

Oona - Pure Swiss Alpine Caviar

The Tropenhaus Frutigen is writing a piece of caviar history. The world of pleasure has become richer by a new delicacy with the "Oona" pure mountain water caviar. Fully in accordance with the philosophy of the Tropenhaus Frutigen, the first Swiss caviar makes its appearance in the market in a natural and sustainable manner, produced with the finest craftsmanship.

The Tropenhaus Frutigen has opened a new chapter in the history of delicatessen: the finest caviar from Siberian sturgeon that life in the pure, naturally warm mountain water is now available for your pleasure.

After the introduction of the first sturgeons to Frutigen in 2005, everything is now ready. Something unique has been created with a great deal of passion, patience and care – the "Pure Swiss Alpine Caviar". Based on the utilisation of the alpine water from the Lötschberg tunnel, this fine caviar is a completely ecological and sustainable product.

"Oona" and the "Ice Cube" – the new culinary brand

The first Swiss caviar carries its own, specially designed and selected brand name "Oona", and is an ambassador for a new world of culinary pleasure. Derived from the language of the Celts, "Oona" means the unique, the extraordinary. There are many indications that Frutigen was inhabited in prehistoric times. The river names themselves tell of the existence of a Celtic population that became Romanized, and, even later, mixed with the Germanic tribes to produce a German-speaking population. In the search for the unusual and the unique, the name "Oona" was given to the caviar from Frutigen. This musical name hints at the perfection of every individual caviar grain, and leads to the total experience created around this pure pleasure.

The design and appearance of the "Oona" logo underlines the philosophy of the caviar: the **O** symbolises the ecological cycle and the point in the **A** represents the caviar grain, while the softly curving **N** shows the opening to the outside world and the resulting transparency of the product. The delicate silver-grey of the design reflects the colour of the caviar and of the water.

A fine product deserves a selected, exclusive packaging. The "Oona" caviar makes its appearance embedded in the "Ice Cube", an image that brings the cycle full-circle – the beginning is the ice which, melted into water, forms the habitat for the sturgeon, and leads to the sparkling caviar.

Made from clear glass hand-crafted in Switzerland, the cube symbolises the purity of the product and takes the philosophy of sustainability into the material itself. Quality, pleasure and perfection are guaranteed by this unique and elegant glass casing. The "Oona" caviar finds its place in the centre of the cube in the form of a ball – as a reflection of the perfect caviar pearl. A sophisticated cooling system within the sphere maintains the ideal temperature of the caviar. Each "Ice Cube" is

unique, and shows its individual character through its craftsmanship. The shape and aesthetics invite you to place the “Ice Cube” directly on the table while enjoying the caviar experience, and to re-use it afterwards as a stylish and individual decoration.

Mountain water caviar – the right quality

“Oona” caviar stands out through its pure, distinctive taste, emanating from the source of the clear mountain water and the careful breeding and processing. The following qualities are available:

N° 101 – limité:

The predicate 101 means the highest quality, with the optimal maturation time of the roe giving it this seal of quality. The sturgeons from which this caviar is harvested were already selected when their maturity was determined. A further check is made just before the production itself. The grains are selected by hand by the fish inspector according to colour and size. The delicate skin, the minimum grain size of 2.6 millimetres and the intensive taste characterise this caviar. With a proportion of only five percent of the total production in the Tropenhaus, this caviar is a real rarity.

N° 102 - jeune:

Pure freshness can be discovered here, because this caviar promises pure pleasure. We are the only caviar producer in Switzerland to carry out the shipping on the day of production itself. A relaxed, sparkling and minimally salted caviar can thereby be presented with a fascinating fresh smell. The honesty and transparency of this caviar then unfolds itself perfectly. This caviar is only available with advance booking.

N° 103 - traditionnel:

The homogenous colour and the perfectly round grain characterise this caviar. With a salt content of maximum 3.5 percent, it is slightly salty (Malossol) and develops its nutty to creamy aroma ideally. This eloquent taste emphasises the purity of this caviar particularly well.

The caviar is lightly salted in the traditional manner (Malossol). No preservatives are used.

Sturgeon and caviar breeding – natural – sustainable – the finest craftsmanship

The Tropenhaus Frutigen is carrying out pioneering work in the field of land-based aquaculture. A professional production facility for fish breeding is located at the centre of the complex, and the fish stock in the Tropenhaus is currently being expanded to 80,000 fish, which will make an annual production of 20 tons of the delicate, bone-free sturgeon meat and around three tons of top quality caviar possible in the future. Sustainability has the highest priority in this fish breeding. The first priority is the welfare of the livestock. The type of harvesting and the processing are decisive for the quality of the caviar. The production of the “Oona” caviar is therefore characterised by manual work. The individual steps in the caviar farming and processing are carried out by professionals

under compliance with the highest quality and hygiene requirements. The manufacturing facility for the refining of the delicate sturgeon meat makes it possible to discover further delicacies from the in-house production. For example, the finest sturgeon terrine or warm-smoked sturgeon could enchant the palate in the future. Exciting additions to the "Oona" lifestyle will arise, such as accessories for the enjoyment of caviar and stylish objects made, for example, from the leather-like sturgeon skin.

"Oona" caviar is available in the Tropenhaus Frutigen, in the on-site restaurants and in the Online Shop via www.oona-caviar.ch/shop . The caviar is also available in selected delicatessens and restaurants.

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