

**FOR IMMEDIATE RELEASE**



“Azerbaijan Fish Farm LLC” Presents First Sustainable Caspian Caviar in the World under the trademark of “Baku Caviar” at North America’s Largest Seafood Event, Seafood Expo North America/Seafood Processing North America.

Baku, Azerbaijan, January 7<sup>th</sup>, 2024 – ["Azerbaijan Fish Farm LLC"](#) (AFF) proudly announces its participation as an exhibitor in Seafood Expo North America/Seafood Processing North America, the continent's premier seafood event.

The expo is scheduled to take place from March 10 to 12, 2024, at the Boston Convention and Exhibition Center in Boston, MA.

AFF proudly introduces Baku Caviar, the world's first sustainable Caspian caviar brand, setting new standards in responsible luxury. Renowned for its commitment to nature without compromising on delight, the brand emerges as a trailblazer in ethical caviar production.

At the highly anticipated Seafood Expo North America, Azerbaijan Fish Farm is poised to showcase its illustrious heritage as a premier sturgeon breeder and caviar producer. The spotlight will be on their dedication to sustainable aquaculture practices, offering visitors an immersive journey through the distinctive narrative of Baku Caviar.

Mr. Nazaraliyev Mammad, CEO of AFF, expressed his enthusiasm for the event, highlighting its significance as a platform to champion sustainable practices in sturgeon breeding and caviar production. "Seafood Expo North America provides a crucial stage for us to demonstrate our commitment to sustainable practices," he remarked. "We are eager to share our expertise and the unique journey of Baku Caviar from Azerbaijan to global markets."

AFF takes immense pride in delivering the highest quality caviar sourced from six sturgeon species, five of which are native to the Caspian Sea basin. These encompass *Huso Huso* (Beluga), *Acipenser* *Gueldenstaedtii* (Diamond Sturgeon), *Acipenser Persicus* (Caspian Osetra), *Acipenser Ruthenus* (Sterlet),

Acipenser Stellatus (Sevryuga), and a crossbreed of Ship Sturgeon with Beluga (Acipenser Nudiventris x Huso Huso).

The company's production process harmoniously merges traditional and modern breeding techniques, leveraging cutting-edge facilities like Recirculating Aquaculture Systems (RAS), cage culture models, and state-of-the-art seaside tanks. Azerbaijan Fish Farm is steadfast in nurturing a conducive environment for sturgeon growth while upholding sustainable aquaculture practices.

A distinguishing feature unique to Baku Caviar is the ability to purge fish in the saltwater from the Caspian Sea before harvest. This exclusive process guarantees that Baku Caviar retains its distinctive taste, akin to wild catch caviar.

In line with its eco-conscious ethos, AFF is firm in its commitment to reviving and preserving biological diversity in the Caspian Sea. The company actively organizes sturgeon release events, contributing to the preservation and reinforcement of endangered sturgeon populations. For each jar of caviar sold, Baku Caviar releases 10 sturgeons, aiding in the replenishment of native sturgeon populations in the Caspian Sea.

#### **About Azerbaijan Fish Farm LLC:**

AFF stands as a pioneering force in sturgeon breeding and caviar production, based in Baku, Azerbaijan. With a legacy built upon sustainable aquaculture practices, AFF stands at the forefront, offering high-quality caviar sourced from six sturgeon species, five of which are endemic to the Caspian Sea basin.

Committed to environmental stewardship and the well-being of sturgeons, AFF combines traditional and modern breeding techniques, utilizing state-of-the-art facilities. Baku Caviar, the flagship product, is celebrated for its exceptional taste and quality, owing to the unique purging process in saltwater from the Caspian Sea.

Beyond product excellence, Baku Caviar actively contributes to the conservation and restoration of the Caspian Sea's biological diversity through initiatives such as sturgeon release events. For more details about Azerbaijan Fish Farm LLC and Baku Caviar, visit us at [[www.aff.az](http://www.aff.az)] & [[www.bakucaviar.az](http://www.bakucaviar.az)].

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#### **About Seafood Expo North America/Seafood Processing North America**

Seafood Expo North America/ Seafood Processing North America is North America's largest seafood exposition. Thousands of buyers and suppliers from around the world attend the annual, three-day exhibition to meet, network and do business. Attending buyers represent importers, exporters, wholesalers, restaurants, supermarkets, hotels, and other retail and foodservice companies. Exhibiting suppliers offer the newest seafood products, processing and packaging equipment, and services available in the seafood market. The exposition is sponsored by the National Fisheries Institute. SeafoodSource is the official media. The exposition is produced by Diversified Communications, the international leader in seafood-industry expositions and media. The exposition is produced by Diversified

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