



CAVIAR DE NEUVIC



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A BRIEF HISTORY OF CAVIAR

The 2010s: Extinction of wild caviar

When Laurent Deverlanges decided to create his fish farm in Neuvic in 2011, the world of caviar was in upheaval.

In 2010, CITES banned all wild exploitation of sturgeons. The fishing and marketing methods practiced for decades in disregard of all natural balances and in a climate of notorious corruption endangered the survival of these species in the traditional waters of the Caspian Sea and Lake Baikal. The market went through a strategic shift. Farmed caviar took over from wild caviar and sturgeon farms appeared all over the world.

The new culture of farmed caviar: the emergence of the figure of the producer.

The end of wild caviar considerably changed the role of the famous traders who had built their fortunes and the reputation of this product. Today, these merchants select matured caviars whose producers alone control the nature and quality.

The figure of the producer emerged as that of an innovative and demanding entrepreneur, mastering the farming of fish as well as the elaboration of caviar according to an extremely high standard of quality.

In France, almost all caviar producers are based in Nouvelle-Aquitaine and produce caviar from the *Acipenser Baeri* species, a freshwater sturgeon of Siberian origin particularly adapted to this environment. The delicacy of its taste, less marked than the old wild caviars, makes it a species particularly suited to the rediscovery of caviar. Caviar de Neuvic also grows caviar of the species *Acipenser gueldenstaedtii*, producing the famous Ossetra caviar.



The world caviar market in 2018, reality and challenges.

Today, the number of fish farms has grown considerably and the production of caviar is on the rise.

China has become the world's leading caviar producer, ahead of Russia, Italy and France. For this market, as for many others, it cannot be denied that the qualitative criteria of caviar are not necessarily compatible with the temptation of gigantism.

When we know that the sturgeon is a particularly fragile fish and must spend at least seven years in a pond before being able to offer quality roe, we can easily imagine that the quality of the water and its diet will determine the quality of the final caviar.

The quality of these elements, their control over time and their permanent control are therefore key. The ease of setting up fish farms should not make us forget that caviar is, and remains, a rare, fragile and precious product.

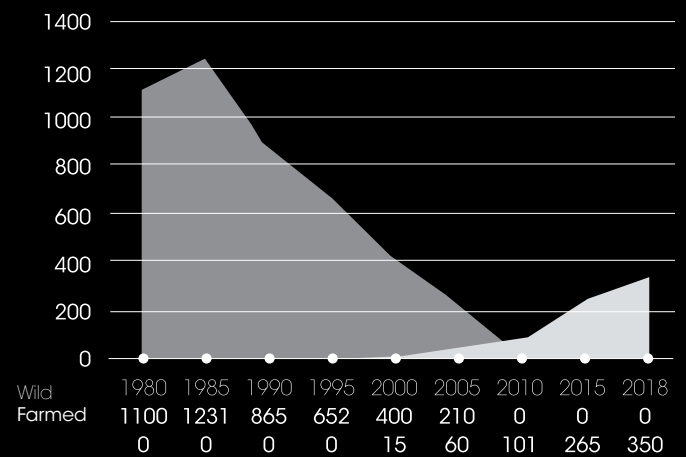
France's unique place in the caviar market: culture and research

France was already playing a pioneering role in this new configuration. By the 1980s, the Nouvelle-Aquitaine region had developed several farms. The quality of the research programs combined with that of the waters suitable for this breeding immediately put France among the most recognized and sought-after producers of caviar. The tradition of caviar had long been existing in France since it was in Paris that the craze for this product was created in the 1920s.

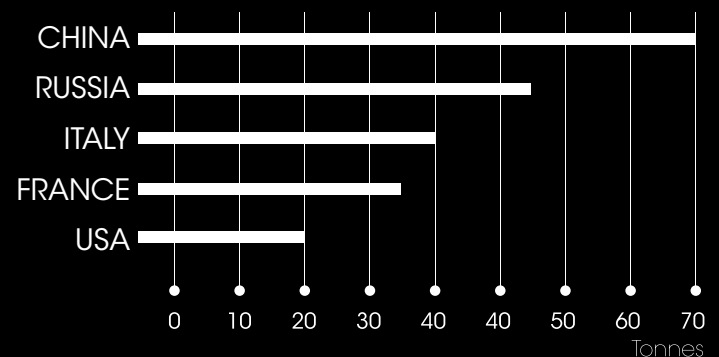
The rich white Russians represented in Paris and on the Riviera a new aristocracy of luxury and the art of living. They had brought with them this delicacy and spread its taste and culture. In France, where the art of living is elevated to the rank of the fine arts, caviar quickly conquered a hedonistic, cosmopolitan audience that cares about quality as much as luxury.

