



100 YEARS
OF FRENCH
CAVIAR



PRUNIER
CAVIAR
depuis 1872



Peter G. Rebeiz,
CEO of Caviar House & Prunier

100 YEARS OF FRENCH CAVIAR

2020 is an exceptional year that marks the centenary of the first caviar ever produced in French waters; and I have an admiring and moving respect for the innovative spirit of Mr. Emile Prunier and his family who were the pioneers responsible for French caviar .

We are celebrating what ultimately led to France becoming the world center of the caviar trade. I would also like to honor the French art of living at its best and the sophisticated gourmets of the 1920s who made Paris the caviar capital of the world.

But above all, 2020 allows us to tell the precise story of how French caviar from Prunier became a true caviar in the noblest sense of the word and not an alternative to the caviar of the Caspian Sea, as it has too often been insidiously suggested by those who wish to obscure this authentic history of French gastronomy.

Thanks to our methods, which are unique in the world of caviar production, we have earned the right to define caviar Prunier as a work of culinary art. Indeed, before assuming a central role in the kitchen, each sturgeon requires daily supervision and individualized care while being nurtured for six to eight years.

This is why we can say, "We are the French Caviar," with all the pride and history that goes with it, which is considered the best caviar in the world. By bridging a historical taste with state-of-the-art production methods, we will continue to preserve the environment and the majestic sturgeon and its King Caviar for future generations.

1.

6-7 / 100 YEARS OF FRENCH CAVIAR

A saga that begins in the 19th century
Prunier, exclusive worldwide importer of Russian caviar
Sturgeons in the Gironde estuary
Prunier creates the 1st French caviar
Prunier becomes a world-renowned French brand
Pierre Bergé, Jean-Francis Bretelle & Peter G. Rebeiz
have a passion for the Prunier saga.

2.

10-11 / THE PRUNIER MANUFACTURE

3.

**12-13 / REVEALING THE FLAVOR OF CAVIAR
IS AN ABSOLUTE ART**

4.

**14-15 / CAVIAR BECOMES UNCOMPLICATED
AND FULL OF AUDACITY**

5.

16-17 / UNIQUE PLACES

6.

18-19 / PEOPLE & ANECDOTES

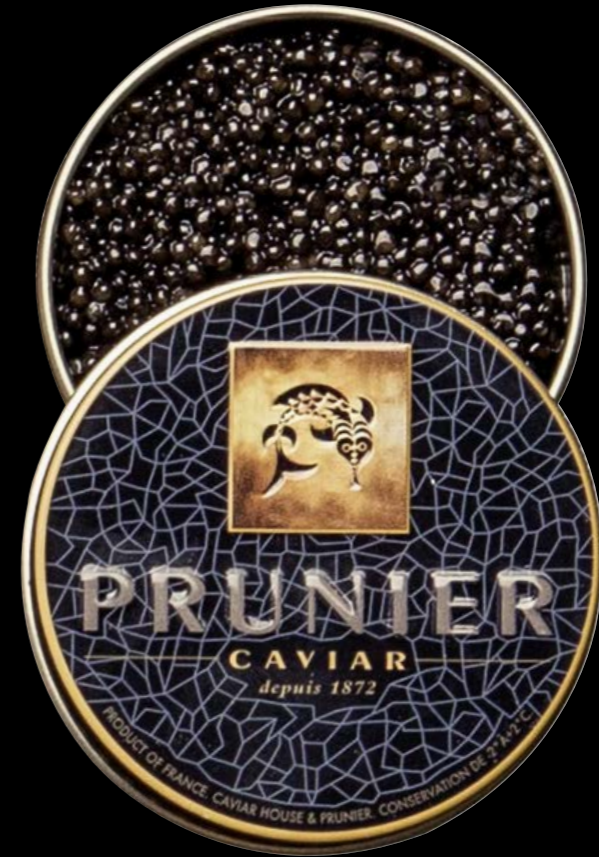
7.

