out all the truffle variations.

Truffles and tomatoes

Truffles and pesto

White truffle and porcini mushroom sauce

Black truffles and mushrooms

Truffles and cream

Truffles and artichokes



FISH SPECIALITIES

Those who sell deep-sea delicacies such as Balik salmon and Prunier caviar naturally search for suppliers who share their passion for and dedication to their products and place the same high demands on quality as they do.

In the French region of Brittany, we discovered a small company whose products we now offer to you. The company, located just a

hundred metres from the harbour, processes freshly caught fish and live lobsters directly after unloading based on an old artisan tradition. Customers of Caviar House & Prunier search with just as much dedication – for “Kamchatka” king crab legs, succulent Spanish sardines in a variety of marinades and the roes of various kinds of fish, which are not only suitable for decorating a huge range of dishes but can also be enjoyed on their own.



Lobster Soup with Cognac

Breton Fish Soup



PRUNIER SARDINES

Spicy in olive oil



Prunier Sardines

You get unexpected visitors and want to prepare a snack for the evening? No problem. Just serve the delicious pickled sardines from Prunier, your seafood specialist. Arranged on rustic bread, always a treat.

In olive oil



PRUNIER STURGEON FILLETS

Prunier Caviar combines luxury with sustainability - this has been our motto for years, because after the extraction of the roe, Prunier naturally processes the whole fish. The leather-like skin is partly used for shoes, wallets or purses and there are also products where the

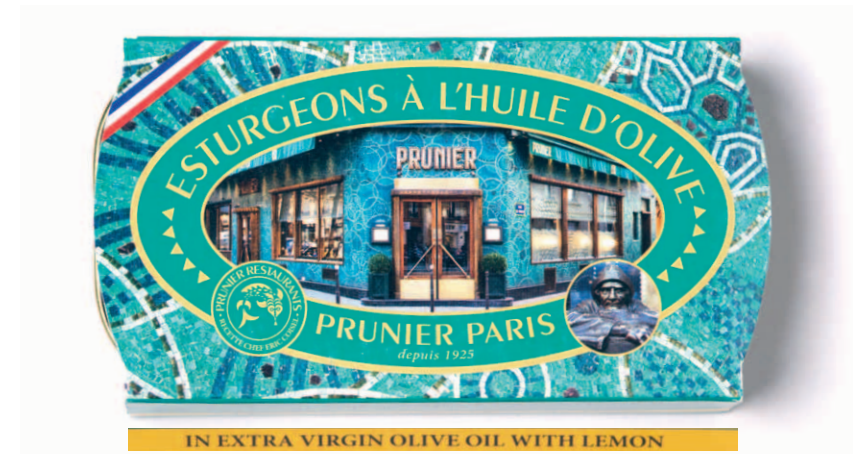
skin has been dyed in different colours. We sell the tasty sturgeon meat fresh in the Prunier Manufacture during spring and autumn. The sturgeon fillets in the tin may be enjoyed all year round in three flavours.



Prunier Sturgeon fillet marinated in white wine sauce



Prunier Sturgeon fillet piquant in olive oil



Prunier Sturgeon fillet in olive oil with lemon



SARDINES

Sardines from Real Conservera. The sardines are caught in the Atlantic and are high in omega-3 fatty acids. After being caught, the fish are handpicked and processed according to a time-honoured tradition and refined with the finest olive oil.

Sardines in a tin



KAMCHATKA

The king crab, also known as the Kamchatka crab or crabe royal, lives in the depths of the ice-cold, clear waters of the Bering Sea. It can weigh up to eight kilograms and be up to one meter in size. Caviar House & Prunier recommends this speciality as a genuine alternative to lobster.