CAVIAR DE NEUVIC

Evolution of world caviar production of caviar in tonnes



World caviar production in 2018



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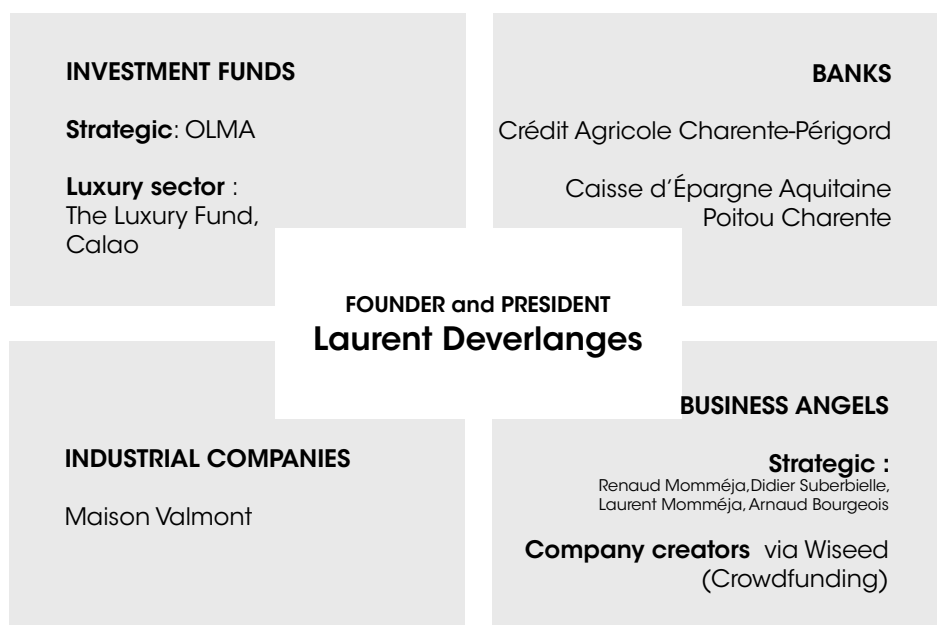
A KEY PLAYER IN THE WORLD OF CAVIAR

The creation of Caviar de Neuvic

When he created Caviar de Neuvic, Laurent Deverlanges had a double objective:

To **offer a producer caviar** whose excellence is based on the mastery of the most sophisticated production techniques that of respect for fish and environmental balances. Research on fish as much as on breeding methods is at the heart of Laurent Deverlanges's business project.

Take advantage of the emergence of farmed caviar to **rediscover the taste and culture of caviar** to a new audience that loves high quality products.



His project quickly convinced a group of shareholders, from the food industry, luxury goods and research. This first circle of partners was then joined by 3 investment funds specializing in the luxury sector, 2 banks and by a crowdfunding center; who all participate in the major development decisions of the company.

The story of caviar and the disappearance of the sturgeon teaches contemporary fish farming and calls for exemplary responsible behavior. Societal and environmental commitments are written into the DNA of Caviar de Neuvic.

To formalize and promote them, since July 2021, Caviar de Neuvic is the 1st freshwater aquaculture company and the 1st caviar producer to have declared its status as a Société à Mission (a French legal framework in which businesses pursue a set social and environmental purpose with specific sustainability goals).

Caviar de NeuviC in a few figures:

- 7,2 million€ turnover in 2021
- 150.000 sturgeons or 320 tonnes of biomass
- 1000 distribution points in France
- 1st French organic caviar
- 45 employees in France
- Export in 28 countries
- 3 shops: NeuviC, Paris, Bordeaux
- 1 restaurant: Bordeaux

The world caviar market in 2018: reality and challenges

The quality of a producer's caviar is based on the quality of the living conditions of the fish during at least seven years of breeding and on mastering the production of caviar. The domain manages and controls all of the production and development processes from the ponds to the laboratory.

The quality of the water is essential.

The Domaine has 12,350 m² of ponds supplied directly by the waters of the Isle, the pioneer river of sturgeon breeding in Aquitaine. The ponds are open circuit and the water is completely renewed several times a day. The installation is completed with a clear water refining tank. The Caviar de NeuviC farm is AquaRéa certified (Responsible Aquaculture). Since May 2021 Caviar de NeuviC has also been certified Organic Agriculture.