20-21 / KEY DATES IN THE HISTORY OF PRUNIER

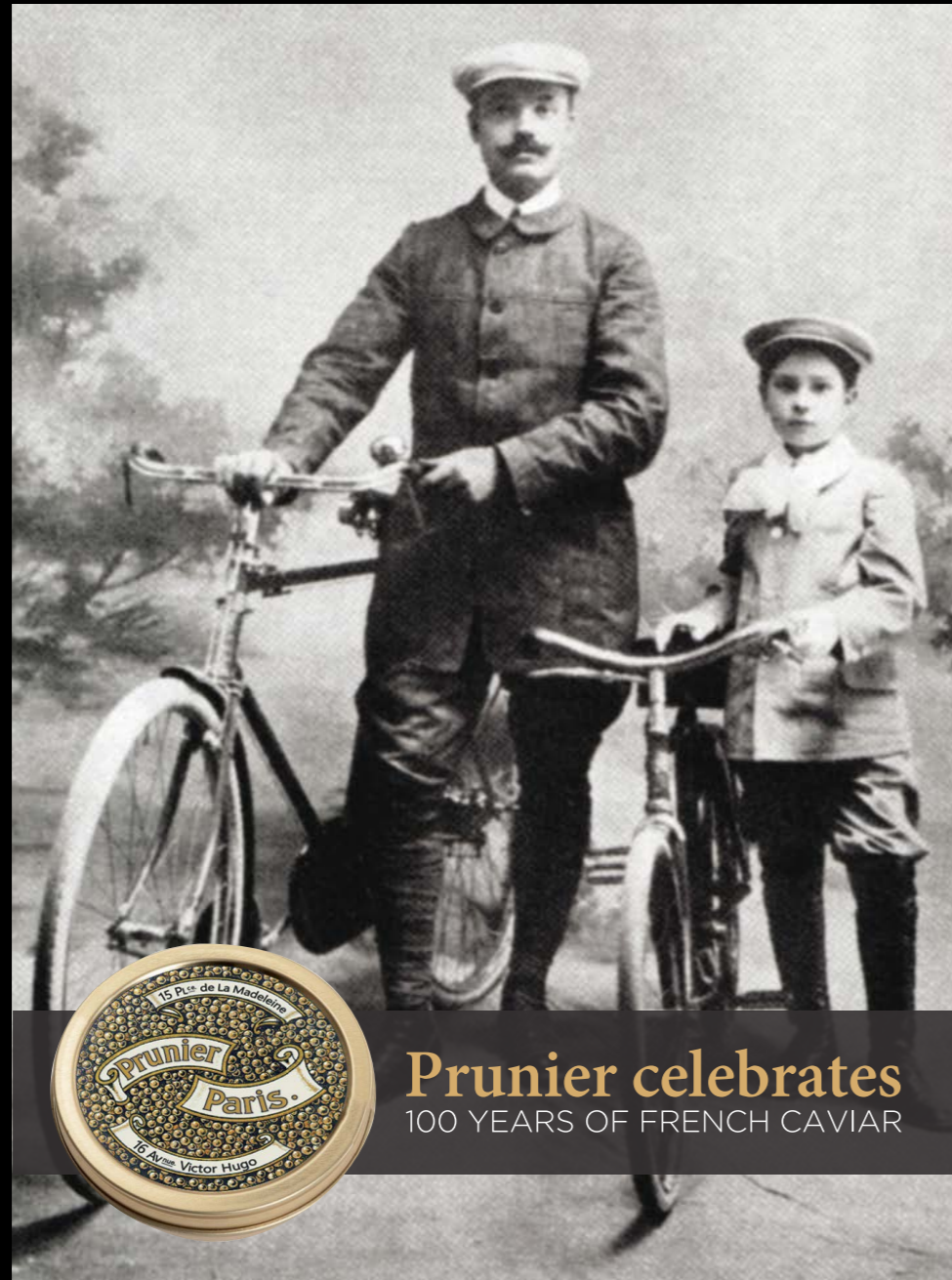
8.

22 / PETER G. REBEIZ

CONTENTS.



100 YEARS OF FRENCH CAVIAR



Prunier celebrates
100 YEARS OF FRENCH CAVIAR

In 1920, Emile Prunier served his own French caviar for the first time at the table of his Parisian restaurant, and this is no coincidence, but the result of an incredible family adventure. Indeed, when Alfred Prunier, his father, left the family home at the age of thirteen to become a glass washer in Rouen, no one could imagine that his name would become a reference among the elite of French gastronomy.

A saga that begins in the 19th century

It all began in Paris when he opened a small restaurant on rue d'Antin in 1872. A few years later, success helping, he moved to a new establishment where he installed six tables and a cash counter in two small rooms, near the Madeleine church. Catherine, his wife, who was then working as a governess for certain important families, invited two of her former employers, the Russian Princess Dolgoruki - who was for a long time the mistress of Tsar Alexander II of Russia - and the Chief Rabbi of Paris. They arrived accompanied by their friends, quickly filling the small street with a prestigious procession.

