

The background of the entire image is a photograph of a rustic wooden building. The upper portion shows a dark, weathered corrugated metal roof. Below the roofline, the wooden siding is made of vertical planks, some of which are dark and aged, while others are lighter. In the foreground, there is a dense field of tall green grass and numerous small, delicate white and pink wildflowers. The overall lighting is soft, suggesting a late afternoon or early morning setting.

**TSAR NICOULAI**

*Farm-To-Table American Caviar*

*Taste the caviar  
less traveled.*






## ABOUT TSAR NICOULAI CAVIAR

We pride ourselves on providing genuine American caviar of the highest quality. As worldwide pioneers of American White Sturgeon farming, we developed truly sustainable domestic caviar that rivals classic imports. In 1984, we won the coveted James Beard Award for pioneering these efforts in making world-class caviar from our farm raised sturgeon. Today, we continue to oversee every aspect of production from raising the sturgeon to processing the roe, which allows us to exert standards of quality not available elsewhere.

Our proprietary tank-farming and raceway techniques have significantly reduced the threat to declining wild stocks, while our use of water from our own natural aquifers and unique recycling programs have made us truly eco-friendly. Our system is designed to clean and recharge the waters so that our fish can swim in the most pristine and mineral rich water under pure sunshine.

Tsar Nicoulai artisanal handcrafted products are carefully produced and selected without the use of antibiotics, growth hormones, GMOs, biocides, radiation, bioengineering or synthetic preservatives.

It is our vision to craft small batch premium caviar of the highest quality and integrity. This vision roots in a philosophy of farm-to-table, an equal consideration of life, land, and home.



NO GMOS  
NO ANTIBIOTICS  
NO SYNTHETIC PRESERVATIVES



## TASTING NOTES

The most spectacular of our collection with gold and silver flecks that make a "jeweled" effect. It is the largest bead size offered with creamy flavor yet a rich and clean finish - the rarest caviar.

## PAIRINGS

The best Champagne you can get your hands on



## CROWN JEWEL

American White Sturgeon

## SERVING SUGGESTIONS

Serve in a glamorous silver caviar server with a Mother of Pearl spoon and enjoy the simplicity.

### TSAR NICOULAI

## *Signature Bites*

### TRADITIONAL

Top a savory farm egg zabaione with fresh corn and chopped parsley

### *Classic*

Garnish mini buckwheat dumplings, tomato jam, and crème fraîche

### L U X E

Dollop savory French toast, seafood mousse, or pâté with unsalted chive butter

## TASTING NOTES

Produced in very limited quantity, the tawny brown to platinum hue and generous large sized bead of this highly regarded caviar will delight and fulfill your caviar fantasies. The lingering creamy finish is perfection.

## PAIRINGS

Top Shelf Premium Smooth Chilled Vodka



## RESERVE CAVIAR

American White Sturgeon

## SERVING SUGGESTIONS

Less is more with our grand sized nutty caviar. Keep it simple and serve this straight on the top of your hand by your thumb "Russian Style." This will allow the subtle properties of the caviar to shine.

### TSAR NICOULAI

## *Signature Bites*

### TRADITIONAL

Top Russian style buckwheat pancakes (Blini) or crêpes and crème fraîche

### *Classic*

Garnish small roasted fingerling potatoes, tangy European style sour cream with chopped chives

### L U X E

Dollop on seared diver scallops or fresh fish and light white wine cream sauce



## TASTING NOTES

This exquisite and rare caviar with its medium to large bead & glowing golden color has a smooth buttery finish that will completely exhilarate even the most discerning palate.

## PAIRINGS

Fine Sparkling Wine (Dry)



## GOLDEN RESERVE

American White Sturgeon

## SERVING SUGGESTIONS

Serve on an iridescent Mother of Pearl caviar palette nestled in shaved ice within a silver bowl using Mother of Pearl spoons.

TSAR NICOULAI

### *Signature Bites*

#### TRADITIONAL

Top toasted and unsalted buttered challah bread, French broiche, or English muffin and crème fraîche

#### *Classic*

Garnish an oyster, fresh with lemon or barbecued with butter and fine herbs

L U X E

Dollop vanilla bean butter  
poached lobster on  
cauliflower purée

## TASTING NOTES

This rich and unique caviar with its medium to large bead & lustrous golden color has a smooth, nutty finish that will exemplify open-circuit farming at its best.

## PAIRINGS

French 75 Cocktail



## GOLDEN OSETRA

Bulgarian Russian Sturgeon

## SERVING SUGGESTIONS

Simply serve the jar in a fine porcelain bowl within shaved ice using Mother of Pearl spoons to complete the occasion. This combination is a true representation of the sea and land.

