

# Living caviar

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*Not only is Kasperskian caviar appreciated worldwide,  
it is sustainable*

For centuries, caviar has been loved by gourmets all over the world. It is one of those exclusive products that symbolise the height of luxury, and it is found on the menus of only the finest restaurants. In addition to its unique taste and texture, caviar also has benefits for health, as it is very low in fat and cholesterol, and contains a lot of vitamins.

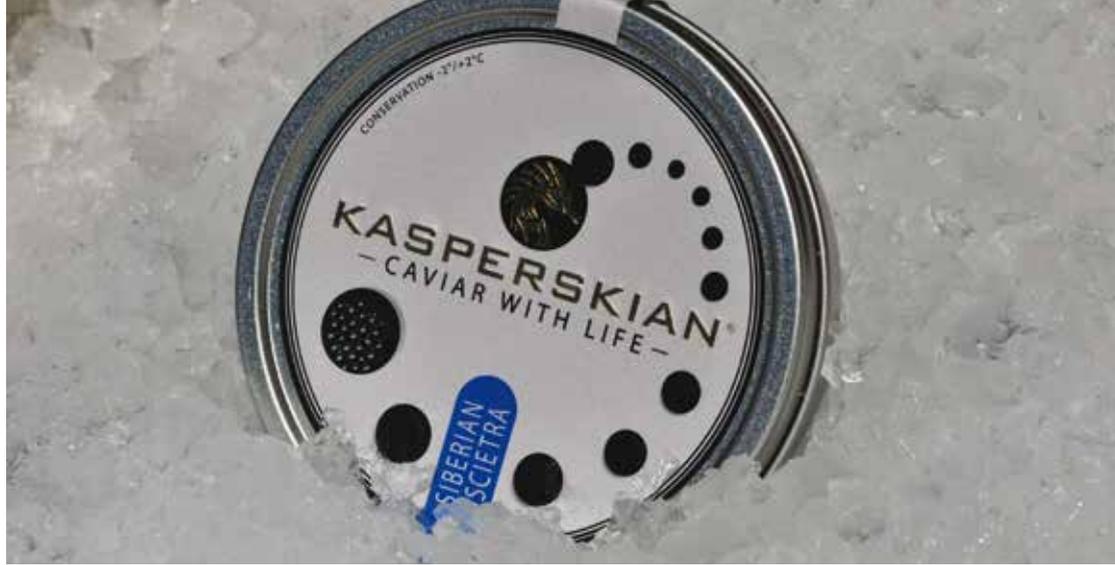
Recently, several caviar experts have been saying that some of the best caviar in the world is produced in Valais, Switzerland, more specifically in the small town of Leuk-Susten, near the river Rhone and close to some of the country's most beautiful ski-ing regions, Crans-Montana, Verbier and Zermatt.

数百年来，鱼子酱一直被全世界的美食家们追捧，象征奢华的珍贵食材，只会在顶级的餐厅中出现。鱼子酱不仅有独特的味道和口感，脂肪和胆固醇的含量很低，富含维他命，对健康十分有益。

近年来，很多鱼子酱专家认为品质最高的鱼子酱产自瑞士的瓦莱州，具体来说是在隆河附近靠近滑雪胜地克萊斯-蒙塔納、韋爾比耶和采爾馬特的小城倫克-蘇斯騰。

Kasperskian, Caviar with Life, so-called because the sturgeons are not killed to harvest the eggs





On a 17,000-square-metre plot of land, an ultra-modern, ecologically advanced factory has been built on an area of 6,000 square metres. Only the latest technology has been used to produce a product that can justifiably be described as ‘Caviar with life’ as shown on the label. In this scientifically-oriented fish farm, large solar panels are used to regulate the temperature of the breeding tanks inside. The seasons are simulated by varying light and temperature, as the sturgeons produce their eggs in spring.

In their artificial home, the sturgeons are provided with a habitat featuring pure water, excellent food and the attention of qualified experts. All this ensures that only the very best caviar is produced, not excessively salty, perfect in its natural form, without any additional flavouring: 100% pure, 100% natural (not a single additive, only salt), 100% Swiss.

The production process is focused on the sturgeons’ wellness. In fact the most important feature of this new production technique is that the sturgeons are not killed to harvest the eggs. The eggs are removed without harming the fish, and the sturgeon is returned to the water where it will be able to produce more eggs the following year. Caviar with life is what Peter Brabeck-Letmathe, investor in the company, is particularly proud of, because for years, sustainability has been a key factor in all his activities. The caviar sold by Kasperskian is always fresh, because all steps in production are performed on their premises.

在1.7万平方米的土地上，坐落着一座占地6000平方米的超现代化工厂不但使用最为先进的科技，还在生态环保上颇有建树，生产品牌所坚持的“有生命的鱼子酱”。因为鲟鱼只在春季产卵，以科技为本的工厂使用了很多大块的太阳能板，调节饲养池的温度和光照模拟四季更替。

在人工的环境中，鲟鱼可以享受到纯净的水体、无瑕的美食和专家的呵护，产出最高质量的鱼子酱，避免过咸，一切以自然为本，没有任何额外的味道：100%纯净、100%天然（不含添加剂，只有盐）、100%瑞士出品。

生产的过程非常重视鲟鱼的健康。其中最重要的一点是高科技生产无需杀掉鲟鱼就可以获得鱼卵，在不伤害鱼的前提下取得产品。次年鲟鱼可以产出更多的卵。首席执行官Peter Brabeck-Letmathe 对有生命的鱼子酱非常引以为傲，因为可持续性是他多年努力的结晶。Kasperskian鱼子酱生产工序的每一步都在工厂进行，所以一向十分新鲜。



“Kasperskian stands for passion and perfection at the highest standards,” says Brabeck-Letmathe, “for the preservation of this unique species, and an unrivalled experience of taste.” And if you like the product so much that you would like more, you can sign up for a ‘fish partnership’ in which where you can select your own sturgeon and receive your own caviar from this particular specimen. Last but not least, the unique caviar experiences available include Kasperskian’s helicopter tour complete with a picnic at the top of a majestic mountain. ■

Brabeck-Letmathe 说到：“Kasperskian代表着最高水准的激情和完美，保护如此独特的物种的同时，实现无与伦比的口味。”如果您疯狂迷恋鱼子酱，甚至可以申请成为鲟鱼伙伴，选择您自己的鲟鱼，得到这一条鱼的鱼子酱。值得一提的是，Kasperskian 体验之旅还包括直升机游览，带您到山顶享受宜人的鱼子酱野餐。■

On these pages, more illustrations of the unique product Kasperskian Caviar with Life, and a view of the production plant at Leuk-Susten, Valais