In 1885, the Prunier restaurant was already a favorite place of high society and the French establishment. Rumor has it that members of the Imperial Court of Russia were just as likely to be seen at Prunier as in St. Petersburg! It is therefore not surprising that Alfred Prunier specialized at that time in Russian caviar in order to satisfy his most loyal customers, the Russian elite of Paris!

In the spring of 1898, Alfred Prunier died at the age of 49 and his son Emile, only 22, found himself at the head of the famous family business. In spite of his young age, he knew his trade well, having worked his way up through the company step by step. Thanks to his extraordinary passion for innovation, hard work and total commitment, Emile Prunier proved to be an excellent businessman and was soon considered in France as a genius in his field.

Prunier, exclusive worldwide importer of Russian caviar

At the beginning of the 20th century, Emile Prunier's ingenious and innovative spirit enabled him to build up one of the most important empires of seafood products. The company then had its own trawlers and oyster beds. It employed more than 600 couriers, the «canaques», who delivered directly to the homes of rich clientele. Prunier became the official supplier of fish, oysters, and caviar to many hotels and restaurants in France and Europe.

Until 1914, caviar had a prominent place on the menu of the Prunier restaurant, but with the First World War, Russian caviar exports stopped abruptly. As Germany had been the exclusive importer

of Russian caviar, negotiations began directly with the new Soviet Union, but these proved to be more difficult than with Germany. The products now had to be paid for in advance, failing which a contractual clause required a physical exchange in gold as compensation.

German companies such as Dieckmann und Hansen, weakened by the war and the fall of the mark in the post-war period, were unable to meet the new demands of the Russians. This cleared the path for Emile Prunier in 1918 to negotiate the exclusive worldwide distribution of Russian caviar, making Paris, for the first time, the world center for caviar.

Sturgeons in the Gironde estuary

Several months before these negotiations, a new adventure was being born... Emile Prunier received a visit from Mr. Blanc. This former regular of the restaurant, informed him of the presence of sturgeons in the Gironde!

As surprising as it may seem, there were sturgeons in the Gironde and its tributaries, the Garonne and the Dordogne, fished regularly by a few seasoned fishermen and consumed only by the inhabitants of the surrounding area. Emile Prunier, was amazed to learn that these local fishermen simply disposed of the eggs after fishing.

Prunier creates the 1st French caviar

The discovery of sturgeons in France was not Mr. Blanc's only contribution. He also introduced Emile Prunier to a gentleman named Alexander Scott, of Russian origin despite his Anglo-Saxon-sounding name and a fine connoisseur of caviar. The meeting with this former captain of white cuirassiers of the Tsar's guard and refugee in Bordeaux, proved to be decisive. Emile Prunier, without further ado, launched the first French caviar production with his help in 1920 and had 9 production and distribution facilities built around the fishing villages of Saint-Seurin-d'Uzet, Port Maubert, Port des Callonges, Blaye, Marmisson, Port de la Plagne, Saint-André-de-Cubzac, Cambes and Rioms. He also set up a shipping unit in Saint-Seurin-d'Uzet, which today houses the Prunier Caviar Museum.

Thanks to these facilities, Prunier became the only restaurant in the world able to serve sturgeon caviar caught twenty-four hours earlier and, above all, the first to produce its own caviar in France, replacing the production of Russian Caviar. A service that he is still the only one able to offer today.

Prunier becomes a world-renowned French brand

With its brand-new production of French caviar and its worldwide rights to Russian caviar, the Maison Prunier developed a worldwide reputation, and its success benefitted the entire capital. Paris became the international center of the caviar trade and several companies specialized in the field, which are still established today, were created at this time. At the end of 1924, Prunier opened a new restaurant at the corner of Avenue Victor Hugo and Rue Traktir. Entirely designed in the purest Art Deco style, which was very fashionable at the time, it quickly became the most modern restaurant in the capital.

La Maison Prunier expanded to owning two restaurants, four fish farms, several oyster beds and trawlers. It also imported caviar from Russia under contract with the Soviet authorities and produced in France its own caviar that was exported all over the world. Prunier fast became synonymous with top quality caviar, refined seafood and haute gastronomy and achieved the envied title of being one of the most respected French brands in the world.

