MAIN DIFFERENCES BETWEEN PESCAVIAR RANGE AND LUMPFISH "CAVIAR"

The first and main difference is something as basic but as important as: we are talking about different products with different positioning.

At least this is what all our communication is about, making clear that Avruga is a unique product, not to be compared to anything else in the market. It is a gourmet caviar alternative product, being the only one in the world in this category. While lumpfish roes are a mere caviar substitute, Avruga has to be placed and considered into the gourmet bracket.

Furthermore this general overview of both products, we can go down to more concrete differences:

- While lumpfish roes are coloured with E153 (Vegetable Carbon - prohibited in the USA for food products) or other artificial colourings, Avruga is coloured with **squid ink**, which is a **natural** ingredient.

- Since Lumpfish is a "low-quality" fish, producers of lumpfish roes need to add flavour and aroma enhancers, **while Avruga does not need flavour or aroma enhancers** taking into account the high percentage and high quality of North Sea Herrings used in its elaboration process.

- Less aggressive flavour: while Avruga has a **smoky taste and a subtle nutty** flavour, lumpfish roes are **salty and fishy**.

- While lumpfish roes are added artificial preservatives, **Avruga does not have any artificial preservatives.**

- Avruga is a **more versatile** product since it doesn´t loose the colour or shape even in hot recipes. Avruga can be used as an appetizer, for canapé, or as an **ingredient** when cooking. While Avruga is being used by most important chefs all over the world in any kind of recipe, some lumpfish roes cannot even be used for decoration since they easily bleed (mainly in hot recipes) resulting in a low-quality presentation.

Besides:

- Pescaviar is the leader of gourmet caviar alternatives products all over the world, having the best international hotels, restaurants and stores among its clients.

- Pescaviar is launching new products and improving the existing ones all the time (R+D+I).

- Pescaviar offers a complete range of products in different formats to meet consumers needs (Lobsviar, Anchoviar, Moluga, Avruga in 55gr, 120gr, 350gr, 940gr, etc).

- Lumpfish: it is the same flavour in black or red colour. We give different colours and different flavours (different raw material), more variety. What is the point on having 2 references that taste the same at the same price and in 2 colours? red lumpfish, black lumpfish. Prestigeous places should give its clients more variety in products, even at a higher pricing level.

- Once a consumer buys Avruga for the first time, they would be ever faithful to it, since there is nothign similar in the market. AVRUGA IS A WINNER.