



BLACK RIVER CAVIAR

## BLACK RIVER CAVIAR WILL LAND IN MEXICO

January 19, 2016

*In line with its plan to consolidate its position in the Latin market, as of last December Black River Caviar is also present in Mexico.*

Last December saw the realization of the first export of our caviar to Mexico, a country with a rich gastronomic tradition which represents a new challenge for our products.

With coasts along the Pacific and Atlantic oceans, Mexico is characterized by its vast maritime culture, so growing in this market is an especially interesting challenge for

Black River Caviar, for it implies entering one of the most attractive markets in the Americas.

Along with Grupo Novelda, our exclusive importer in Mexico, we have begun the process of introducing our products to the most select consumers, so as to continue consolidating our position as a benchmark brand at a global level.