In 1925, just a few months after the opening of the "Prunier-Traktir" restaurant, Emile Prunier died at the age of 50. His daughter, Simone Prunier-Barnagaud, following the example of her father before her, took over the reins of the family empire at only 22 years of age!

Her contribution to the Prunier legacy was to strengthen the international presence of the company. In May 1927, she accepted a request from pilots Nungesser and Coli, who wanted to take a tin of Prunier caviar on their very first transatlantic flight.

Five years later, the young woman opened a third restaurant, this time in London, "Madame Prunier", on the famous St. James Street, which was an extraordinary success until its closure in 1976.

Today, Manufacture Prunier produces one of the best caviars in the world, in the purest respect for the traditions and principles established by Emile Prunier in 1920.



Pierre Bergé, Jean-Francis Bretelle & Peter G. Rebeiz are passionate about Prunier

In 1988, the Prunier restaurant, avenue Victor Hugo, was sold to Japanese investors, the Sogo company, who wanted to make it one of the great addresses of Parisian haute gastronomy. The establishment is distinguished in the Michelin Guide, but the crisis of the 1990s forced the company to sell its investment in 1994.

In 1996 Pierre Bergé and Jean-Francis Bretelle, true visionaries, decided to invest in sturgeon farming and caviar production in Aquitaine.

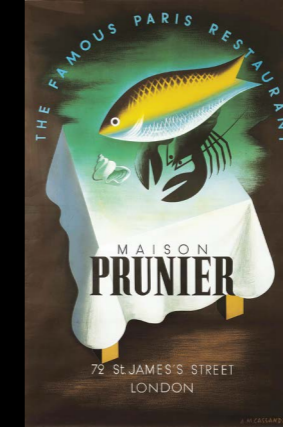
In 2000, they acquired the Prunier restaurant. For them, this acquisition was the natural extension of sturgeon farming. For Pierre Bergé, it is also the concrete manifestation of his passion for caviar and his attachment to the Maison Prunier and its region of the Charentes Maritimes. Already in 1988, aware of the Art Deco heritage of the restaurant, he had recommended and obtained its inscription on the inventory of Historic Monuments.

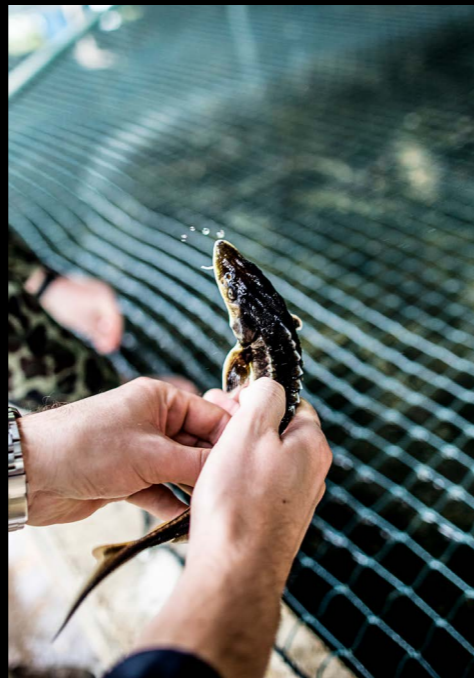
In September 2004, Maison Prunier joined forces with Caviar House to create the Caviar House & Prunier group, chaired by Peter G. Rebeiz. Caviar House is world-renowned for its expertise in the selection of Russian and Iranian wild

caviar. Peter G. Rebeiz immediately understood the promising future of farmed caviar.

The future proved him right. In 2008, in order to stop the plundering and abuse of the caviar trade, CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora), established that the import of caviar from the Caspian Sea would no longer be authorized for the 183 signatory countries of the convention. A law that sounded a death sentence for an abusive and sometimes corrupt market would end the trade of wild caviar, and drive the development of farmed caviar.

In October 2006, a Café Prunier was opened on the Place de la Madeleine. In September 2018, the Caviar House & Prunier group took over the two Parisian establishments (Prunier Victor Hugo & Prunier Madeleine) which had been part of Pierre Bergé's estate until then.





THE PRUNIER MANUFACTURE

or the passion for caviar

In the middle of several hectares of preserved land on the banks of the Isle, one of the tributaries of the Dordogne, in Montpon-Ménéstérol near Bordeaux, the Manufacture Prunier today perpetuates its traditional heritage by producing its caviar in a totally controlled environment. Originally created in 1990 by Laurent and Valérie Sabeau, among the first to attempt sturgeon farming, the company a few years later (after the acquisition by Pierre Bergé and Jean-François Bretelle) became "Manufacture Prunier".

