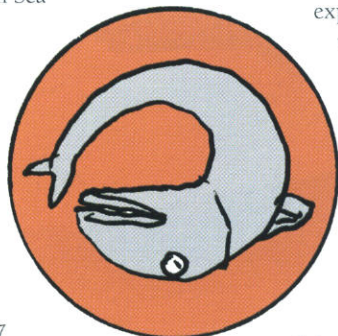


Pescaviar takes off in the Persian Gulf

Boosting the status of a product that might be taken, at first sight, for a mere caviar substitute up into the gourmet bracket is quite a coup, and Pescaviar has done just that. In barely a decade, this company has progressed from being a twinkle in the eye of its founder, Luis Irisarri, to a presence on the shelves of Harrods' Food Hall in London. Its most recent international operation involves Emirates, the Gulf's major airline, whose first and business class passengers will soon be sampling its star product, Avruga. Avruga is made by processing the flesh of wild North Sea herring using a state-of-the-art spherification technique, resulting in a product Pescaviar describes as "herring pearls". The Emirates deal came about as a result of contacts made at Gulfood 2007



Dubai, the Middle East's premier food fair. Given its earlier arrangement with Japan Airlines, which is also to serve Avruga on intercontinental flights, Pescaviar could be said to be reaching new heights with this product. The company has achieved remarkable international expansion in recent years. By 2006, it had 16 customers in six new countries, including Argentina, Chile, South Korea and Taiwan, and with these latest additions its distribution network now covers a total of over 30 countries. Export director Ana Irisarri is categorical in her account of the company's approach: "Our company was established with its sights set on

exporting. By the end of 2007 we want exports to account for 50% of our business." Pescaviar's range includes four other products in addition to Avruga: Moluga, Arėnkha, Anchoviar and Lobsviar, the first two of which are made from herring and the other two from anchovy and lobster, respectively. They are

distributed primarily through gourmet import channels. "The product itself can only do so much. It won't advance further unless importers provide a good service," declares Irisarri.

Date of foundation: 1997
Activity: Producing and selling processed seafood products
Workforce: 30 employees
Turnover for 2006: 3.5 million euros
Export quota: 40%
www.pescaviar.com

Atlantica: from South Africa to Canada

José González del Valle and Javier Fernandez are the forces behind the agri-food product exporting consortium Atlantica. Over the last few years, these young entrepreneurs have achieved several commercial bulls-eyes in places as far-flung as Canada and South Africa, triggered by their participation in different food fairs. Late in 2006, Atlantica embarked on a mini-tour around Quality Foods establishments in Oceanside and