



Presentation Dossier Caviar Nacarii 2009



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Index

- 1 Presentation
- 2 The Company
- 3 The caviar
- 4 The Secret Ingredient
- 5 Our Guarantee
- 6 Neoelectra Trust Fund

Presentation

1



Presentation

The generation and the power consumption have become a strategic factor for companies and citizens worldwide. The scene that glimpses for the next years demands a global effort with the unique objective to reduce the impact that the human activity is generating in the environment, and the companies that we participate in this sector we must register this process.

NeoElectra maintains from its creation in 2003 a strategy clearly focused to the generation of clean energy. At the moment processes like the co-generation allow a high energetic efficiency that means a smaller consumption of fuel and a reduction of the emissions of CO₂ to the atmosphere.

But our vocation is to go further on. We believe, and we are demonstrating it with facts, that the sustainable industrial development is possible. This concept is already a reality in our facilities of Les (Val d'Aran) and El Grado (Huesca). In them we combine processes of co-generation with the recovery and commercialization of the CO₂ that emit our facilities and the operation of fish farms.

The result is a 100 % efficient industrial process of generation of energy and resources, and, which is more outstanding, totally clean. This is the contribution of NeoElectra to the sustainable development in the communities where it acts and our letter of presentation is to follow our plan of implantation in Spain and the main European countries.

Jean Christophe Chalot
President of NeoElectra Group

-“The over-exploitation of the rivers and the uncontrolled fishing has taken the sturgeon on danger of extinction. The production of wild caviar is really little and there have been cases of caviar of less quality sold at the price of authentic caviar.

From Caviar Nacarii we have given a strong support to keep sturgeon in captivity to contribute to the care of the species and at any moment to guarantee the process of production and the quality of the product. Thanks to the strict control of the process, from the arrival of the young fishes to the fish farm to the delivery of the product to the customer, we obtain caviar of excellent quality.”

Management of Nacarii Caviar

The company

2



Caviar Nacarii

CAVIAR NACARII is the producing company of caviar and sturgeon meat located in the natural surroundings of the Val d'Arán.

The quality and purity of the water of the river Garona, that enters the fish farm at only 20 kilometres from its birth, has a result of an extraordinary product, without flavours or scents. Caviar Nacarii is an artisan company that takes care of the details of the production process and packaging for the satisfaction of the most demanding costumers.

The company was created in 1999 with the opening of the centre of production in Les, Val d'Arán and from 2005 it belongs to the NeoElectra Group, a pioneering company in the sustainable industrial development in the Spanish and French energy market.

In the facilities the caviar is elaborated following a method initiated more than 200 years ago, respecting the tradition and adapting the processes to the present needs of food safety. Caviar Nacarii has obtained the Quality ISO9000 and Enviromental ISO14000 certifications, and also is working to obtain the BIO symbol.

Caviar Nacarii has a firm commitment with its natural surroundings, for this reason the water of the fish farm is put under a continued process of recirculation and filtration before giving it back to the river. Caviar Nacarii fulfils the rules established by Environment Department of the Val d'Arán, the ACA in Catalonia and the Hydrographical Confederation of the river Ebro.

Nowadays NeoElectra owns in Spain eight co-generation plants, situated in the villages of El Grado (Huesca), La Luisiana (Sevilla), Dos Hermanas (Sevilla), La Roda de Analucía (Sevilla), Morón de la Frontera (Sevilla), Mengíbar (Jaén), Les (Val d'Arán) and Aranda de Duero (Burgos). Three of these plants recuperate and commercialize CO2 and two own fish farms. The group employs in Spain more than 100 people. In France, NeoElectra owns near 40 facilities, including 5 Wind Farms.

NeoElectra is participated by the North American investment fund Capital ArcLight Partners, specialized in the energy sector. It has its corporate office in Barcelona and it is led by President Olivier Fuentes and directed by Antonio J.B. Cortés.

The caviar

3



The Black Diamond of the Pyrenees

The caviar is considered world-wide as a fine food and is coveted by best gourmets. The "black diamond of the gastronomy", as some have baptized to him, is elaborated from the eggs of sturgeon.

For its production Caviar Nacarii annually buys 12,000 young *Acipenser Baerii* sturgeon, a specie from the Siberian Baikal, that arrive at the fish farm when they are only 2 months old.