In order to obtain a "perfect" caviar, the Manufacture breeds the *acipenser baerii*, a sturgeon native to Siberia. Like its cousins from the Caspian Sea, this fish is one of the oldest in the world, it can reach three meters in length and weigh several hundred kilos. It develops particularly well in captivity and gives its caviar after 8 years of growth.

From the fry produced in the Prunier Manufacture hatchery to the spawning period, the sturgeons are raised with water and food that meet the highest quality standards. Thousands of sturgeons live outdoors in the vast ponds of the Manufacture. Their growth is monitored throughout the year and they are the object of all the attention to ensure that they do not undergo any stress or changes in their environment. When the female reaches maturity, at around eight years of age, she undergoes an ultrasound scan to verify that the size of her eggs complies with Prunier Manufacture standards!

Transforming these eggs into caviar requires meticulous preparation. They are first washed with very pure water in several successive baths, then carefully drained before traditional salting, the essential stage of production according to a know-how developed 100 years ago by the Maison Prunier. For if salt acts as a natural preservative, it is above all a formidable flavour enhancer. With a variety of salting processes, including different types of salts and contents, the experts at Prunier have created a selection of "tailor-made" caviars, adapted to the expectations of the most demanding caviar lovers.

Finally, without delay, the caviar is potted. Far from being a simple container, the original tin (the "slip lid") plays an essential role in its maturation by allowing it to "breathe". This is how caviar continues to evolve in taste and character. Just like a wine whose aroma is built up once bottled, different attractions and flavors develop during the twelve or fourteen months after canning during which the caviar must be consumed. It is important to turn the tins regularly so that the oil contained in the sturgeon eggs coats the caviar evenly.

Thanks to its historical know-how in the caviar maturation process, the Manufacture Prunier is able to guarantee the unique and delicate taste demanded by its customers and contributes to the reputation of French Caviar recognized as one of the best in the world with a total annual production of nearly 40 tons.



REVEALING THE FLAVOR OF CAVIAR IS AN ABSOLUTE ART

The 5 Caviar Prunier called "Taste"

The flavor of caviar has rarely been presented as its main attraction because it continues to evolve even after it is packaged. It is therefore difficult for simple importers to guarantee a taste unless they open the cans!

And yet the notes written in 1932 by Alexander Scott, the caviar expert of the Maison Prunier who, together with Emile Prunier, originally created the first French caviar, show that the lack of importance given to taste in relation to size and color was already a matter of debate at the time. He even suggested educating consumers, teaching them to appreciate the wonderful diversity of flavors that caviar has to offer and not just admire its appearance.

It is this heritage of taste that the Manufacture Prunier perpetuates today with five French caviars made from *ascipenser baerii* sturgeons of Siberian origin, which are particularly well adapted to the Aquitaine ecosystem. The specific flavors and fragrances, like grand cru caviars, are obtained according to the different degrees of maturation, the age of the fish and the preparation techniques that vary according to processes developed over decades by the Manufacture.

PRUNIER CAVIAR "TRADITION"

Prepared according to Alexander Scott's methods, it represents 45 to 60% of the total Prunier production. Firm and black, this caviar, with its finesse and unique characteristics, represents the archetype of Prunier caviar, with a pronounced nutty taste that is increasingly appreciated. It gives off very frank, generous aromas of nuts and almonds, and has a nice length in the mouth.

PRUNIER CAVIAR "PARIS"

In order to appreciate all its subtleties, Paris caviar with large amber grains is consumed very quickly after its preparation. This freshness can be explained by the very low quantity of salt used: the lighter the salting, the more volatile are the aromas of the caviar. Thanks to this short maturation, the eggs retain a more concentrated fragrance. Its subtle and creamy character gives it an aromatic complexity and a unique texture. To this freshness is added the pleasure of tasting a rare product, Paris caviar, which is only available for a few weeks a year, during the spring and autumn fishing periods.

PRUNIER CAVIAR "SAINT-JAMES"

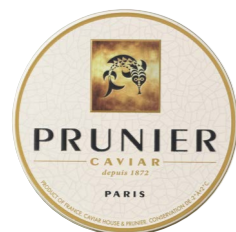
Historically produced since 1932 for the inauguration of the Prunier restaurant on St. James Street in London, the Saint-James is the archetype of a great Prunier Caviar. Prepared with exceptional salt of Iranian origin, it reaches perfect maturity two months after being caught. This very large, racy and iodized caviar has a generous attack and a superb length on the palate, an exceptional caviar.

