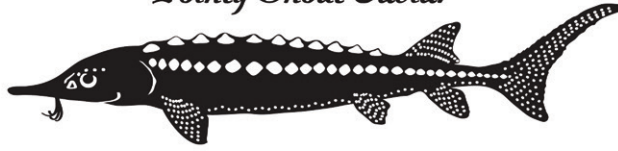


*Pointy Snout Caviar*

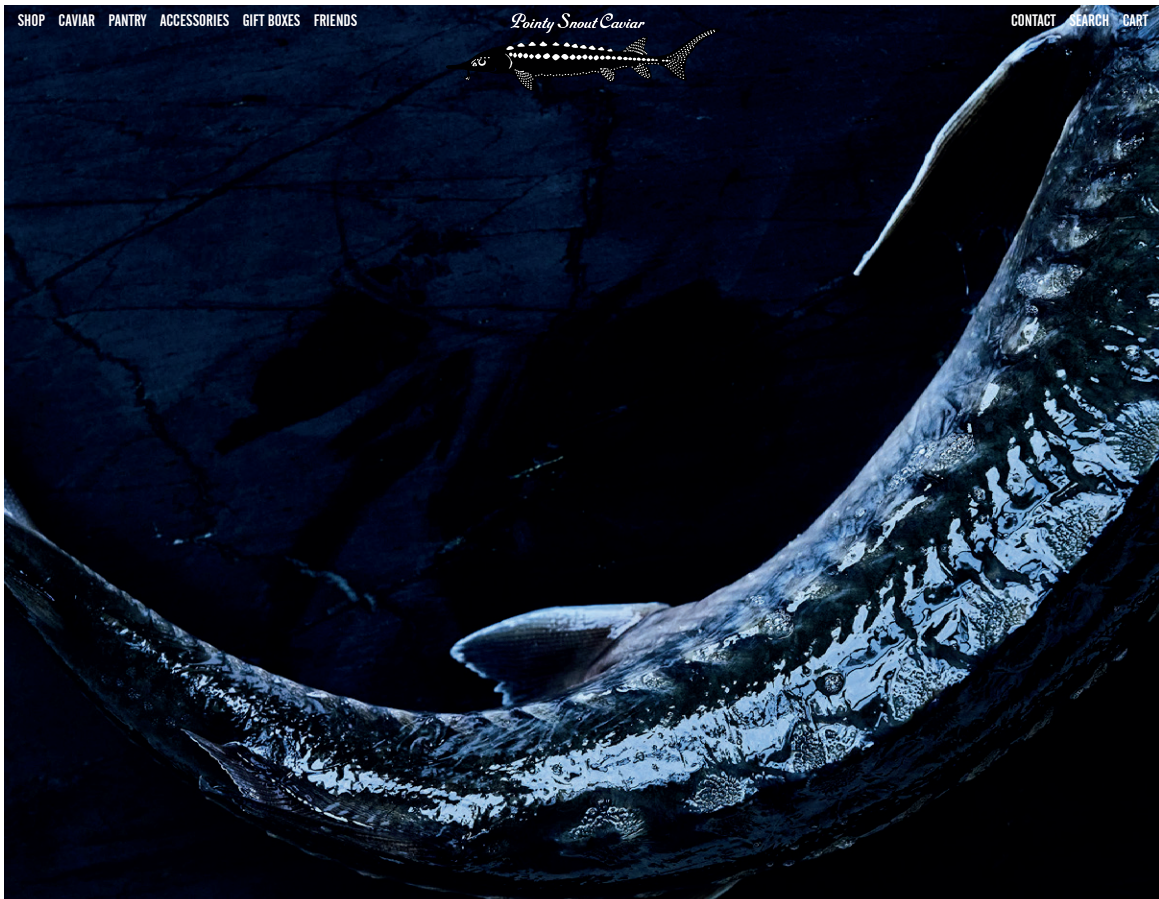


# POINTY SNOUT CAVIAR RELEASES THEIR NEW WEBSHOP

Pointy Snout, the stylish caviar house known for its outstanding caliber and commitment to sustainability through responsible sturgeon farming, celebrates its 10-year anniversary with a chic new webshop.

When Pointy Snout launched a decade ago, founders Alexandra Du Cane and Michael Kline were forward-thinking outliers for making sustainability a core tenet of their business, and in the ten years since, the industry has begun to follow suit.

Now, with their striking new online platform, Pointy Snout once again differentiates itself, this time with a timeless, sophisticated yet playful aesthetic, unseen, heretofore, in the caviar sector. Pointy Snout's appearance now perfectly mirrors its principle: that enjoying the finest caviar should be a pleasure — an embrace from a treasured friend, a caress — without the pomp, intimidation and outdated constructs prevalent in this luxury category.





