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to the table



For Immediate Release

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American Caviars A Win-Win Seafood Choice

Seafood Choices Alliance and Caviar Emptor Present an Educational and Culinary Experience at *Food & Wine Magazine's Classic at Aspen*

Aspen, CO (June 12) – Seafood Choices Alliance and Caviar Emptor celebrate ocean-friendly dining for the second in year in a row at the annual *Food & Wine Classic at Aspen*. The two national organizations will highlight delicious and environmentally responsible American caviars, from farmed white sturgeon and rainbow trout, at a tasting and seminar to be held at The Cooking School of Aspen. The seminar, and the American caviar exhibit under the tasting tents, are designed to demonstrate a win-win seafood choice for culinary professionals and consumers who are concerned about the sharp decline of sturgeon populations in the Caspian Sea, the source of most of the world's caviar. These alternative caviars have become extremely popular with some of America's top chefs, and also performed well in taste tests by the *New York Times*, the *Wall Street Journal*, the *Washington Post*, *Gourmet*, *Wine Spectator*, *Forbes* and *Metropolitan Home* magazines.

Seafood Choices Alliance and Caviar Emptor will provide tastings of the two caviars at a booth during the Aspen Classic, as part of the Grand Tastings in Wagner Park. Information will be available on the growing sustainable seafood movement and farmed American caviars, which will be featured in several cooking programs during the exhibition.

WHAT: American caviar tasting and seminar includes farmed white sturgeon caviar from Sterling Caviar and farmed rainbow trout caviar from Sunburst Trout Company. Experts will lead the presentation of the farmed American caviars as an environmentally responsible alternative to caviars from imperiled Caspian Sea sturgeon.

WHEN: June 14, 2003
1:00 – 3:00pm

WHERE: Cooking School of Aspen
414 East Human Avenue Mall
Aspen, CO 81611
Phone: 970-920-1879

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 until populations are restored. Innovative varieties farmed in the United States offer excellent taste and are environmentally sustainable.

ASPEN CLASSIC INFO:

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

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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 the best seafood choices. Caviar Emptor is a partnership of SeaWeb, Natural Resources Defense Council, and Wildlife Conservation Society to protect and restore endangered Caspian Sea sturgeon. For more information on sustainable seafood choices, visit www.seafoodchoices.org. A complete report on the decline of Caspian caviar can be found at www.caviareemptor.org.

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