PRUNIER CAVIAR "MALOSSOL"

This specific caviar also called "pure salt" is a caviar with a large deep black grain and powerful aromas. It is very rich with an interminable length in the mouth. This "typical, rich and concentrated" caviar is particularly appreciated by demanding connoisseurs.

PRUNIER CAVIAR "HÉRITAGE"

Only 2% of the Prunier production deserves to be chosen for the Heritage selection. This exceptional product is distinguished by its large clear grains but also by its subtle iodine notes. It has a complex and exceptional length in the mouth. This sensation of smoothness is mainly due to the drastic selection of the oldest fish and its unique preparation according to the Persian method.



THE CAVIAR BECOMES DECOMPLEXED AND FULL OF AUDACITY

Street Caviar makes its revolution

Caviar often evokes a classic or even inaccessible image and the way it is tasted in the traditional bowl leaves little room for imagination. Some products go wonderfully well with it, as long as the proportion is sufficient to appreciate all its flavor and fine nuances. For example, potatoes, fresh pasta, white bread (toasted on one side only) and of course the traditional blinis!

However, in recent years, consumers have been looking for new sensations and to break culinary taboos. We have moved from the ancient world to modern gastronomy, imagination is taking over and some chefs are offering new experiences around caviar, made with local seasonal products or organic ingredients.

At Prunier, the menu is creative and shows with talent the art of playing with the mythical eggs which are now shared and composed through new associations that sublimate them...

Prunier has launched a new gustatory concept, the "Street Caviar", designed as a way of sharing tapas as a duo, a trilogy, or a discovery tray, always delicious and generous. The idea is to taste it informally by combining it with classic condiments such as avocado, radish butter, olives, burrata or by revisiting traditional recipes such as the Brittany galette, panna cotta...

In the same spirit, the essential "Egg Christian Dior" and above all the iconic crispy caviar baguette garnished with French caviar can be savored here in an uncomplicated way.

Prunier is the art of producing French caviar, serving it and tasting it generously so that its full flavor and fine nuances can be appreciated.



Inspired by the Prunier Sandwich Caviar of the 1920s!

The iconic Prunier Caviar baguette

She is the mascot of the new Café Prunier menu. A small crispy baguette topped with caviar French, which combines the symbol of French bistronomy with one of the most elitist products. The caviar sandwich with its traditional French baguette was already one of the first menus of the Prunier restaurant at the beginning of the last century.

Today, it is available in several flavors, with Saint-Seurin butter for the most classic, mortadella or spices for the more daring, mozzarella for the most gourmet... To enjoy this culinary must have, just go to one of the Prunier à Victor Hugo, Madeleine institutions on the spot or to take away.



PLACES OF EXCEPTION

To live a unic Caviar Prunier experience

CAFÉ PRUNIER Victor Hugo

Opened in 1924, a stone's throw from the Place de l'Étoile and the Champs Élysées, a listed building with a prestigious Art Deco setting, the Prunier Traktir restaurant on Avenue Victor Hugo was designed by architect Louis Hippolyte Boileau and designer Léon Carrière to celebrate the sea and its living creatures.

An incredible decoration in a creative spirit supported and highlighted by fabulously talented craftsmen, Paul Binet, the engraver on glass and copper, Auguste Labouret, the mosaicist of this unique facade or Gaston Le Bourgeois, author of the marble bar and his sturgeon sculptures.

Finally, among the iconic pieces which make the fame of the place, the private rooms revisited by Jacques Grange, "Traktir" and especially "Izba" whose walls and panels made with gold leaf, illustrated with aquatic scenes, give to the latter a precious aspect where time is as if suspended.

Renovated in 2019, the restaurant "temple of French caviar", now unveils its kitchens under the curious eye of the guests who follow the preparation of incredible associations around caviar Prunier in a setting that exists nowhere else.



CAFÉ PRUNIER Madeleine & BOUTIQUE

Located in front of the Madeleine church, the Café Prunier in a more contemporary style was designed by Jacques Grange. The decorator was inspired by the parent company to create a gourmet and refined setting in the heart of Paris.

The restaurant upstairs offers a new cuisine based on seafood products and, of course, as at Café Prunier Victor Hugo, the new concept of Street caviar. The decoration is almost soft, reassuring, and the atmosphere is hushed, just the right thing for discreet business meals or romantic encounters.