# LEGACY OF POINTY SNOUT



Caviar Ossetra Dark Amber



Canister

## HISTORY

Pointy Snout is an audacious reinvention of a venerable luxury; the go-to brand for transparency and responsibility: caviar unbridled from pomp and rhetoric and with a modern conscience.

Be warned: Pointy Snout Caviar is known to cause unexplained outbreaks of happiness.

Pointy Snout Caviar has never been pasteurized or frozen, and is 100% chemical-free. The only ingredients in our caviar are responsibly farmed sturgeon roe and salt.

Pointy Snout was founded and is run by Alexandra Du Cane and Michael Kline, avid travelers and citizens of the world, who believe in preserving the great gifts that nature offers us so generously. As such, Pointy Snout is sourced from only the most responsible sturgeon farms that take extreme care to raise sturgeon in environments that mimic their natural habitats. Sturgeon farming is the only way to protect the feeble population of wild sturgeon who were overfished to the point of near extinction. Pointy Snout was founded in 2011 on the principle that wild sturgeon must be protected and farming sturgeon must be done right. This core tenet allows us all to enjoy the pleasure of caviar more completely.





## FRIENDS

Pointy Snout is the go-to caviar for the stylish creative set. Recent partnerships include Pointy Snout for a dinner hosted by Lauren Santo Domingo and Vanessa Traina for CVC Stones; Tali Lennox's wrap party; Aerin Lauder's fête hosted by Vogue at American Bar; a lunch celebrating Brock hosted by Vogue at American Bar; a runway event for Alexander Wang; several parties at The Line; a brunch by chef Ignacio Mattos in collaboration with the artist Christian Haas at Art Basel...the list goes on and on.



# RESPONSIBLE CAVIAR WITH A MODERN CONSCIENCE.

## VALUES

Honesty. Transparency. Caviar world is rife with product manipulation (growth hormones and Borax-additives allowed by many non-US countries).

Telling the truth is no small mission. The corollary to this is behaving ethically. This means accepting responsibility for sourcing only from sustainable farms; from farmers who actively respect and protect their fish, their environment, the resources used in their production process, and the workers they employ. Present our offering with startling visual beauty and design.

Offer consumers the very thing that reflects our values—namely, caviar as more than a product for indulgence, but rather as an experience.

The pleasures derived from this experience are inseparable from an awareness of its history and the people who make it; an openness to the whimsy and enigma and happiness and social connections it conveys; a receptivity to the knowledge to be gained over time (much as with wine); and an eyes-open willingness to design and live by the code of responsibility appropriate to each individual. The experience rejects private language or rules of decorum. It opposes intimidation. It is inclusive, not exclusive. Every imaginable moment is appropriate for the experience.

## GOALS

Remain consistent with customers. Offer the highest quality product and customer service.

## SUSTAINIBILITY

Pointy Snout caviar is made from sustainably-farmed sturgeon. What does that mean?

Sustainable sturgeon farming is a method that has minimal or zero impact on wild fish resources and their natural habitat. There are explicit measurements of success: one is a feeding ratio of 1:1 – meaning, one pound of wild fish used to feed one pound of fish raised. Another is creating a healthier local environment than previously existed. This means, recycling and purifying water, conserving energy, and re-introducing healthy wild sturgeon small-fry into their indigenous rivers and streams. True sustainability is defined by an entirely neutral-to-positive footprint on the planet.





# CAVIAR



CAVIAR OSSETRA GOLD

Pointy Snout's authentic Ossetra caviar is from sustainably farmed true Russian Sturgeon (*Acipenser gueldenstaedtii*), raised primarily in South America and Israel. Its medium size beads present colors ranging from light brown to pure amber. We offer four styles of Ossetra—Reserve, Select, Golden and Dark Amber—all of which possess the rich, nutty flavor that's characteristic of all great Ossetra caviar. All of our Ossetra is aged at least 90 days.



WHITE STURGEON CAVIAR SUPREME

We occasionally find a small amount that's a notch more sublime. This is Avancé Supreme, a complex and richly-nuanced journey into authentic caviar. Rare and uniquely delicious.



CAVIAR OSSETRA DARK AMBER

Pointy Snout's authentic Ossetra caviar is from sustainably farmed true Russian Sturgeon (*Acipenser gueldenstaedtii*), raised primarily in South America and Israel. Its medium size beads present colors ranging from light brown to pure amber. We offer four styles of Ossetra—Reserve, Select, Golden and Dark Amber—all of which possess the rich, nutty flavor that's characteristic of all great Ossetra caviar. All of our Ossetra is aged at least 90 days.