The other essential element in the excellence of sturgeon farming is the quality of the sturgeon diet. In NeuviC, the fish feed is 100% organic. It is exclusively composed of fishmeal from sustainable fishing and GMO-free cereals. Caviar de NeuviC food is made by the Le Gouessant cooperative in France.

Caviar is produced exclusively at the Domain's laboratory, the first IFS Global Market certified caviar laboratory in France.

Caviar de NeuviC is a member of the World Association for the Conservation of Sturgeon.



CAVIAR DE NEUVIC

The importance of the brand

A high quality product deserves to have the strengths of a luxury brand. Today, the brand gives an additional guarantee to the quality of a product. It tells the story but also ensures its sustainability and creates aspiration for customers who recognizes its values and affinities.

Laurent DEVERLANGES wished to give Caviar de Neuvic a singular, sober and contemporary brand personality, emancipated from the traditional standards of caviar and closer to today's high-end brands, whether they belong to the world of premium food products, fashion or technology.

Black and white dress the Caviar de Neuvic brand in simplicity and elegance.

But a brand does not stop at its graphic image

Concerned to renew the culture of caviar, Caviar de Neuvic cultivates creativity both in recipes and in the invention of new rituals. Caviar butter, sturgeon rillettes, «Caviar on the Rocks» are some of the brand's gourmet innovations. A brand is also a showcase. The chic and natural spirit of Domaine de Neuvic has now been transposed into shops showcasing the brand in Paris, in the heart of Saint-Germain-des-Prés, as well as in Bordeaux with its boutique restaurant, located Passage Sarget.



The future of Caviar de Neuvic: the ambition of controlled growth

Today Caviar de Neuvic has a boutique in Paris, a boutique at the Domaine, an online store, a first shop (boutique and restaurant) in Bordeaux and about ten ephemeral points of sale. In addition Caviar de Neuvic is available in more than 1000 distributors in France: delicatessens, wine shops, restaurateurs, fish shops. Outside of France, Caviar de Neuvic is distributed in 28 countries. The first country to distribute Caviar de Neuvic abroad is Japan.

3

LAURENT DEVERLANGES

*THE PRODUCER'S PASSION AND THE ENTREPRENEUR'S AMBITION***Passion for fish farming**

When he decided to create an aquaculture domain, Laurent Deverlanges had already spent part of his career in the management of large-scale agrifood projects around the world.

The return to France is also a look back at his childhood passion for fish and the fish farming world. This childhood dream matured by experience has become a business project driven by a modern and ethical vision of the business.

In 2011, Laurent Deverlanges chose a first circle of partners who all belong to the world of business and research in the food and luxury goods sector. Their heartfelt closeness to the region adds a natural emotional dimension to the project. Innovation and research are at the basis of his project as a producer: research on water quality and the definition of basins, fish feed, temperature control, sturgeon life cycles and the integration of all breeding and production processes up to the laboratory. But innovation is at the service of a single purpose: the requirement for quality with the greatest respect for fish and nature. What is a growing trend in the consumption of luxury food products is above all a condition for the survival of the planet and the environment. Laurent Deverlanges embodies this requirement in all his choices as an entrepreneur and manager.

The marathon spirit

Like most luxury agrifood products, caviar requires both the long and sometimes uncertain time of breeding and production and mastery of traditional manual gestures and know-how.

Laurent DEVERLANGES knows that time is the only measure of the work of man and nature. Marathoner Laurent Deverlanges also knows that the final performance is played out in the daily training of the race on the Dordogne paths and through a balance of life which does not ignore pleasure but is wary of excess. He therefore leads the operation and growth of Caviar de Neuvic with a long-term vision favoring measured and controlled growth, a guarantee of quality and sustainability.



CAVIAR DE NEUVIC **CSR** APPROACH**CSR - CORPORATE SOCIAL RESPONSIBILITY**

Environmental and societal commitment cannot be decreed. It is part of the daily actions and decisions of a producer who is as attentive to respect for fish and their natural environment as to the health and confidence of his customers.

This commitment is at the heart of the civic conscience of Laurent DEVERLANGES and of his business project. The environmental and societal commitment draws on an ecological and ethical vision of the profession of producer in the service of a public which today increasingly forms the basis of the pleasure of tasting: the truth of the product.

Reduction of the impact on the environment, organic conversion, societal commitment ... the projects carried out by Caviar de Neuvic are the mark of a sincere commitment. They sometimes remain in draft form, or sometimes refer to the profession.