TSAR NICOULAI

### *Signature Bites*

#### TRADITIONAL

Top a poached oyster, mussel, or clam with Champagne mignonette, and cracked white pepper

#### *Classic*

Garnish whipped potato, vodka infused crème fraîche and fried shallots

L U X E

Dollop miso-glazed cod,  
sunnyside-up quail egg,  
and wilted greens



## TASTING NOTES

A premier caviar plated within the finest restaurants in the country. Praised by connoisseurs for its smooth finish, gentle pop, beautiful dark brown to platinum hue, and creamy medium to large sized bead. Breathtaking!

## PAIRINGS

Favorite Champagne



## SELECT CAVIAR

American White Sturgeon

## SERVING SUGGESTIONS

We stand by the adage "less is more." Keep it simple and serve this straight on a Mother of Pearl caviar spoon or on a mild base without a hard texture.

TSAR NICOULAI

### *Signature Bites*

#### TRADITIONAL

Top a mild smoked fish with a light herbed crema on rye bread toast points

#### *Classic*

Garnish buttered angel hair pasta with lobster or shrimp and lemon zest

#### L U X E

Dollop freshly fried homemade potato pillows with lump crab meat, artichoke heart, and crème fraîche

## TASTING NOTES

A complex flavor noted for its brine finish. It has a medium grain size with a bold jet black color and a delicate surface that melts on your palate.

## PAIRINGS

Domaine Carneros Estate Cuvée Sparkling Wine



## CLASSIC CAVIAR

American White Sturgeon

## SERVING SUGGESTIONS

Simple and classic, straight as a garnish on almost any low salt mild base. Create delightful flavor combinations by adding this caviar to anything from mild seafood or eggs, to Russian pancakes or water crackers with unsalted butter or sour cream.

TSAR NICOULAI

### *Signature Bites*

#### TRADITIONAL

Top on seafood bisque or a creamed vegetable soup

#### *Classic*

Garnish freshly fried potato chips with a home made French onion dip

#### L U X E

Dollop a thinly layered parfait of crème fraîche, potatoes, smoked fish, chives, shallot and chopped egg



## TASTING NOTES

With a rich and clean taste, this deep brown to jet black medium sized bead has a creamy finish. An excellent choice for an intimate dinner or the grandest of soirees.

## PAIRINGS

Extra Brut Champagne or Dry Sparkling Wine



**ESTATE CAVIAR**  
American White Sturgeon

## SERVING SUGGESTIONS

Enjoy simply on a Mother of Pearl caviar spoon. A mild base without a hard texture, such as lightly toasted breads, Russian style pancakes (Blini) or crêpes can be lovely with unsalted butter or crème fraîche.

TSAR NICOULAI

### *Signature Bites*

#### TRADITIONAL

Top crispy potato pancake (latke) and sour cream

#### *Classic*

Garnish fresh crab cakes on sliced heirloom tomatoes with light herb aioli

#### L U X E

Dollop on cold corn soup with scallops and top with chives





## TASTING NOTES

Indigenous to and sustainably caught from the Great Lakes area, this fish produces roe with small eggs, colored a soft, golden yellow. The individual eggs are crisp with a mellow and slightly fruity flavor, which makes it very appealing to those who might be unfamiliar with roes. It is an extremely affordable option when serving a sizable number of guests.

## PAIRINGS

Riesling or Chardonnay White Wine



## GOLDEN WHITEFISH

Sustainably Caught Wild American

## SERVING SUGGESTIONS

Because of its mild flavor, this roe makes a great addition to any flavorful seafood dish. Also, with its firm pop, adding it to any soft food (such as pasta or boiled potatoes) will add a lively and pleasing texture.

TSAR NICOULAI

### *Signature Bites*

#### TRADITIONAL

Top freshly fried homemade tater tots with creamy herb spread

#### *Classic*

Garnish a "beggars purse": a thin crêpe filled with smoked Salmon, crème fraîche, caviar and tie it with a chive

#### L U X E

Dollop on twice-baked potato with fresh lump crab meat, crème fraîche, and chive

## TASTING NOTES

This fiery orange roe has a bright and silky pop. The subtle, sweet flavor makes a vibrant and delightful garnish when added to a wide variety of dishes. Because the trout roe is smaller than the salmon roe, the pop is brighter and less viscous.

## PAIRINGS

Dry Rosé Wine



## GOLD PEARL TROUT

Sustainably Farmed in France

## SERVING SUGGESTIONS

The mild flavor of this roe makes it very appealing as a perfect garnish on soups, salads, or as a dollop with dairy items like sour cream or crème fraîche.

