



## **COMPANY HISTORY AND INFORMATION**

Caviar Giaveri is a dynamic and a flexible company, dedicated to produce caviar and breed sturgeons of Russian origin.

Caviar Giaveri have a variety of different species of sturgeons, who are farmed in our fish farm. Caviar Giaveri is capable of producing high quality and various types of caviar that suits all caviar lovers needs.

Caviar Giaveri is situated in the north East of Italy, half an hour far from the city of Venice specifically in Treviso, a nice small medieval town close to Venice. Caviar Giaveri is positioned in a green area and at the same time close connected to Venice airport. This is fundamental because it joins the nature and the environment of the clean countryside and benefit of the highly developed logistic of Northern part of Italy.

Unknown to the most people , Caviar was since from the past a revealing part of the Italian culture, thanks to the sturgeon used to live in the principal Italian rivers.

Italian caviar tradition has its origins in the ancient Romans Empire when the sturgeon “attilo” lived in the Italian natural rivers and later till the Renaissance period it was already an exclusive and fine food on the Italian richest tables; even paintings and sculptures sometimes has caviar and sturgeons subjects.

Mr. Casanova, the Italian adventurer and author from the Republic of Venice has become ( so famous for his often complicated and elaborate affairs with women that his name is now synonymous with "womanizer" ) was an estimator of the caviar produced in the Venetian area.

The fish farm of Caviar Giaveri was created in 1979 and by the beginning of the eighties, Rodolfo Giaveri was keen and dedicated to his fish farming and the family property raise with a beautiful river flowing in the middle of the old farm.

This river Meolo, is a small branch of river “Piave”, well known for one of the most important battles won from the Italian Army during the First World War.

The small river bears 5km up to the caviar company and doesn't find any other industrial or agricultural activity along its way and in this natural spring water area there are also 24 spring water ponds catching the cold water also in warm periods of the year with high temperatures.

The water is pure and clear and it's an oasis for fishing trouts, carps and many other local fish.



After changing the stream of the river along the property edge to save a lot of space, Rodolfo decided to invest in the first pools at the beginning dedicated to eels farming. Eels were an interesting species to sell to Northern Europe countries and Giaveri company developed more ponds and at the beginning of 80's started to farm some sturgeons, an interesting alternative species for sport fishing and the sturgeon meat.

After the world of caviar situation changing consequently to Russian and Iranian massive catches of wild sturgeons and environment worsening pollutions, the sturgeon became an endangered species and caviar from wild sources was not allowed to be sold.

With this un-sustainable scenario, caviar dealers had a huge lack of product no supply of caviar. They started to contact different fish farms to find sturgeon females ready to produce caviar. In this historical moment Giaveri started collaborative business relationships with European caviar producers especially in France, the most important country for caviar consumption in Europe.

Thanks to the realization of an efficient system of modern aquaculture system, with an advanced plant, each sturgeon has been nursed and taken care in all basic aspects of animal growth in their wellbeing, as regards to health status and respecting the environment rules.

Currently Caviar Giaveri farm ten different species of sturgeons and is the most various "sturgeon park" in the world:

*Huso huso, Acipenser gueldenstaedtii, Acipenser baerii, Acipenser transmontanus, Huso huso x A. Baerii, Huso huso x A. Naccarii, Acipenser persicus, Acipenser stellatus, Acipenser ruthenus, Acipenser ruthenus golden.*

In 2009 was created a new transforming and processing plant in order to produce caviar, which thus, include the closure of the sturgeon's productive cycle, started with the reproduction of rare species and ended with packaging and sale of caviar with the company's own brand name.

The company also supplies re-packers and wholesalers selling caviar with their own worldwide famous brand.

The new highly innovative facility, is the heart of our caviar production process, skilfully hand worked and packed according to the old and refined Russian art of salting caviar and Iranian experience learnt during expertises' workshops.

At present, the Giaveri company is fostering national and international collaborative projects aimed at developing caviar market, setting its sight on a new type of clientele by reaching beyond traditional markets. It is also working to safeguard the sturgeon specie and provide the consumer with essential information.



In the company work the whole Giaveri's family, Rodolfo is still remain leading the company with his passion for biologic subject and fish farming other than the tradition for fine food inherited from his original family producing a special fresh cheese typical of the North East of Italy.

The wife, Lorena is in charge of the financial and accountancy departments and then the 3 daughters, Jenny, Giada and Joys share different aspects of the job: Jenny is in charge of marketing and sales, Giada the middle one is in charge of traceability and quality control and Joys is in charge of accountancy and staff administration.

Other few people is working in Caviar Giaveri, most of the guys have a great and unique experience in sturgeon farming, they've been working for more than 25years taking care of sturgeons and learning about caviar production. They know the feeding procedures and the peculiarity of the ingredients and feeding, they know about the wellness of the sturgeons and their diseases and how to mantain the best environment conditions.

In the production plant, the role of "caviar master" is assigned to Franco, he boasts of experience in Italian fine food specialities and long training with Russian and Iranian experts in caviar production.

#### The caviar excellencies

CAVIARGIAVERI: Top line destined to fine gastronomy, top notch restaurants and catering. Caviar Giaveri is our first selection intended for connoisseurs who expect to enjoy a special élite food.

**All of the company's choices are based on the CAVIARGIAVERI philosophy: uphold utmost respect for natural balance throughout the breeding phase and paying special attention to safeguard of the specie is the real way to guarantee a truly excellent caviar.**