Caviar de Neuvic's CSR approach is one of the number 1 priorities. As a Company with a Social and Environmental Mission, Caviar de Neuvic has formulated its raison d'être around 2 its commitments

1 Reduce our impacts on the environment

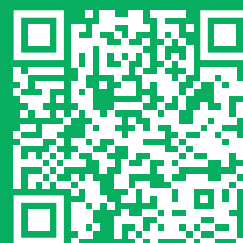
- Preserve resources
- Protect nature
- Respect the health and well-being of fish
- Reduce waste, promote co-products
- Improve the impact of our logistics chain

2 Contribute to the economic and social development of our territory

- Create sustainable employment in our territory
- Promote diversity within our company
- Apply a local purchasing policy
- Give priority to committed companies with a social impact
- Support the development of the local economy
- Maintain and promote short circuits

CSR report

available on our website



Examples of projects undertaken for ...

THE FISH

- 100% organic food
- Homeopathic treatments
- Phytotherapy
- Health research programs

THE SOCIETY

- Work in the circular economy
- Diversity charter
- Local purchases
- Responsible purchasing supplier relationship charter

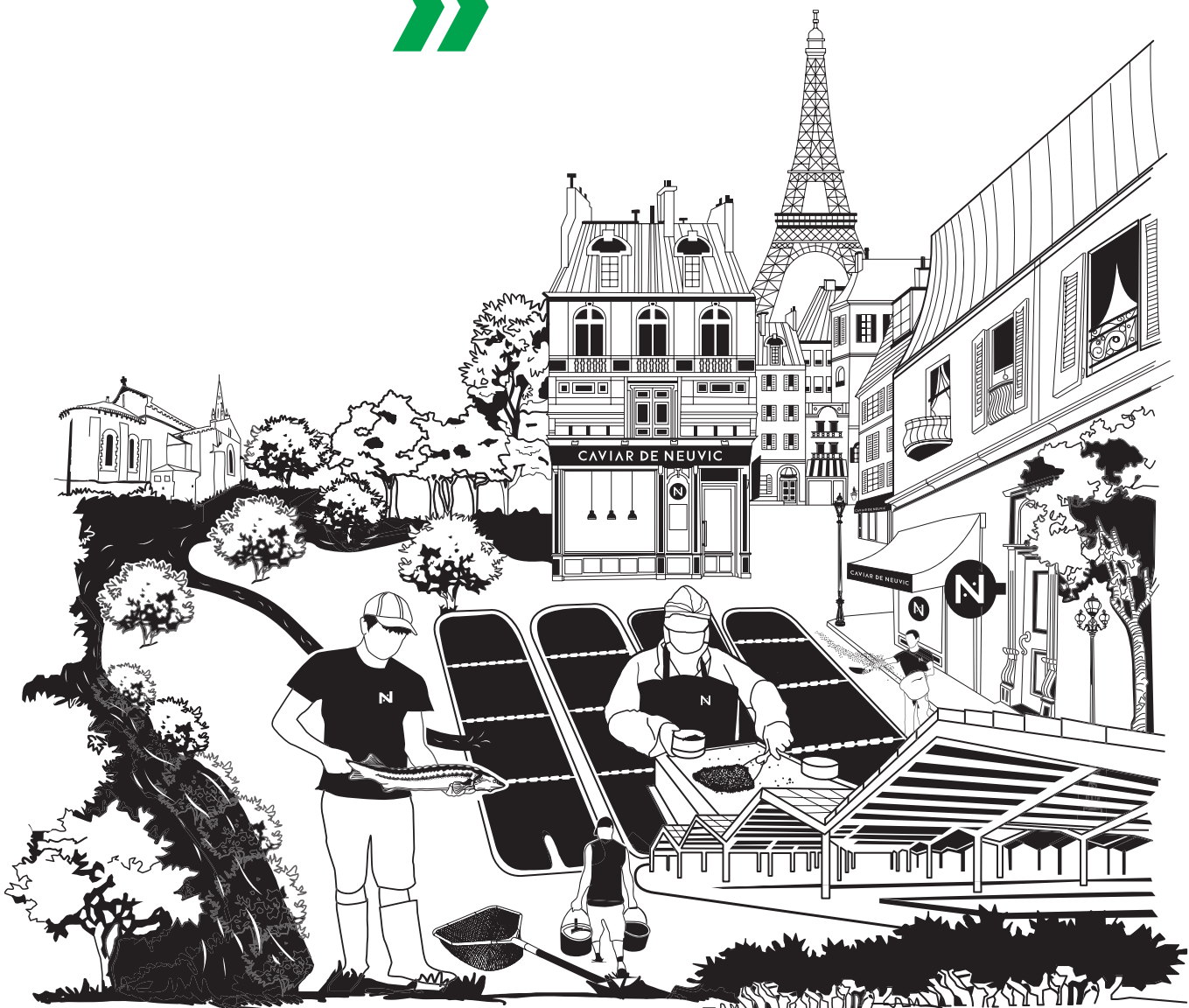
THE ENVIRONMENT

- Composting of 100% organic waste
- Global waste reduction policy
- Too Good To Go charter
- Sturgeon by-products
- Organic caviar
- Aquaponics
- Photovoltaic panels



