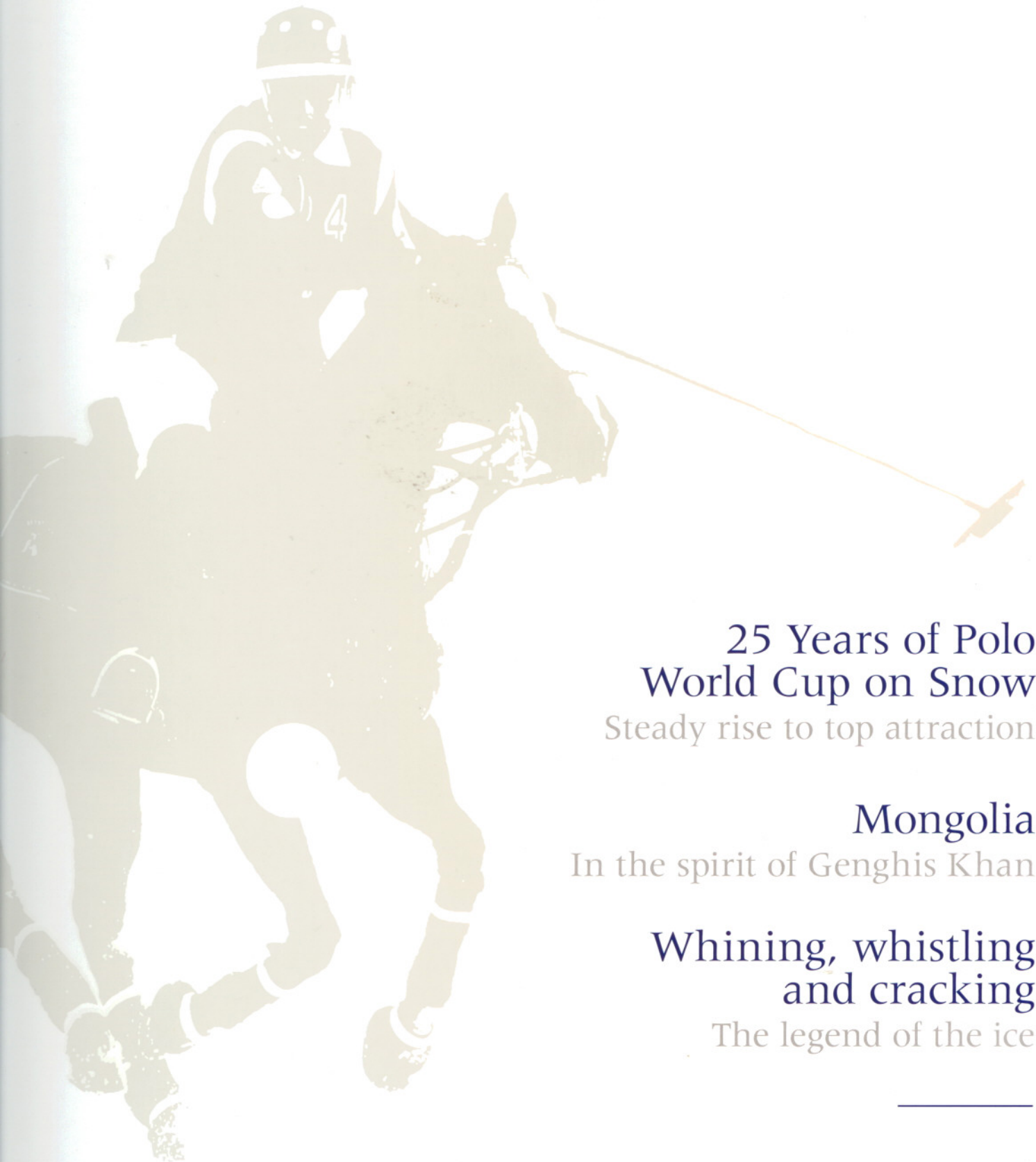


ST. MORITZ POLO MAGAZINE

THE 25TH CARTIER POLO WORLD CUP ON SNOW



**25 Years of Polo
World Cup on Snow**
Steady rise to top attraction

Mongolia
In the spirit of Genghis Khan

**Whining, whistling
and cracking**
The legend of the ice



Forget everything you know about caviar

The most delicious caviar can only be found in Iran or Russia? And it originates solely from wild sturgeons in the Caspian Sea? Wrong and wrong. The future of the world's most precious delicacy lies in a remote natural reserve in Uruguay.

