



seafood  
choices  
ALLIANCE

bringing  
ocean conservation  
to the table



## **MEDIA ADVISORY**

**For Immediate Release**

**Contacts:** Douglas Meyer, Caviar Emptor  
T (202) 483-9570 M (202) 437-5502 [dmeyer@seaweb.org](mailto:dmeyer@seaweb.org)  
Stephanie Crane, Seafood Choices Alliance  
T (914) 793-9400 M (914) 844-3962 [scrane@seafoodchoices.com](mailto:scrane@seafoodchoices.com)

### **American Caviars and the Food & Wine Classic at Aspen: A Winning Combination**

Aspen, CO (June 17, 2004) –Seafood Choices Alliance and Caviar Emptor will exhibit delicious and environmentally responsible American caviars as an alternative to threatened Caspian caviars during the *Food & Wine Classic at Aspen*.

With the sharp decline of sturgeon populations in the Caspian Sea, and the U.S. Fish & Wildlife Service's decision this April to add the beluga sturgeon to the list of species threatened with extinction, consumers and chefs alike have been seeking alternatives. The Seafood Choices Alliance and Caviar Emptor are therefore pleased to present farmed white sturgeon and rainbow trout caviars at a tasting and seminar to be held at The Cooking School of Aspen, as well as at two Aspen Classic seminars.

These alternative caviars have become extremely popular with some of America's top chefs, such as chef Paul Wade of The Little Nell in Aspen and chef Bruce Sherman of North Pond in Chicago – a *Food & Wine Best New Chef* for 2003.

- WHAT:** Experts will present farmed American caviars as an environmentally responsible alternative to caviars from imperiled Caspian Sea sturgeon. The tasting will feature farmed white sturgeon caviar from Sterling Caviar and farmed rainbow trout caviar from Sunburst Trout Company,
- WHEN:** June 19, 2004, 12:00 – 2:00pm
- WHERE:** Cooking School of Aspen  
414 East Hyman Avenue Mall. Aspen, CO  
Phone: 970-920-1879
- WHY:** Now more than ever, the seafood choices we make have an impact on the environment. The imperiled Beluga sturgeon of the Caspian Sea is an example of how a fish's overwhelming popularity can drive it to the edge of extinction. Overfishing and illegal trade in this fish has resulted in a 90% decline in its populations in recent years, and led to an official listing of the fish as a "species threatened with extinction." Caviar lovers can help ensure that future generations will be able to enjoy beluga and other Caspian Sea caviar by opting now for environmentally friendly alternatives, such as those featured at the tasting, and supporting a ban on beluga caviar until the beluga sturgeon populations are restored.

Seafood Choices Alliance and Caviar Emptor also will provide tastings of the two caviars throughout the Aspen Classic, as part of the Grand Tastings in Wagner Park. Information will be available on the growing ocean-friendly seafood movement and sustainable American caviars, featured in several cooking programs during the exhibition.

###

**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, Wolfgang Puck, Andrea Immer, and Joshua Wesson. The 5,000 attendees include many members of the Restaurant Trade Program. Pre-registration is required for the two "American Sparkling Wine & Caviar" seminars.

**Seafood Choices Alliance** is an association of seafood professionals and conservation and education institutions that all work together to make informed choices that protect fish and the ocean environment. **Caviar Emptor** is a partnership of SeaWeb, Natural Resources Defense Council, and the University of Miami's Pew Institute for Ocean Science to protect and restore endangered Caspian Sea sturgeon. For more information on ocean-friendly seafood choices, visit [www.seafoodchoices.com](http://www.seafoodchoices.com). A complete report on the decline of Caspian caviar can be found at [www.caviareemptor.org](http://www.caviareemptor.org).