

- Henry Kissinger -







<アルマスキャビア養魚場の全景>

チュンチョン北度のナンハン江上流に位置しています。 キャビアの品質を左右する決め手となる豊富な水量、適切な水 温などをそろえている恵まれた場所に位置しているアルマス キャビアの養魚場には、豊富な水が1年中供給されています。

一千年の企業、アルマスキャビア

アルマスキャビアは世界第一のキャビアを生産、販売しております。

世界中のアルマスキャビア

| 2008年 2月 ~ | Seafood Expo North America参加 | |
|------------|--|--|
| 2011年 4月~ | Seafood Expo Europe参加 | |
| 2009年 6月 | New York Fancy Food Show参加 | |
| 2009年 8月 | アメリカ New Marine Resources., Inc.と取引契約締結 | |
| 2009年 9月 | 日本と取引開始 | |
| 2010年 9月 | アメリカ Beverly Hills Caviar, 日本 Dayu, UAE Five Brother LLCなどに輸出 | |
| | The New York Times C | |
| 2012年 5月 | アルマスキャビア関連記事掲載 | |



The New York Times

2012年5月12日〈The New York Times〉 アルマスキャビアの記事が掲載

> "Catering to Taste For Caviar From An Unexpected Place"

> > (Business Section ページ B3)



ecalled with pained amuse-"The sturgeon is a slow-ning fish with no teeth to

to 50,000 sturgeons, all chil-of the original 200. But he the in return until 2009, the fish were old enough to twiar — one of the world's

all given up, asking him to 200 gravid sturgeons, not fertil-

buy back the fish.

For Mr. Han, the harvest was worth all the hassle, investment was worth all the hassle, investment of the harvest was worth all the hassle, investment of the harvest was a support of the harvest was been all the harvest was a support of the harvest was a support of the harvest was a support of the harvest was tha

"The shift to aquaculture and wild sturgeon populations to find a place in the international mar-ket," Cites said in a report in March. Mr. Han, a native of a fishing

Above left, caviar is packed in a tin. Above, Han Sang-hun of Almas Caviar and two oth er farmers extract roe from a sturgeon. At top, Mr. Han returns a sturgeon to a tank.

THE NEW YORK TIMES BUSINESS SATURDAY, MAY 12, 2012

land agap or fingerfings, in 1897.

Not only did those fins provide gones take to reach maturity, would have economic advantage and the standard or the standa Mr. Han, a native of a fishing village weet of Secolal and an economist by training, saw an early unique of the words: which was a many produced by training, saw an early of the words: cavair industry when he visited the republic of fallmyiak, then part of the Soviett was the same of the words: a many of the Soviett of Linion and now part of Russia, in class a sound of the sound of the words and the saw of the same of the soviett of the words and the saw of the same of the soviett of the words and the same of the saw of the same Mr. Han and his staff to experiment with developing "sustainable" egg-harvesting skills. This
avoids killing the fish for their
roe, as traditional sturgeon fishers da, and allows then to contia. ue to grow in their pools and spawn again, in about two years.

Iran and the United States have farm in Riga, Latvia, had been spawn again, in about two years.

Most caviar farms still sacriMr. Han's that are less invasive since 2008. There, he said, trained

was have to invest for 10 to began to dream of opening the key with no immediate re-fers with no immediate re-served by the consideration of the consideration of the construction of the con-Mr. Han said in an in-tered by the construction of the construction of the con-trol of the construction of the construction of the con-trol toward sustainable techniques make that determination by feel- about a growing number of com-

eggs out of the fish in a method that he said was different from Mr. Han's but that also somewhen I am no longer here," Mr.

lenges.

"In the United States, for example, when they hear the word Korea, they think of Kim Jong-il, not caviar," he said. "Selling caviar from Korea has been like an American chef trying to persuade Korean housewives to buy his length?"

and pharmaceutical companies.

To meet a growing demand for farmed caviar after Cites's new ban on wild caviar exports, Mr. Han pianned to increase his caviar production from 3.8 tons last year to six tons this year, about one-third of his farm's maximum capacity and about 10 percent of the legal international caviar trade that he forecasts for this year.