This is where a new generation of caviar producers nourish their sturgeons in crystal clear waters. No wonder their roes are of an unrivalled quality. With water from Patagonia's glaciers and Portuguese Flor de Sal, caviar master Roman Alcalde refines them to nothing but the world's finest Oscietra Malassol Caviar: ZwyerCaviar. And why should you believe this? Maybe because Michelin chefs André Jaeger and Horst Petermann tasted it. And they love it.

Almost 20 years ago, a man named Walter Alcalde dared to have a big dream: to produce the world's greatest caviar. In the heart of Uruguay, far from civilisation and embedded in an untouched ecosystem, one of the pioneers of sturgeon aqua farming set out to create the perfect habitat for raising and nourishing its healthy sturgeons. In a place set up to mimic wildlife conditions, our sturgeons live up to ten years in a mild and stable climate with thousands of litres of fresh water per second. Such unique conditions are the key ingredients for the rarest of all caviars: ZwyerCaviar, a strictly private caviar label.

Oscietra Flor de Sal Malassol – the choice of the true connoisseur

ZwyerCaviar's large-grain Oscietra comes exclusively from the Russian sturgeon and its sister, the Siberian sturgeon. Its shining roes are a kaleidoscope of colours, and its firm grain is pleasing and juicy, with a distinctive touch of hazelnut that inspires fierce loyalties. As each fish is inspected and graded, distinctions are made between the merely superb Oscietra, and the truly outstanding one which is hand-selected to exclusively produce ZwyerCaviar. For ZwyerCaviar the roe is collected at its absolute peak of size, flavour, colour and texture, when the sturgeons are at their most mature state. This exclusive selection process guarantees a constant, year-round level of highest quality.

Flor de Sal – the innovative and ultimate refinement in caviar

For the production of ZwyerCaviar, and based on a secretly guarded recipe, only the finest ingredients, like glacier min-



eral water from the Patagonian Andes and unique Flor de Sal from the Algarve are used, a novelty in the production of caviar. Flor de Sal, translating into salt blossom, is named for the delicate salt crystals which develop at the surface of the seawater but only on days of absolute calm. Within a few hours after formation of these crystals, the salt master carefully collects the thin layer of salt with the help of a special water strainer. It's the fine texture and the balanced flavour of one of the world's most precious salts which gives Zwyer-Caviar its very own and distinctive note.

Black Pearl – a unique packaging design

A unique product requires a unique and distinctive packaging. For ZwyerCaviar, and in close collaboration with a Swiss university, yet another debut for caviar was created – a designer cooling box – the most stylish way to present caviar to your guests. The designer's task was to create the perfect receptacle protecting, cooling and adequately presenting the world's first superpremium caviar. The crest is called the Black Pearl, another name for caviar that evokes the rare black pearls of the Pacific Ocean which are only found in one of every 10,000 oysters. But the Black Pearl, which is produced entirely in Switzerland, also offers unique features. It protects the caviar from external conditions, cools it adequately during shipping and presents it in the most stylish manner.

Polo and caviar – the perfect match

Polo is often referred to as the sport of kings or the king of sports. Interestingly, something similar is also said about the caviar fish: sturgeon is called the king of fish or the fish of kings, having been reserved only for royalties in old England.

So, what better match could there be between the two elites? ZwyerCaviar faces their business very much like high-handicap players face the challenge of polo: with devotion, passion and the pursuit of perfection. Polo demands precision, teamwork, versatility and stamina, the very same qualities valued so much by ZwyerCaviar. In search of perfection ZwyerCaviar is proud to sponsor and promote the most important tournaments around the world. The cooperation with the Cartier Polo World Cup is not only logical but also a perfect match.

ZwyerCaviar – indulge yourself with true luxury

ZwyerCaviar is processed under the most rigorous quality control guidelines and sealed in its original tins right at the production plant in Uruguay and then flown by air directly to Switzerland, ensuring an uninterrupted cold chain. ZwyerCaviar is absolutely limited and can only be found online and at selected tables in Switzerland, like at André Jaeger's Fischerzunft in Schaffhausen, Horst Petermann's Kunststuben in Küsnacht or at the table of the Gault Millau Chef of the Year: Andreas Caminada at Castle Schauenstein. You are invited to visit their online boutique at www.ZwyerCaviar.com to celebrate unique caviar moments.

Esturiones del Rio Negro S.A. in Uruguay is the exclusive and proud producer of ZwyerCaviar. ZwyerCaviar LLC is an independently owned Swiss enterprise seated in the heart of the Appenzellerland. Their caviar is a tribute to the family's ancestors, originally descended from the Caspian region, the stronghold of the global caviar supply. The pursuit of perfection is the company's guiding principle.