To offer the most beautiful caviars thanks to our commitment as a producer, producing them according to the highest quality practices that respect **fish, people** and **the environment**

Our company's mission



CAVIAR DE NEUVIC



BIOLOGIQUE

Caviar de Neuvic has created the 1st organic French caviar

It is an eco-designed product, based on three pillars:

- The quality of the breeding thanks to its organic food and its low density
- Traceability in a certified organic laboratory
- An organic recipe composed only of caviar and salt

What does organic caviar taste like?

This organic caviar is characterized by its freshness and the purity of its taste. Sturgeon roe and salt, nothing more! Produced on demand, it is ultra fresh. We appreciate its melting and finely iodized texture which reveals flavors of butter and fresh walnut.



Approach

Regarding the packaging, it was made with environmentally friendly materials. Kraft packaging is 100% natural packaging, made from wood. It is renewable, biodegradable, recycled and recyclable. It is an economical and ecological solution, PEFC certified. The label and glue come from sustainable and controlled resources. The leaflet, made from recycled paper, saves natural resources and requires 2 to 5 times less energy and water to complete. Natural rubber (material of plant origin) comes from rubber cultivation. The glass jar, on the other hand, is an ecological material par excellence because it is 100% and infinitely recyclable.



Where can you find it?

This product is available in all Caviar de Neuvic shops (Paris, Bordeaux, Domaine de Neuvic) as well as on the online store.
www.caviar-de-neuvic.com

Available formats : 20g, 50g, 125g et 225g



THE COMMITMENT OF CAVIAR DE NEUVIC

The producer's commitment

As a caviar producer, Caviar de NeuviC offers high quality caviar whilst respecting fish well-being as well as the environment. With this in mind, Caviar de NeuviC has embarked on the construction of photovoltaic panels that cover all of the Domaine's pools. The panels capture solar energy and generate eco-responsible energy in order to provide energy autonomy.

Beyond energy production, this new structure provides additional comfort to sturgeons. First of all, thanks to the shade which will limit the stress of the fish, exposure to the wind is also reduced and the protection against flying predators is reinforced.



Being a producer means committing to support sturgeons throughout their development, which is why Caviar de NeuviC has created its own hatchery.

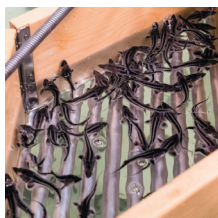
The latter offers autonomy and complete control of the rearing cycle of sturgeon selected from an early age; sturgeons join shady outdoor pools as soon as they weigh 50g. They will continue to develop within the Caviar de NeuviC pools until they are ready to give their best caviar.

CAVIAR DE NEUVIC

Caviar de Neuvi masters all of the sturgeon breeding and caviar production processes in the Domain's ponds and laboratory. Located in the heart of the Dordogne and on the banks of the Isle, the pioneering river in sturgeon farming, Caviar de Neuvi embodies a project and a producer personality. Raising sturgeons requires time, patience and care. This fish, one of the oldest in the world, is very sensitive to stress and changes in its environment.

0-6 months

Hatching



Pre-growing

2-3 years

Male / female identification by ultrasound



Growing

7 years

Checking the presence of roe by ultrasound



Refining

The quality of the water and the quality of its diet are decisive in the ultimate quality of caviar. But before we get to caviar, it will take seven years for the sturgeons to deliver their first roe that can be turned into caviar. All the resources of technical innovation and research are used at Domaine de Neuvi to optimize the conditions for growth and well-being of fish with the greatest respect for natural balances.



Numerous labels and prizes have come to recognize and reward this ecological and ethical approach of the Domaine since its creation.

2013 Entreprise Remarquable Initiative France - 2014 Saveur du Périgord Chambre d'Agriculture 24 - 2015 Producteur Artisan de qualité Collège Culinaire de France - 2017 Entreprise Excellence BPI France - 2019 Producteur engagé Maîtres Restaurateurs - 2019 France Savoir-Faire d'Excellence Entreprise et Découverte



CAVIAR DE NEUVIC



The commitment of the trading farmer

The vocation of Caviar de Neuvic is to introduce and rediscover the taste and culture of caviar to consumers today.

