

FOOD AND BEVERAGE

Sturia makes US debut with haute couture caviar

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Sturia caviar

By STAFF REPORTS

France's Sturia is looking to disrupt the United States market with its custom-made caviar.

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The flagship brand of Sturgeon already retails at New York grocery store Le District and is available at restaurants L'Appart and Bagatelle, but starting in October, the brand will sell directly to U.S. consumers via its ecommerce site. As a new entry, Sturia's focus on sustainability may inspire consumers to try something new.

Swimming into new territory

Sturgeon, the brand, was founded in 1995. Based in Gironde, France, today it is the third largest producer of caviar.

The brand specializes in hand crafted caviars, which it calls its Haute Couture collection. These feature different levels of caviar for the entry-level or sophisticated connoisseur.

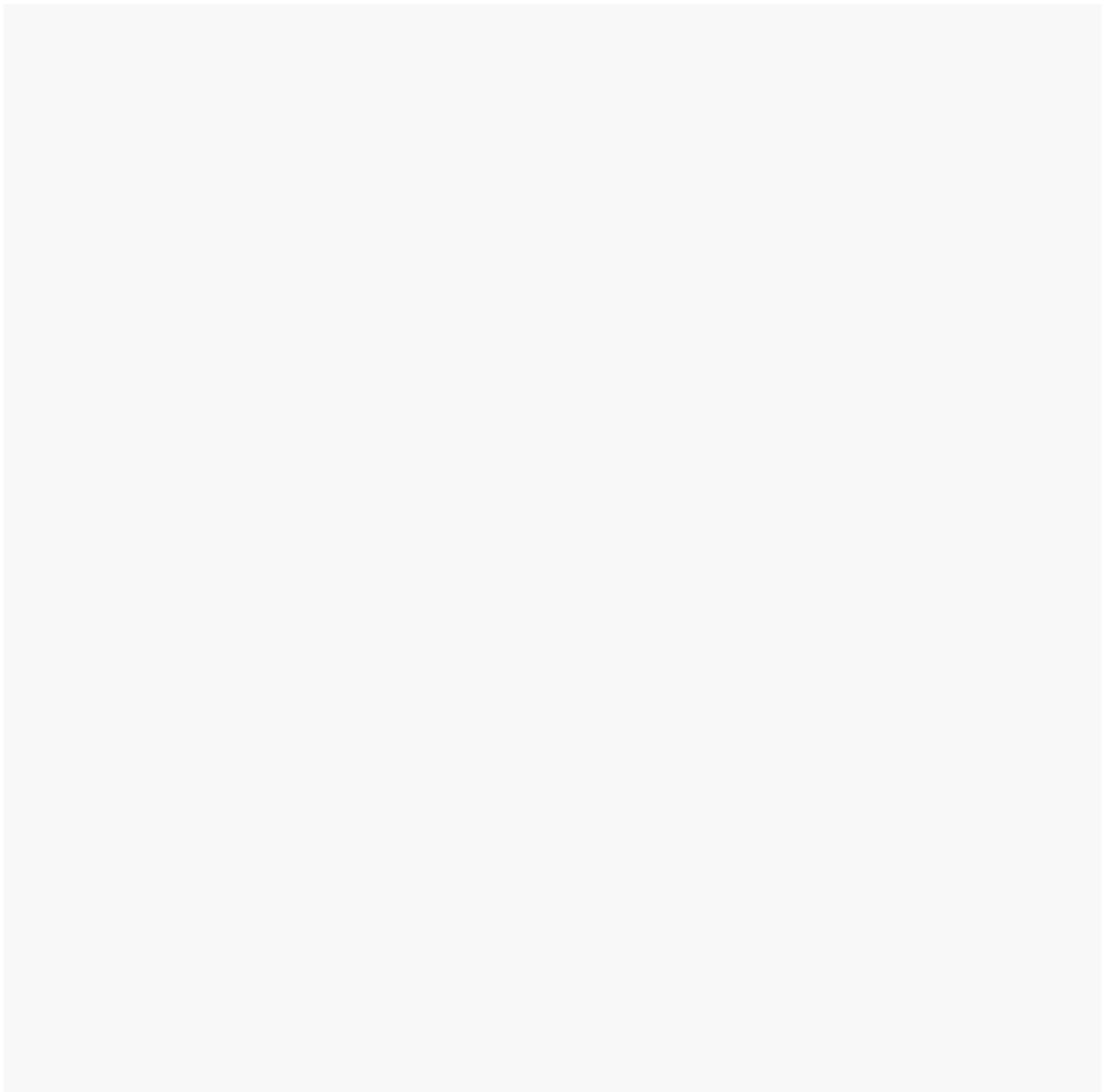
Sturia Primeur features roes refined for four weeks, giving them a creamy, hazelnut flavor. Refined for three to eight months, Sturia Vintage features firmer roes with a fruity taste.

The company is the only producer of 100 percent French Russian sturgeon, which is used for its Sturia Oscietra.

"Sturia was designed for people who share our philosophy that delicacies are personalized treats that should be enjoyed, explored and shared at any time," says Laurent Dulau, Sturia Worldwide CEO, in a statement. "With this unconventional mindset, we want to show Americans authentic, yet simple ways to taste, cook and gift caviar."

Getting ready for its official debut, Sturia has launched a U.S.-specific Facebook page to share photos from tastings and other information with followers.

The caviar-maker has a focus on sustainability, with its ponds designed to recreate a natural environment for the sturgeons. Sturia feeds the fish granules, plants, minerals and vitamins, and ultrasounds are used to sort sturgeons.



L'esturgeon est une espèce protégée par la CITES. L'objectif : préserver les ressources pour les générations futures, réglementer le commerce et faciliter la traçabilité du caviar. On vous explique comment décrypter et comprendre l'origine de votre caviar avec la bande CITES #danslescoulissesducaviar www.sturia.com/danslescoulissesducaviar #caviar #sturgeon #CITES #protectedspecies #faune #gastronomy

A photo posted by Caviar Sturia (@caviarsturia) on Jan 27, 2016 at 3:34am PST

"Innovation and sustainability are at the heart of everything we do," Mr. Dulau said. "Our research and on-site teams pay particular attention to the water temperature as well as the wellbeing and weight of sturgeons in order to produce naturally flawless roes and caviars," he added.

Besides being an ecological necessity, sustainability also makes economic sense.

For the "Ripples of Responsibility" conversation at Cond Nast's International Luxury Conference, executives from Kering and Swarovski discussed their brand efforts to incorporate sustainability throughout the business model. While sustainability still feels like a trend in the luxury industry, more ecologically-minded business models are financially necessary in the long run ([see story](#)).