TSAR NICOULAI

### *Signature Bites*

#### TRADITIONAL

Top sour cream dip with cucumber, mild herbs, lemon, shallot, and endive

#### *Classic*

Garnish chilled vegetable soup, such as gazpacho, with crème fraîche

#### L U X E

Dollop on smoked Trout Rillettes, mixed greens, radish, horseradish infused dressing, and rye bread toast points

## TASTING NOTES

This trout roe has a sweet and smoky brined bead that combines the very best barbecue flavors along with a traditional trout roe delight. This takes your seafood dish to an adventurous degree.

## PAIRINGS

A Bourbon Manhattan



## SMOKED TROUT ROE

Sustainably Farmed + Infused In-House

## SERVING SUGGESTIONS

This is a very versatile roe that is best used as an accent when a rich, smoked flavor is needed. Any mild base will shine with a few beads of this roe, such as potatoes, bagel bites, crêpes, Russian pancakes (Blini), thin unsalted crackers, eggs, cucumbers, or seafood.

TSAR NICOULAI

### *Signature Bites*

#### TRADITIONAL

Top a Latin parfait with layered fresh guacamole, garden salsa, sour cream, and corn crisp

#### *Classic*

Garnish a fresh fish ceviche with avocado, peppers, radish, lime, and cucumber

#### L U X E

Dollop a chive flan with fresh lump crab meat

## TASTING NOTES

Generous bead size and a beautiful bright color are a few characteristics of this premium Ikura grade salmon roe. This memorable wild Alaskan salmon roe is noted for its discernable pop that finishes with robust flavor.

## PAIRINGS

Imperial Russian Stout



## GOLD PEARL SALMON

Sustainably Caught Wild Alaskan

## SERVING SUGGESTIONS

This is the world's most widely used roe, prized for its added nutrition and versatility. Combine with other bold flavors (spicy to herbal) and maximize the complexity, or with other neutral flavors (starches to dairy) that can soften the flavor punch. Use in moderation when adding it to any recipes as each pearl is rich and briny.

TSAR NICOULAI

### *Signature Bites*

#### TRADITIONAL

Top softly scrambled farm eggs, mini potatoes, or bagels

#### *Classic*

Garnish California rolls, sushi, or poke, dash of Asian vinegar (Yuzu) and low salt soy

#### L U X E

Dollop Tuna tartare with Sriracha & mayonnaise, lime, roasted corn, shallot and avocado



## TASTING NOTES

Named after the delicacy, the roe is colored a deep, golden brown using only natural vegetable juice. The color is perfectly complimented by the lush flavor and aroma of white Italian truffle. This combination of roe and truffle is not only the ultimate in luxury but also extremely affordable.

## PAIRINGS

Pinot Noir Red Wine



## TRUFFLE

Naturally Infused Wild Whitefish Roe

## SERVING SUGGESTIONS

Simply liven up everyday appetizers or entrees with an extra pop of seasoning and an aura of sophistication. Perfect with low salt crackers and all cheese spreads. The rich, earthy flavor is wonderful when paired with any mild base that can use an added essence of the land and sea.

TSAR NICOULAI

### *Signature Bites*

#### TRADITIONAL

Top farm eggs prepared soft boiled, Benedict, French omelet, light scramble or deviled

#### *Classic*

Garnish mini buckwheat crêpes with braised scallions and crème fraîche

#### L U X E

Dollop on cold pasta salad with seafood and garden vegetables

## TASTING NOTES

Prepared with fresh Hawaiian ginger, this naturally flavored roe is a terrific example of how Asian ingredients have become part of today's culinary vocabulary. The flavor is piquant and easily fits into Asian or Western themed dishes.

## PAIRINGS

White Rum Mojito



## GINGER WHITEFISH

Naturally Infused Wild Whitefish Roe

## SERVING SUGGESTIONS

This naturally flavored roe is bright and fresh and works well with savory and sweet dishes. Be creative when adding this versatile roe to any modern or classic dish for an added brilliant twist.

TSAR NICOULAI

### *Signature Bites*

#### TRADITIONAL

Top spring rolls (rice paper rolls with crab, cucumber, carrots, fresh mint and cilantro)

#### *Classic*

Garnish on charred heirloom carrots and leek terrine, savory yogurt, and micro radish greens

#### L U X E

Dollop sweet mango sticky rice and mint, or on Golden Nugget Carrot bread with cream cheese

## TASTING NOTES

Naturally infused with real saffron, this roe provides a delicate and subtle flavor. Its very small grain is naturally colored with beets, giving it a luxurious ruby red jeweled brilliance.