Caviar de Neuvic has chosen to develop a collection of caviars from other species and from other origins, in addition to its French baeri and ossetra, in order to offer everyone a more complete palette of all the tastes and pleasures. The 2 species proposed to complete the collection are SEVRUGA and BELUGA. The highest quality standards were placed in the choices made by the fish farm producing these caviars, in particular with regard to the quality of the water in the ponds and the way the fish are fed.

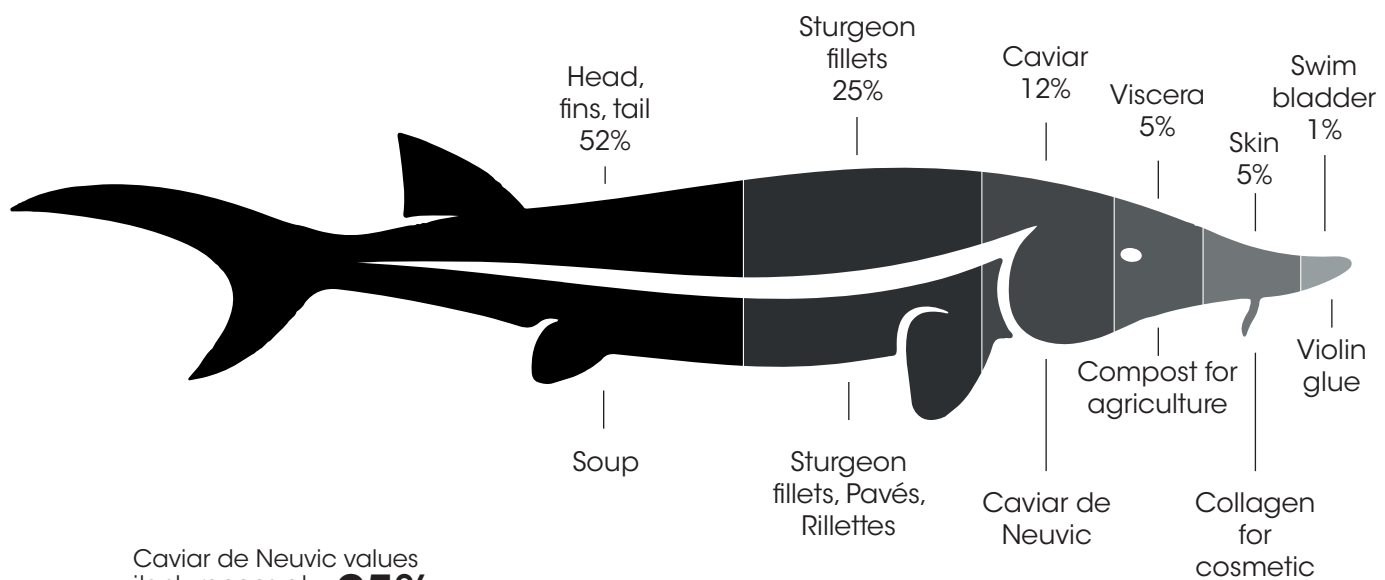


An exclusive partnership has been signed with Matey Matev's Aquamash farm in Bulgaria. It is Caviar de Neuvic that markets the entire caviar production of this farm throughout the world.



Caviar de Neuvic is committed to making the most of our sturgeons.

From an ethical point of view, valuing sturgeons is a factor that belongs to environmental commitment because using the entire product means respecting it. From another point of view, from an economic point of view, the purpose of valuing sturgeons is to derive an economic benefit in relation to the cost of breeding involved.



Caviar de Neuvic values its sturgeons at **95%**

The remaining 5% ... will be composted



THE CAVIAR DE NEUVIC WORLD

The rediscovery of an exceptional product

Caviar de Neuvic has set itself the ambition of making today's aesthetes rediscover the taste and culture of caviar. While the time and attention required to craft high-quality caviar would be enough to justify its rarity and preciousness, nothing beats the flavor of its tasting. The Baeri species, historically the only one and best suited to French breeding, is particularly suitable for the rediscovery of caviar.

