



MEDIA ADVISORY

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SEAFOOD CHOICES ALLIANCE AND CAVIAR EMPTOR TO HIGHLIGHT SUSTAINABLE SEAFOOD AND AMERICAN CAVIAR AT *FOOD & WINE MAGAZINE'S CLASSIC AT ASPEN*

In celebration of one of the year's most exciting seafood trends, two organizations will join forces to highlight innovative American caviars. Caviar connoisseurs are praising the growing selection of American caviars, which offer excellent taste and quality and are environmentally friendly. At this year's *Food & Wine Classic at Aspen*, the Caviar Emptor /Seafood Choices Alliance booth will feature caviar tastings from Sterling Caviar and Sunburst Trout Company.

WHAT: American caviar tastings provided at the Caviar Emptor /Seafood Choices Alliance booth. Information will also be available on the growing movement toward serving more sustainable seafood.

WHEN: June 14-16, 2002

WHERE: *Food & Wine Classic at Aspen*, Wagner Park

WHY: Now more than ever, consumers realize how the seafood choices we make have an impact on the environment. The endangered sturgeon of the Caspian Sea, source of most of the world's caviar, is an example of how a fish's overwhelming popularity can drive it to the brink of extinction. Overfishing and illegal trade has resulted in a 90% decline in Caspian sturgeon populations in recent years. Caviar lovers can help ensure that future generations will be able to enjoy Caspian Sea caviar by choosing other good-tasting varieties that are better for the environment during this crisis. Innovative varieties farmed in the United States offer excellent taste and are environmentally sustainable.

EVENT INFO: The Classic features cooking demonstrations and reserve tastings hosted by leading chefs and noted wine authorities such as Wolfgang Puck, Jacques Pépin, Andrea Immer and Joshua Wesson. There will be 5,000 attendees in total, including many members of the Restaurant Trade Program.

Seafood Choices Alliance brings ocean conservation to the table by providing seafood purveyors, such as chefs and retailers, with the information they need to make sound seafood choices (www.seafoodchoices.com). Caviar Emptor is a partnership of SeaWeb, Natural Resources Defense Council, and Wildlife Conservation Society to protect and restore endangered Caspian Sea sturgeon (www.caviaremtor.org).

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