After a period of adaptation in the inside pools they are moved to the exterior ones. At this moment the normal cycle of the sturgeon starts and they feel the changing seasons by the temperature of the water, for that reason is essential to control the conditions of the pools. When they are 30 months old we select the best females for caviar production and the rest are commercialized as meat.

The selected females grow until they are six years old, when they reach the optimal age to extract the caviar. After the extraction of the eggs, we start the process of weighing, sifting, washing, salting and packaging. We make all these processes following all the sanitary measures necessary to obtain a product with all the guarantees. On the other hand we have special attention in avoiding any influence of smells or flavours during the process, because the high fat content of the caviar could absorb them quickly and it would decrease the quality of the product. Our objective is to maintain all natural properties and quality.

Caviar Nacarii follows a process of totally artisan and extremely delicate elaboration because the eggs have to be in their exact point of salt so they keep its texture and exquisite flavour in the palate following all the rules for food safety and, at the same time, respecting all the magic of the tradition. Caviar Nacarii can be found in specialized shops in 50 grams tins with an approximated price of 110€, we also commercialize 110 gram tins at an approximated price of 250€.

4

The secret
ingredient



The Val d'Arán

Located in the middle of the Pyrenees, surrounded by high and majestic mountains and with a marked Atlantic influence, the Val d'Arán area is a place in which we can find a big range of ecosystems in a small territory.

This characteristic makes the zone a rich area of different shades and sensations. Caviar Nacarii is like our valley, our mountains and mainly like the pure and crystalline water of the Garona River.

The quality and purity of the water that enters the fish farm only 20 kilometres of the birth of the river and maintaining an exhaustive control of its temperature, has a result of an extraordinary product without any alterations.



Our Guarantee

5



The label

Caviar Nacarii follows the labelling laws of the EEC and CITES. In order to come to the international trade of sturgeon and its derived parts we have, as it is compulsory, the CITES permissions and certificates (International of Threatened Species of Wild Fauna and Flora Trade). CITES establishes a system of international labelling that all the producers of sturgeon we must fulfil to guarantee the quality and authenticity of the product.

CONTENT OF THE LABEL



CITES. This code must contain the following information:

-BAE: it indicates the species of sturgeon. In the case of Caviar Nacarii it is *Acipenser Baeri* (BAE).

-C: it indicates that Caviar Nacarii is a product derived from sturgeons in captivity. A "W" means wild sturgeons.

- ES: It indicates the country of origin of production, Spain in the case of Caviar Nacarii.

- 2007: Year of elaboration of the caviar.

Elaborated: This data is not a compulsory data as Caviar Nacarii is the first producer of the world in indicating it. This date allows knowing the maturation degree of the caviar.

To consume before: The date of consumption of caviar depends on the type of tin in we acquired where:

- Maturation tin. Caviar in the first tin, its packaged the day of its elaboration and arrives to the final consumer 9 months from its elaboration.
- Repacked tin. Mature Caviar cured in tin of maturation and repacking to a tin for commercialization with a time of consumption of 3 months from its repacking.

Ingredients: Compulsory data. We must indicate the ingredients of the product. In order to be able to denominate caviar the main ingredient must be the sturgeon eggs. The eggs of any other fish cannot be denominated caviar. In this section we have to indicate if the product has received some heat treatment or pasteurisation.

RGD: 12-11540/L. This code must identify the original producer to know the country origin. It is also possible that it comes accompanied with the code of the national distributor although is not obligatory.

LOT: Code in which all the tracking of the product is shown, from the life of sturgeon to the distribution data.

NeoElectra as a socially responsible company concentrates in the support of the population of the surroundings where it acts. For this reason, the NeoElectra Foundation has been created, an organization that is born with the aim of organizing different collaboration programs of the company.

At the moment, the NeoElectra Foundation collaborates with educative projects, of restoration of the patrimony, giving support to local economies by means of the creation of work cooperatives and gives also support to local elite sportsmen, like the Archer Miguel Cortés, champion in Spain of Clay Pigeon Shooting and silver medal in the 2008 World Championship of this modality. But these projects are only the beginning.

NeoElectra maintains a firm commitment with its surroundings as indispensable complement of the industrial activity. NeoElectra always acts under the conviction that the sustainable industrial development is possible.

NeoElectra Trust Fund

6



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