There are no reliable estimates on global caviar production. Cites reported that 71 tons of caviar, including eight tons of wild origin, were exported in 2010, the last year for which such tallies were year for which such tallies were available — but the organization does not keep statistics on caviar that is domestically consumed or traded illegally. Mr. Reviakin, for one, says that about 150 tons of caviar is produced in farms annually and that at least three times

more than that is sold illegally.

Mr. Han's company all but monopolizes the domestic South Korean market, where he says he more than double to 1.5 tons this year. Here, when the rich talk about gourmet food, they still think mainly of raw fish or the choicest cuts of beef. Mr. Han has

choicest cuts of beef. Mr. Harn has been trying to change that by sponsoring haute caviar and Champagne clubs.

Mr. Han, who is 56, must plan carefully for the long term. His fish must grow for 10 years be-fore laying, eggs, and they can live to be 150 years old. He plans to extract his stock fourful to to expand his stock fourfold to 200,000 sturgeons over the next

15 years.
"The fish will live long after I Mr. Han's but that also some times involved making a very small incision. Han said. "Raising sturgeon, I have learned a lot about time, hu-man mortality and environmen-

<The New York Times 記事>



Nature Sustainability Best and Finest

- Nature 最高の塩以外に別の添加物は全く含まれていない自然そのままの味をもつアルマスキャビアです。
- O2 Sustainability
 Sustainable Technologyを使用してキャビアを生産するアルマスキャビアです。
- Best and Finest 世界最高のキャビアを生産するアルマスキャビアは、1998年に設立してからSeafood Expo North AmericaやSeafood Globalのようなアメリカや欧米の権威ある国際博覧会に毎年招待されております。また、2012年5月12日の<The New York Times>グローバルビジネスセクションにはアルマスキャビアの優秀性が紹介されており、<The New York Times>のフードコラムニストであるJay Weinsteinさんからその味のすばらしさと品質について最優秀の評価を受けました。



Creating Caviar Culture with 5-Star Hotels



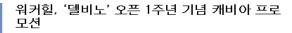
フォーシーズンズホテルの ソウルキャビアプロモーション

세계3대 진미 '캐비아'에 빠진 호텔들...어떤 메뉴들이



'이것' 하나만으로 특별한 자리가 되는 식재료가 있다. 바로 캐비아(철갑상어 알). 6~7년 이상 자란 철갑상어에서 알을 채취한 후 소금을 넣어 만든 캐비아는 풍미가 뛰어나 송로버섯-푸아그라와 함께 세계 3대 진미로 꼽힌다. 최근 특급호텔들이 캐비아에 빠진 이유도 바로 이 때문이다. 호텔 바깥에선 파인다이닝 레스토랑이 인기를 끄는 데다 새로운 호텔이 잇따라 문을 열면서 호텔 특유의 미식은 강조하되 다른 곳과 차별화를 꾀하기 위해 캐비아로 구성한 프로모션을 진행하고 있다.





이규화 기자 david@dt.co.kr | 입력: 2018-03-29 22:30

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[단독] 고음질 우퍼 사운드! 블루투스 이어폰 54% 단독 초저가 할인



비스타 워커힘 서움은 이탈리언 레스토랑 웹비노(Del Vino)가 오픈 1주년을 기념해 캐비아의 다압한 매력을 검험한 수 있는 '미토 더 캐비아'(Meet the Caviar) 프로모션을 선보인다고 29일 밝혔다. 전체 요리부터 디저트까지 다섯 코스로 구설된 이번 프로모션을 메뉴마다 10년 이살 자란 철각살아에서 추 충하는 오세트라 캐비아가 사용된다. '미토 더 캐비아' 프로모션을 통해 다압한 식재료와 캐비아가 미 문 이세점이 조리를 전환한 수 있다. 임작된 전공

비스타 워커형 서울은 이탈리언 레스토랑 델비노(Del Mno)가 오픈 1주년을 기념해 캐비아의 다양한 매력을 경험할 수 있는 '마트 더 캐비아'(Meet the Caviar) 프로모션을 선보인다고 29일 밝혔다.

전체요리부터 디저트까지 다섯 코스로 구성된 이번 프로모션은 메뉴마다 10년 이상 자란 혈갑상머에서 추출하는 오세트라 캐비아가 사용된다. '미트 더 캐비아' 프로모션을 통해 다양한 식재료와 캐 비아가 이루는 이색적인 조화를 경험할 수 있다.