On the first floor, the store offers its fresh caviars, in a very beautiful caviar library for informed amateurs, but also the famous Balik salmon, and a selection of other delicatessen products (sardines, sturgeon fillets, soup...) alongside a proposal of tableware.



PEOPLE & ANECDOTES

Prunier Caviar tasted by the greatest of this world

Actors, writers, political personalities, artists, sportsmen, journalists... They unanimously appreciated Prunier for its French caviar but also its unequalled setting and its refined table. Georges Clémenceau, Oscar Wilde, Diaghilev, Piet Mondrian, Picasso, Sacha Guitry, the Duke of Windsor and Wallis Simpson, F. Scott Fitzgerald, Ernest Hemingway, Jean Gabin, Ingrid Bergman, Yves Montand, Richard Burton, Marilyn Monroe, Pierre Bergé and Yves Saint Laurent, Nureyev, Jack Lang, Catherine Deneuve, Tommy Lee Jones, Jean Reno, Jean-Paul Gaultier, Sarah Bernhardt, Isabelle Adjani, Madonna, Kristin Scott Thomas, Johnny Depp, Sophie Marceau, Vanessa Paradis?



In 1924, the American writer F. Scott Fitzgerald came several times to Prunier Victor Hugo for the writing of his book *Gatsby the Magnificent* and to be inspired by the atmosphere of the 1920s. His book was published in 1925 in the United States.



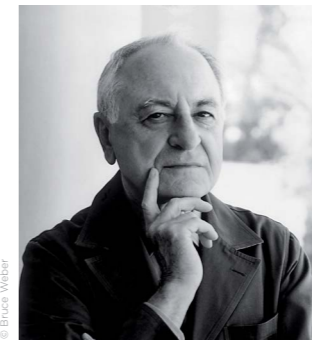
In 1927, Simone Prunier acceded to the request of pilots Nungesser and Coli, to take a box of Prunier "Malossol" caviar with them on their very first transatlantic flight.



Oscar Wilde



Pierre Bergé, regular customer of the restaurant, aware of the Art Deco heritage, suggests to Jack Lang his registration to the inventory of Historical Monuments, obtained on July 11, 1989.



© Bruce Weber



In 1960, Prunier discreetly hosted Victor Hugo, Marilyn Monroe and Yves Montand for 10 days at the restaurant during their secret idyll that took place after they met on the set of the film *Le Milliardaire*.



The story of the Christian Dior egg began one weekend in Deauville, at his friend Pierre Bergé's house. Christian Dior, who loved eggs, proposed his mollette recipe where the egg is coated with a delicious chicken juice jelly. Pierre Bergé, a caviar lover, suggested adding 30 grams of delicate black and shiny beads with an iodine flavor to the egg. Thus was born this simple yet glamorous recipe that marvellously blends the flavours of and textures.



© Alamy Stock Photo

Jean-Paul Gaultier



Madonna



Johnny Depp et Vanessa Paradis

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© Alamy Stock Photo

Sarah Bernhardt



Sophie Marceau

© Alamy Stock Photo

KEY DATES IN THE PRUNIER HISTORY

100 YEARS OF FRENCH CAVIAR...

From 1872 to the present day



Alfred and Catherine Prunier open the 1st oyster and champagne bar in the world next to the Opéra Garnier in Paris.

1872



Emile Prunier succeeds his father Alfred Prunier...

1898

Emile Prunier, acquires the exclusive worldwide distribution of Russian caviar from the German company (Dieckmann und Hansen), making Paris, for the first time, the world center for caviar.

1918



Opening of the Prunier Traktir restaurant, 16 avenue Victor Hugo, in a unique Art Deco style designed by architect Louis Hippolyte Boileau and talented craftsmen.

1924



Simone opened her third restaurant in London, Maison Prunier, 76 St. James Street, which was also a phenomenal success until its closure in 1976.

1932



Simone's family sells the restaurant on Duphot Street.

1986



The restaurant Prunier Victor Hugo is classified as a historical monument.

1989



Laurent and Valérie Sabeau created the first breeding and production center, which 10 years later, thanks to Pierre Bergé's investments, became the Manufacture Prunier.

1990



Prunier joins forces with Caviar House to create the Caviar House & Prunier group chaired by Peter G. Rebeiz.

2004



Caviar House & Prunier and the Association Patrimoine de Saint-Seurin-d'Uzet join forces and open the Caviar Museum in the inn where the "black gold" of the small port of Saintonge used to be tasted.