Red King Crab (Kamchatka) in a jar





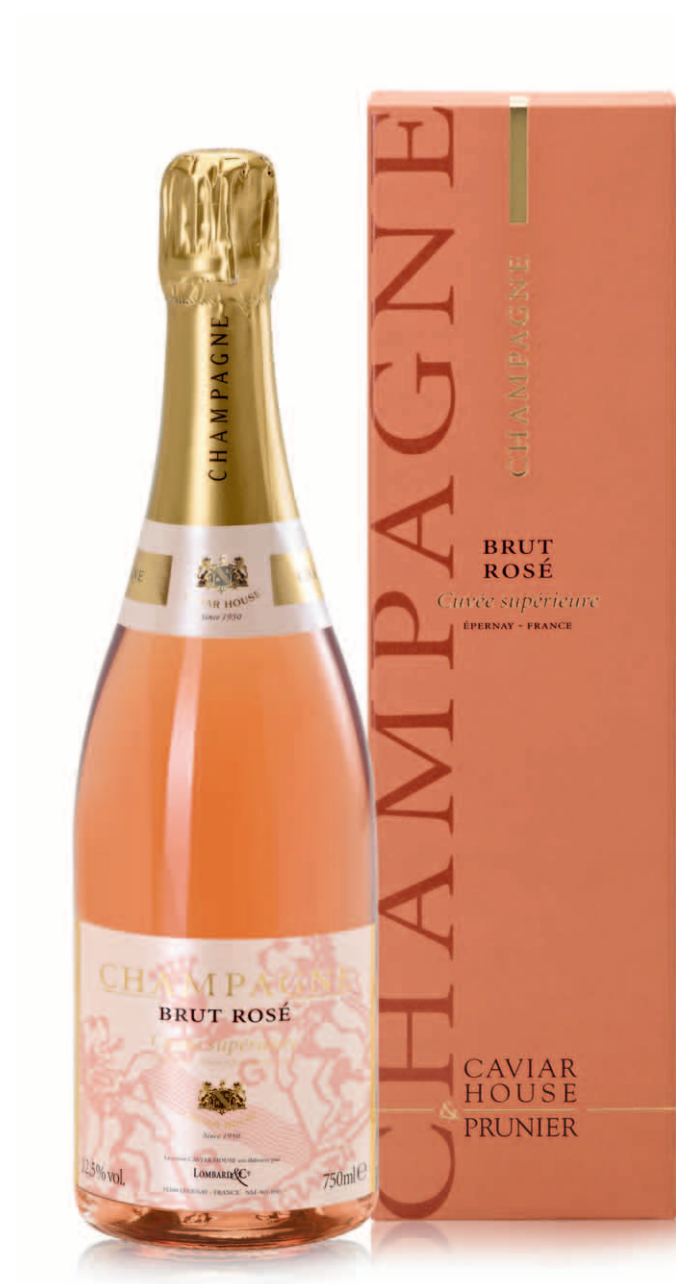
CHAMPAGNE

Caviar House Champagne Brut

Derived from three classic Champagne grape varieties, this wonderful private cuvée will enchant you with its fresh, light vanilla bouquet and its balanced, brioche-like flavour.

Caviar House Champagne Rosé

This salmon-pink cuvée is characterised by its balance and its magnificent aromatic complexity with the characteristic notes of Pinot noir.





*“Life is too short to deal
with bad food, cheap drinks
and fake people.”*

Being Caballero

BELUGA VODKA



Beluga Classic

Beluga Classic is made from grain malt and the purist artesian water from Siberian sources. The natural ingredients are distilled three times before honey, oats and milk thistle extract are added. It is then stored for 30 days so that Beluga Classic will get its strong flavour and mild aroma.

Beluga Allure

For this series, a special recipe was developed that includes maple syrup and fig extract: these ingredients give Beluga Allure its individual taste and excellent aroma.

Beluga Classic



Beluga Gold



Beluga Gold

Beluga Gold Line (Limited Edition) is made from grain malt and the purist artesian water from Siberian sources. The natural ingredients are distilled five times before rice extract and Rhodiala rosea extract are added. Beluga Gold Line is then stored for 90 days so that it will get its strong flavour and mild aroma.

Beluga Allure



Beluga Transatlantic

Beluga Transatlantic Racing special edition vodka is inspired by the success of the Russian sailing team that flies BELUGA sails in yachting competitions in the Atlantic and Mediterranean.



ROBBE & BERKING

SILBER

Silver Prunier Caviar Tin

The close partnership, dating back many years, has now given rise to a unique idea at the silver manufacturer Robbe & Berking. The silversmiths have produced a handmade original Prunier Caviar tin with a slip-on lid, containing 6 caviar spoons which cause real surprise when the tin is opened. The gold-plated spoon monkeys turn caviar enjoyment into an experience.

Caviar tin

90 g high gloss silver-plated box with a real wood insert to hold the caviar spoons.

Caviar spoons

Spoons from the cutlery series "Dante", 150 g solid silver-plated, 24 carat gold-plated head



Caviar Connoisseur I

- 2 silver spoons, gold plated 22 ct
- 1 ball 32 g, gold plated 22 ct
- 1 thermometer, gold plated 22 ct
- 1 spatula, gold plated 22 ct
- 1 book



Caviar-Box

Sometimes it just has to be caviar, stylishly arranged in the caviar box made of Corian wood and silver, to become a real eye-catcher.

ACCESSOIRES

Set with 6 horn or mother-of-pearl spoons
in a case



Set with 6 gold-plated silver spoons ROBBE & BERKING
in a case SILBER

The finest of the finest: a specially designed silver spoon with fine gold plating is the most beautiful utensil for enjoying our exceptional caviar.



Caviar service dish

This caviar service dish is perfect to hold the vacuum tins from 30g to 250g.



Vodka Refresher

These design glasses, can be filled with crushed ice. Ideal for vodka.

CONTACT US

For a personal service, do not hesitate to contact us directly.
Our team is at your disposal to guide you in your choice and answer your questions.

SWITZERLAND

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PRUNIER

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