코스는 캐비아 플래터로 시작한다. 암백한 빵과 계란, 사워크림, 그리고 항을 더할 양파와 레몬이 결 등여진 등래터로 캐비아 본연의 맛을 느끼며 압맛을 동무고 나면, 옥수수 크림수프와 캐비아, 캐비아 를 걸들인 해조후 리소토 메뉴가 이어진다. 메인 메뉴는 캐비아를 올린 호주산 안경과 판자 구이로, 풍부하고 묵직한 맛의 스테이크가 캐비아와 만나 이루는 고급스러움을 경험할 수 있다. 디저트로 제 공하는 워커할 수제 바닐라 아이스크림에도 캐비아가 결동여져 단맛과 짠맛의 대비가 이루는 즐거운 ビスタウォーカー ヒルホテルの キャビアプロモー ション



Creating Caviar Culture with 5-Star Hotels





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<アルマスキャビアの製品写真>

• キャビアは特別な方に送れる最高のギフトであり、大切な人と 共にする素敵なパーティーの品格を高める象徴になります。

| 種類 | 特徴 | Taste | Value |
|-------------------------------|---|-----------------------------|-------|
| アルマスキャビア (Almas Caviar) | ダイアモンドの原石を意味し、ゴールドイエロー色です。 | 独特で深いバター風味な味 | **** |
| ベルーガキャビア (Beluga Caviar) | 約20年以上育てた2m以上の大きさのチョウザメから得られます。 長い成長期間を待たなければならず、またキャビアのサイズが最 も大きいため、値段は高価であるが、風味は高く評価されます。 | 精製された純粋なキャビア そのままの柔らかい風味 | *** |
| オセトラキャビア (Osetra Caviar) | 約10年以上育てたチョウザメから得られます。 卵のサイズは中間です。 | ソフトで香ばしい味 | ** |
| セブルーガキャビア (Sevruga Caviar) | 約7年以上育てたチョウザメから得られます。 卵のサイズは最も小さいです。 | ライトでさっぱりした味 | ** |

^{*}キャビアの色はチョウザメの肌色によって異なっており、ベルーガ、オセトラ、セブルーガキャビアはそれぞれ様々な色をもちます。



Other Products

- 01 キャビア化粧品
 - 化粧水 / エッセンス / アイクリーム / 乳液 / クリーム
 - マスクパック / アンプル / ミスト
 - 石鹸(Oil to Foamタイプ) / 石鹸 (バータイプ)
 - サンケア
 - 化粧品の原料: キャビア抽出物、キャビアオイル
- 02 その他の製品
 - 化粧品の原料(キャビア抽出物、キャビアオイル)
 - サプリメント(チョウザメ/キャビア)
 - サプリメントの食品原料
 - バイオ製品など







キャビアを楽しむためのTip

01 Use it as a special and versatile ingredient キャビアは前菜料理としてはもちろん、あらゆるコース料理にもふさわしい食材です。

02 Take it unadorned

他の料理に添えることなく、キャビアだけを味わってみることをお薦めします。真の風味を楽しむことができるはずです。

03 Enjoy with

刻んだ玉ねぎやたまご、サワークリーム等と共に召し上がるか、クラッカーやパン、トースト、ブリヌイの上に乗せてもいいでしょう。またトリュフオイル、サーモン、フォーアグラなどと一緒に召し上がるとより深いキャビアの味を楽しむことができます。

04 Pair with

ドライなウォッカやシャンパンはキャビアの味をさらに アップしてくれるはずです。



キャビアの Serving/保管 Tip

01 Use the right utensils

- 固有の味を生かすためには、クリスタルまたは陶器 の食器をご使用ください。
- 陶器、ウッド、またはプラスチック製のスプーンをご利用ください。

02 Keep it cold

- 冷蔵保管します。

冷蔵庫の〈生鮮食品〉室に保管するのをお勧めします。

03 Consume or serve the entire container

- キャビアの味を堪能するためには、1オンス以上召し上がることをお薦めします。
- 一度開封したキャビアは味が変わってしまう場合がありますので、できるだけお早めに召し上がってください。
- 開封前最大6ヶ月から1年、開封後には最大 3日まで保存可能です。









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