2012

Renovation of the 2 restaurants

2019

1875

Restaurant Prunier moves to 9 rue Duphot. Birth of their son Emile Prunier.



1900

The caviar will gradually arrive on the table of the restaurant frequented by Russian Grand Dukes and artists, such as Prince Orloff, fans of mythical eggs.



1920

Following the Bolshevik revolution, the supply of Russian caviar became impossible. Emile took advantage of the numerous sturgeons in the Gironde to create the 1st French production of caviar and had 9 production and exploitation stations built around Saint-Seurin-d'Uzet.



1925

Death of Emile Prunier, his daughter Simone Prunier-Barnagaud takes over the 2 restaurants that will know between 1930 and 1955 their best years.

1950

Creation of Caviar House by George P. Rebeiz.

1988

Prunier is sold to Japanese investors, the Sogo company until 1994.



1996

Pierre Bergé & Jean-Francis Bretelle decided to invest in sturgeon farming and caviar production in Aquitaine.



2000

Acquisition of the Prunier restaurant by Pierre Bergé and Jean-Francis Bretelle.



2006

Opening of the restaurant Café Prunier Madeleine and its boutique space. Launch of the "Love" caviar collection inspired by Yves Saint Laurent's famous greeting cards.

2018

After the death of Pierre Bergé, Caviar House & Prunier definitively took over the management of the Parisian establishments.

2020

Prunier celebrates 100 years of French Caviar production and launches its new concept with its new "Street Caviar Prunier" card.



PETER G. REBEIZ

CEO Caviar House & Prunier

Born on May 4, 1961 in Copenhagen, Denmark, Peter G. Rebeiz took over the management of the family company, founded in Copenhagen in 1950 by his father George P. Rebeiz, at the age of 23. At the time, his father was the world's number one importer of Russian and Iranian caviar.

By establishing the company's headquarters in Geneva at the end of the 1980s, Peter G. Rebeiz successfully developed the brand internationally and rolled out his exclusive Seafood Bar concept, starting at London's Heathrow Airport.



Peter G. Rebeiz also created classification standards for caviar that were later used by the entire industry: Royal Black, Imperial, Classic Grey and Almas selections. It should be noted that until then caviar was simply classified according to the sturgeon species, i.e.: Beluga, Oscietra and Sevruga.

Thanks to this classification, Peter G. Rebeiz has ennobled the caviar world and refined the customer's perception of this luxury product according to the age of the sturgeon, the color and the size of the eggs.

After the fall of the Soviet Union in the early 1990s, Peter G. Rebeiz was once again a pioneer in committing himself to having the sturgeon protected by the United Nations Convention (CITES) in order to safeguard this precious species.

In 1992, Balik Farm, producer of the famous Balik smoked salmon, considered by aficionados to be the best salmon in the world, was acquired by Caviar House, propelling this exquisite dish onto the international gastronomic scene.

In 2004, under the leadership of Peter G. Rebeiz, the family company Caviar House joined forces with Manufacture Prunier, which breeds sturgeons in France, and Peter G. Rebeiz began producing his own caviar under the Prunier brand. Peter G. Rebeiz is thus the only one at present to be at the same time a breeder, an importer of fine caviar and a producer of this rare product. This experience has enabled him to establish classification standards

for farmed caviar - as he had previously done for wild caviar - and thus transmit his knowledge to consumers in the Prunier restaurants, ambassadors of French Caviar since 1920.

Caviar House & Prunier is also the first company to have introduced luxury gastronomy in airports with its Seafood Bars and boutique concept. To date, the company has about 40 bars, boutiques and restaurants around the world. The Caviar House & Prunier eco-system today represents 600 people and a turnover of 100 M.

Co-founder of the Montreux Jazz Cafés, present in the Geneva and Zurich airports, Peter G. Rebeiz took the decision in 2015 to regroup all his Food & Beverage activities at the airports (except Paris and JFK airports) within the new company Caviar House Airport Premium. This entity includes the brands Caviar House & Prunier, Seafood bar, Montreux Jazz Café, Moleskine and Street Food.

In addition to his passion for caviar, Peter G. Rebeiz, a musician from an early age and a talented student at the Copenhagen Conservatory, has always been a fervent music lover. Today he is a well-known composer who has produced several albums. He has also made it possible to establish the brand "Montreux Jazz Festival" on an international level.

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