Its melting texture, the light gray to dark gray palette of its grains, the delicacy of its fresh butter and hazelnut aromas can be easily appreciated. Far from the ostentatious celebrations of yesterday, caviar is establishing itself as a genuine gastronomic product, simple and subtle, to be enjoyed in the privacy of a moment for two, in the conviviality of a moment with family or friends. Caviar de Neuvic can be enjoyed by itself with a mother-of-pearl spoon

as well as as an ingredient or accompaniment to dishes whose simplicity will be transcended by the mere presence of the caviar.

Caviar de Neuvic is also developing original and gourmet recipes based on sturgeon and caviar to increase the opportunities to meet and discover its products: sturgeon rillettes with caviar, truffle or herbs, Caviar butter with melt on a fillet of sea bass or serve on mouillettes to accompany a boiled egg ...

In its Parisian and Bordeaux boutiques, at the Domaine or on its site, Caviar de Neuvic is multiplying the formats and tasting options of its collection of caviars.

Like a wine, a few artisanal chocolates or star macaroons, Caviar de Neuvic is also a perfect gift suggestion.



Neuvic L'Épicerie

Caviar de Neuvic launched a new concept in 2017: the Épicerie (its delicatessen products). This collection is the expression of the creativity and know-how of Caviar de Neuvic in the breeding of sturgeons and in the promotion of prestigious gastronomic products such as truffles, with the exclusive marketing since 2019 of the Henras 1820 range.

L'Épicerie is also a spirit of sharing and closeness in line with the tradition of the French grocery store around creative, simple and high-quality recipes for a natural and gourmet pleasure. L'Épicerie products naturally come to expand the Caviar de Neuvic range and also fill the shelves of its Parisian and Bordeaux counters and its boutique at the Domaine.

Caviar de Neuvic uses the flesh of sturgeons and caviar to develop original and gourmet recipes in its laboratories. The first references include ready-made dishes and condiments: fish soup, fleur de sel from Guérande with dried caviar ...



The range of fish roe stands out in particular with the organic char fish roe, a unique product in the world, resulting from an exclusive partnership with a char farm located in Larzac: Mas de Pommier.

CAVIAR DE NEUVIC

NeuvikVodka

Wheat alcohol, water, hibiscus flower, batak berries and chestnut flower pollen are the ingredients that make up this lightly scented vodka but dry enough to accompany caviar.

The pollen used comes from the Domaine and the original recipe has been tailor-made to combine perfectly with Caviar de Neuvic. Its dry taste does not alter the flavors of caviar in the mouth. This vodka is the result of a taste alchemy produced by passionate women and men using local products and unique know-how.



Paul
ERIKA SPIRIT • BERGERAC
Erika, more than a spirit ... a
state of mind, creates and
develops its own recipes, in
an artisanal and local way
in New Aquitaine.

Jean-François
CLOVIS REYMOND
VILLAMBLARD • Historical
distiller of Dordogne,
which for 7 generations has
perpetuated a know-how
passed down from father to
son, around the still.

Laure • OOKPIK
COUZE ST FRONT
Creator of cool ideas
supports entrepreneurs in
their image and takes off
their communication.

Les Papillons Blancs •
ESAT SAINT CHRISTOPHE •
BERGERAC With
its teams, support people
with disabilities through
woodworking, in order to
promote their social and
professional integration.

La Touche Caviar

Caviar de Neuvic offers caviar to grate, this culinary aid is the result of a long drying process. The result is an assertive taste, ideal for expressing culinary creativity. La Touche Caviar brings powerful iodine notes to all your dishes. Easier to combine than classic caviar and less fragile to handle, this product offers a whole range of uses.

Culinary associations

The Touche Caviar is the perfect complement to mashed potatoes, fresh pasta or seafood risotto. All you have to do is grate the nugget on top of a dish (using the small grater in the box), to express its inventiveness and appreciate its unique iodized flavors. With a nugget, you can season up to 4 dishes.



Smoked sturgeon

Our smoked sturgeon steaks are made from our finest sturgeon fillets. First, they are salted by hand with Camargue salt before being smoked whole for several hours at the Domaine. This process is long and meticulous, preserves and develops all the taste qualities of smoked sturgeon. Smoked sturgeon is a surprising and delicate product. Light and melting in the mouth, it can be served as an aperitif on a slice of toast with a squeeze of lemon. It can also enhance your salads, pasta or mashed potatoes ...



THE DOMAIN AT NEUVIC

A landscape of river, stones and trees

The Domaine de Neuvic is located between Périgueux and Bordeaux, in the heart of the Périgord blanc and this gourmet Dordogne famous throughout the world for its gastronomy and its art of living.

