



BLACK RIVER CAVIAR

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June 20, 2017

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Since mid-May, the team of *Black River Caviar* has been working on the product's launching in Marbella, as a new milestone in the product's international brand growth. Together with Antonia López León, who will import and distribute the product in Spain, the product was first launched in Marbella, a very valuable touristic city in the Spanish southern coast, to then extend to the rest of the Iberic country.

During the month of May, the first presentations of the product in this well-known destination overlooking the Mediterranean Sea were carried out, both for the media and for the most exclusive hotels in the area. The local press covered the first stage of product

launching, which continues to develop during June, when the summer season begins in the Northern hemisphere.

Victoria Canavesi, Brand Manager of BRC, who was present during the month of May in Marbella supporting the work of the Spanish team, explains that the caviar had an excellent acceptance and, in particular, the public highlighted its fineness and incomparable flavor, which many have described as unexpected.

With this new project, *Black River Caviar* continues to position itself as a global brand, aiming at satisfying the gastronomic demands of the most demanding clients, who are looking for unforgettable experiences.