## PAIRINGS

Full-bodied Cabernet Red Wine



## BEET+SAFFRON

Naturally Infused Wild Whitefish Roe

## SERVING SUGGESTIONS

The vivid coloration makes it a natural choice for use as a garnish. Top appetizers for a bit of jeweled sparkle or blend with creamy dishes for a pop of color. Substitute this roe in almost any recipe calling for red tobiko.

TSAR NICOULAI

### *Signature Bites*

#### TRADITIONAL

Top an open-faced crab melt with  
sourdough bread and dill

#### *Classic*

Garnish a favorite deviled egg  
recipe with hot sauce  
(Red Deviled Eggs)

L U X E

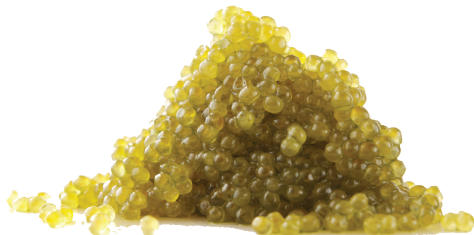
Dollop on seafood bisque or a  
creamed vegetable soup

## TASTING NOTES

Our bright green color is naturally derived, unlike all other wasabi-flavored roes on the market. Its zesty bite is sure to leave a lasting impression on those who prefer their flavors big!

## PAIRINGS

Fine Highland Blanco Tequila



## WASABI WHITEFISH

Naturally Infused Wild Whitefish Roe

## SERVING SUGGESTIONS

Enjoy on delicately colored shrimp chips or rice crackers. Balance the zesty and bold roe flavors with cool vegetables, such as cucumber, and dairy, such as plain yogurt. The sprightly flavor of this roe lends itself to many applications: from Asian seafood to vegetable dishes.

TSAR NICOULAI

### *Signature Bites*

#### TRADITIONAL

Top seared Diver Sea Scallops with  
toasted black sesame seeds and  
pickled ginger crème fraîche

#### *Classic*

Garnish a mixed grilled shellfish with  
Asian style noodles and wilted scallions

L U X E

Dollop seared black pepper Tuna  
loin over an arugula salad and  
Asian dressing

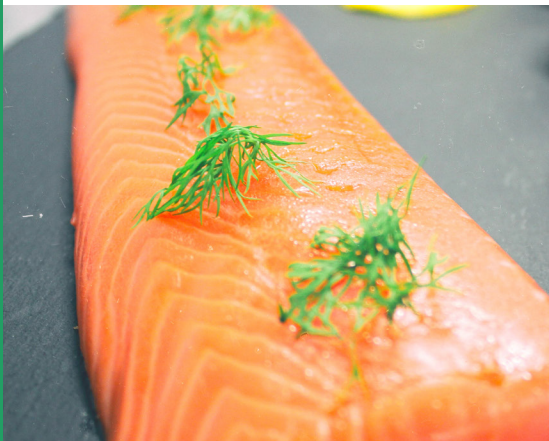


## SERVING PIECES



**MICHAEL ARAM COLLECTION**  
*Find more at [tsarnicoulai.com](http://tsarnicoulai.com)*

## SMOKED MEATS



### **SMOKED SALMON**

*Tender and flavorful. Available pre-sliced, 4 oz. side, 2 to 3 lb. side and Prime Tenderloin*



### **APPLEWOOD SMOKED STURGEON**


*Our American farmed Sturgeon is cured and smoked for 6 to 8 hours, resulting in a buttery and moist finish with a fine hint of fruit wood smoke. It is estate smoked on our Sturgeon farm in Northern California using our neighbor's Applewood and simple, natural ingredients. We use artisanal methods that craft a velvety, yet firm texture. The vacuum sealed packaging maintains all its sweet, clean flavors. Sliced or whole*

*Visit [www.tsarnicoulai.com](http://www.tsarnicoulai.com) to find more premium curated products, including specialty foods, smoked fish delicacies, caviar servers, Mother of Pearl spoons and other accoutrements.*





*For over 30 years, Tsar Nicoulai Caviar has sustainably cultivated world-renowned caviar from 100% American White Sturgeon. Our artisanal caviar is natural, fresh, additive free and enjoys a loyal following of fine food enthusiasts who prefer the simple goodness of a quality product.*



*"We are a tiny group of aquafarmers who are passionate about creating the highest quality caviar using the most sustainable practices. We take pride in our small batch, artisanal caviar, knowing we have had control of the process from start to finish. From growing the strurgeon, to curing the caviar, everything is done in-house."*





*Wilton, California*





**Aquafarm**

*10842 Gay Road  
Wilton, CA 95693  
916.956.0747*

**Offices**

*3018 Willow Pass Road  
Concord, CA 94519  
800.95.CAVIAR*

***WWW.TSARNICOULAI.COM***