



**2021**  
**CAVIAR**  
Prestige at the table



# CAVIAR

Persit Star is an import-export company based in Italy (Milan) active in various branches of international trade. Thanks to our brand " Tutto per la Salute ", we supply top products such as Beluga quality class A caviar in the agro-food sector.

Directly from the Persian lands, we can distribute this delicacy retail and wholesale that requires no introduction, famous and in demand all over the world.

## Persian Caviar

From the Persian word khâviyâr, caviar refers to the egg of the wild sturgeon, and the first news dates back to the fourth century BC.

The people of the Persian Empire are said to have been the first to taste caviar, believing it had medicinal properties and was a source of energy (a belief still widespread today).

It also made its appearance during the Roman Empire, but the consumers most interested in caviar were undoubtedly the tsars of old Russia. Perhaps it is for this reason that although the Persians are credited with preparing caviar by salting eggs, it was the Russians who called it a luxury, even if globally the best luxury caviar, Beluga, is clearly of Iranian origin ( the Russians themselves, despite producing it, come to buy it directly in Iran).

Today, Iranian caviar comes from the northern provinces of Gilan, Mazandaran and Golestan which overlook the Caspian Sea. Together with other sturgeon species, the Beluga sturgeon that lives on the bottom thrives particularly well in these frozen and brackish waters, which give caviar a unique flavor. With some incredible survival instincts, beluga has a lifespan of up to 100 years, reaching maturity around 20 years. The best quality caviar, known as the "Iranian diamond", comes from this particular species.





# Caviale Persiano

Caviar is an important food, appreciated for its sublime quality and flavor. In order to become a true connoisseur, however, it is necessary to know details that nobody will tell you. Here are a few:

## INTEGRITY

This is the general appearance of caviar. Usually a good caviar is uniform from the point of view of the physical characteristics of the eggs, such as size and color.

## FEATURES

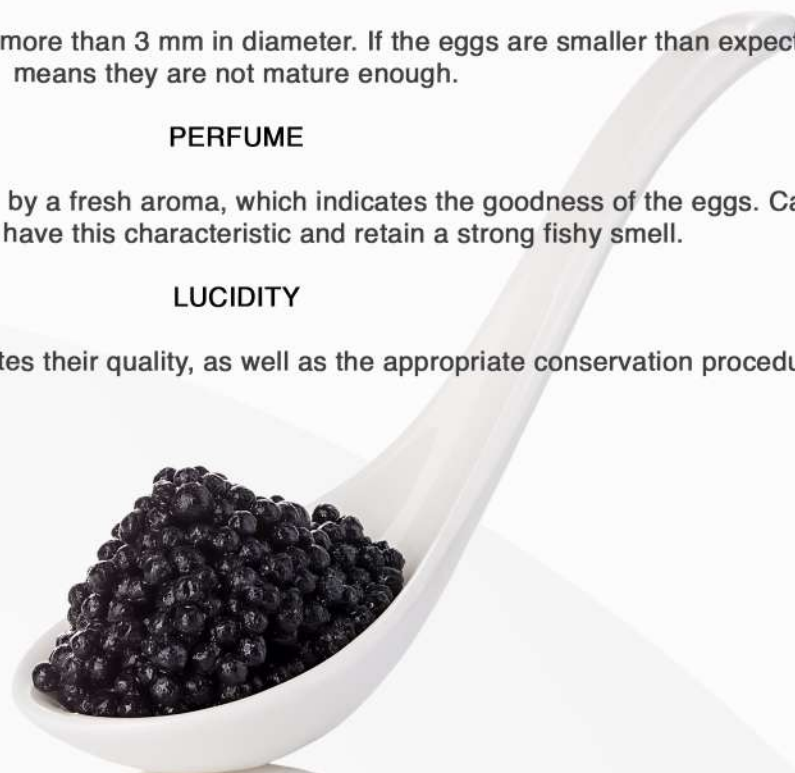
Beluga caviar has larger eggs: more than 3 mm in diameter. If the eggs are smaller than expected, it means they are not mature enough.

## PERFUME

A good caviar is characterized by a fresh aroma, which indicates the goodness of the eggs. Caviar imitations do not have this characteristic and retain a strong fishy smell.

## LUCIDITY

The clarity of the eggs indicates their quality, as well as the appropriate conservation procedure.



Beluga royal Selection measures 3.2 mm in diameter

Beluga measures 3-3.1 mm in diameter



We treat Beluga and Beluga Royal Selection in both 30g and 50g retail packaging and in bulk with 1 kg packaging.



**TUTTO PER LA SALUTE**  
by Persit Star®

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