SIBERIAN CAVIAR

We source this authentic Siberian caviar from responsible sturgeon farms in South America and, more recently, Madagascar. At both sites, the quality of natural resources—soil, air, and water—create a pristine environment to raise the fish and are honored by the farmers, who are local to each place. The result is a memorable, character-rich tasting experience. Both farms produce a wonderful entry level caviar—accessible, generous and, like prized wines, a genuine reflection of the terroir from which it comes.



# PANTRY



HUDSON VALLEY CREME FRAICHE



1" BRIOCHE TOAST ROUNDS.



DANIEL BOULUD SMOKED SALMON LOIN

Perfected by Chef Daniel Boulud, this premium cut of fresh Atlantic salmon is smoked in fruitwood to create a delicate, lightly fragrant delight. You'll never eat the regular stuff again.



FRENCH BLINIS



# ACCESSORIES



## CAMEL BONE SPOONS

These camel bone spoons are hand-carved by artisans in Kenya. In a primitive shelter situated on the edge of tea fields, it takes as long as five days to complete each spoon. Finished with polished bone and vegetable pigment coating the long stems, these ivory-like pieces represent a gesture against the commercialization and illegal trade in ivory.



## STURGEON AT PLAY

Our playful collaboration with artist Gerardo Blumenkrantz and star copywriter Marty Cooke is available for purchase for the first time this holiday season exclusively from Pointy Snout.



## POINTY SNOOT STURGEON KEY

With a twist of the wrist, our caviar key easily opens each of our caviar tins and makes a perfect companion to a set of our camel bone spoons. A must-have for the caviar connoisseur, our proprietary keys are only available with the purchase of caviar.



## HANDMADE CERAMIC DISH FROM MASA DESIGNS

Designed by Chef Masa Takayama for Masa restaurants and now available exclusively through Pointy Snout, each stunning Masa Designs porcelain dish is the ideal size for a single portion of our finest caviar, a dollop of crème fraîche and a micro-green garnish. Delicate, overlapping petals rest alongside The Rose Mallow's lush, golden foliage. Cast in solid 18ct gold. Engraved by hand in Los Angeles.



# GIFT BOXES



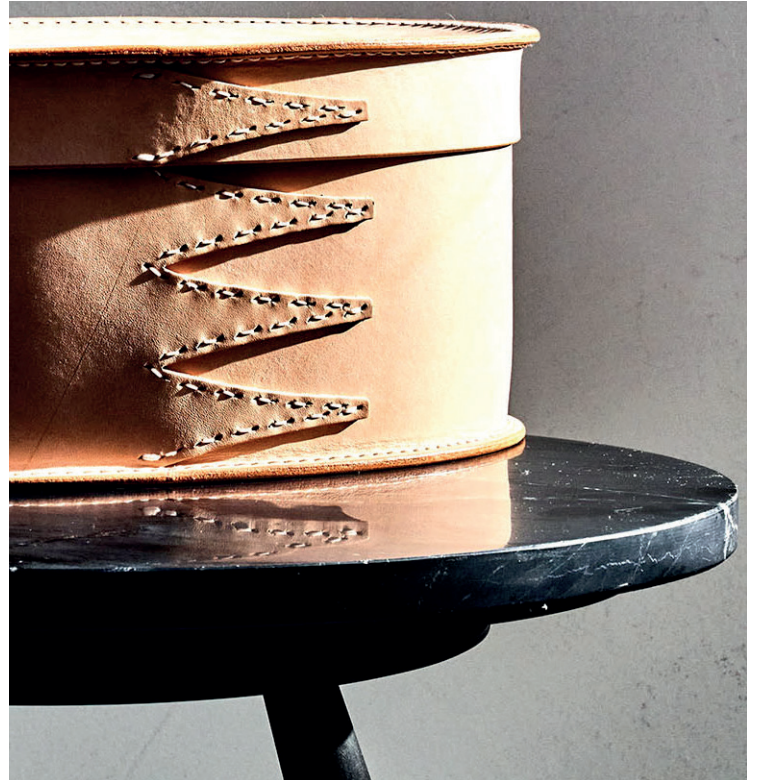
TASTING TRIO



EDITION DECENNIAL



BESPOKE SHAKER BOXES



BESPOKE SHAKER BOXES



**A SELECTION OF PRESS IMAGES IS AVAILABLE AT THIS LINK**

For all inquiries, please contact  
Alexandra Du Cane  
alex.ducane@gmail.com  
www.pointysnout.com  
Instagram: pointysnout