



seafood  
*choices*  
ALLIANCE

## MEDIA ADVISORY

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### CELEBRATE AMERICAN CAVIAR AT THE CLASSIC AND THE TOP CHOICES AT HOME ALL YEAR LONG

ASPEN (June 10, 2005) - At the 2005 Food & Wine Classic at Aspen, Seafood Choices Alliance offers attendees tastings of two American caviars, and announces the year's best seafood selections for the environment.

The seafood choices we make have a direct impact on the ocean environment. With more than 70 percent of the world's fish species already fully exploited or severely depleted, and ongoing increases in destructive fishing practices and with some fish farming operations posing additional environmental problems, the time for making better seafood choices is now.

**TASTINGS:** At its booth in Wagner Park, the Alliance offers a taste of caviars that have earned widespread praise from connoisseurs and conservationists alike, a delicious respite to the caviars taken from the eggs of fish that are on the brink of extinction, such as the Beluga and other Caspian Sea sturgeon. For more information, or to place an order, contact:

- **Sterling Caviar**, [www.sterlingcaviar.com](http://www.sterlingcaviar.com), 800.525.0333
- **Sunburst Trout Company**, [www.sunbursttrout.com](http://www.sunbursttrout.com), 800.673.3051

**"SWEET 16":** In addition to the caviar choices featured at the tastings, the following seafood selections are great choices in 2005, as they are abundant in supply and fished or farmed without the use of harmful practices.

- Farmed American Caviars
- Farmed California Abalone
- Wild Pacific Halibut
- Wild Sablefish/Black Cod
- Farmed U.S. Tilapia
- Wild Dungeness Crab
- Wild Stone Crab
- Wild Sardines and Anchovies
- Wild Alaskan Salmon
- Farmed U.S. Shrimp
- Wild Pacific Spot Prawns
- Wild Northern Pink Shrimp
- Farmed U.S. Catfish
- Farmed Clams
- Farmed Mussels
- Farmed Oysters



*Seafood Choices Alliance congratulates member Chef Maria Hines of Earth & Ocean in Seattle named one of **Food & Wine's "Best New Chefs 2005"** and for her ongoing commitment to a healthy ocean and ocean-friendly seafood.*

**Seafood Choices Alliance**, as a non-profit trade association for the issue of ocean-friendly seafood, informs, connects, and mobilizes the nation's leading voices in support of a sustainable supply of seafood choices. The Alliance brings together the leaders from the seafood and restaurant industries, conservation organizations, and academic institutions, enabling them to advance actions that reflect a shared concern for the long-term supply of seafood and the long-term health of the ocean.