The basins draw directly from the clear, flowing waters of the Isle, the river that was the origin of sturgeon breeding in Aquitaine. The silhouettes of the long black fishes enhanced with a white dotted line glide furtively and silently. Along the arms of the Isle, holm oaks, willows and poplars create a peaceful and green landscape. At the heart of the property, a farm from the pre-revolutionary period flanked by its white stone dovecote still displays an old sundial.

A few leagues away, the village of Neuvic is home to a Renaissance chateau where the Domaine usually receives its distinguished guests and invites its neighbors and friends.



A fish farming domain open to the public

Proud of the quality of the facilities and keen to share their attachment to this place and their passion for sturgeons and caviar, Laurent Deverlanges and his team have made welcoming visitors one of their priorities since the creation of the Domain.

Throughout the tour, the public discovers the complexity of rearing sturgeons throughout their life, the combination of the resources of technological innovation and the mastery of traditional know-how in the final development of the caviar. The visitor especially realizes the requirement of the Domain with respect to all natural balances and the role of environmental commitment in the development of a high quality product.

Several tour options exist, all of which end with a tasting of caviar and other products produced at the Domain. The Domain received more than 7,000 visitors in 2019.

Brunches at the Domain

It will be possible to come to the domain to taste neuvic caviar products around a brunch made on the domain. Custom-made recipes to enjoy the best of our products. The brunch consists of a cold drink, a hot drink, a starter, a main course and its side dish, as well as a dessert. All made with seasonal products.



V.I.P. day: Caviar Master

Caviar de Neuviç welcomes guests by appointment and offers passionate amateurs the opportunity to extend their visit to the Domain with a unique experience: making, with the expert support of the laboratory team, their own caviar.

From the selection of the eggs to the boxing, each guest will be introduced to all the precise actions that he will perform himself according to the rules of the art. He will then be invited to a tasting lunch before coming to collect his personalized boxes of caviar at the Domaine. A memorable experience to offer or to treat yourself.

In Neuviç, the richness of history and the resources of nature meet each other to provide all the recipes for a unique art of living where gastronomy plays a major role.

SHOPS & RESTAURANT

The spirit of the counter

In French, we decided to call our shops, counters. Indeed, counters convey different messages and ideas. Our counters represent just as much the bistro spirit where points of view are exchanged, as the trade spirit where goods are exchanged. At the Comptoir de Neuvic, bar stools and displays make up a place where you come to discover or rediscover the taste of caviar and meet a French producer spirit.

Caviar de Neuvic in Saint-Germain-des-Prés

In 2015: Caviar de Neuvic opened its counter at 16 rue de l'Odéon, in the heart of Saint-Germain-des-Prés, of culture, luxury and delicacies.

From the left bank of the Isle, where the Domaine in Dordogne is located, to the left bank of the Seine, Caviar de Neuvic meets its public through a unique and warm place.

The natural elegance of sober and clear materials invites you to rediscover producer caviar.

**The shop in Bordeaux- Passage Sarget**

In the heart of the golden triangle in a 19th century covered passage, Caviar de Neuvic set up its Bordelais counter at the end of 2019. In addition to a welcoming shop, the establishment has 32 seats with 3 different atmospheres:

- The terrace on the red carpet in the heart of this historic Passage
- The marble counter, for a bistonomic moment
- The VIP Square upstairs for a comfortable and discreet atmosphere

Unmissable addresses for the end of the year celebrations ... and all year round

To invite it to your New Year's Eve table or to offer it at the foot of the Christmas tree to loved ones, Neuvic caviar is even more beautiful for the holidays. But caviar is too good a product to go without all year long. Caviar de Neuvic has also opened its counters in Saint Germain and Sarget to meet all the everyday caviar desires and all occasions of Parisians, Bordeaux residents, French and foreign visitors.



The restaurant in Bordeaux

After the opening of its Parisian counter in Saint-Germain-des-Près in 2015 and then of the Bordeaux delicatessen in December 2019, it is the turn of the very first 100% Caviar de Neuvic restaurant!

In a refined black and white decor, connoisseurs or novices alike can sit down under the glass roof or in the restaurant or on the Place du Chapelet terrace to taste Caviar de Neuvic products. A la carte, sturgeon based starters to share, 6 signature dishes topped with 20g of caviar or even caviar tastings.

Tastings

The tastings at Caviar de Neuvic allow you to discover our products while benefiting from essential advice for a good appreciation of caviar. It is also possible to taste products from the delicatessen range such as our caviar butter, our sturgeon rillettes or even our marinated sturgeon.





SIGNATU

BAERI

CAVIA
DE NEU





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