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Latvian caviar brand Mottra highlights its ethical credentials

Alex Beckett

Latvia's only caviar brand, Mottra, is bringing what it claims is the only ethical caviar in the world to the UK.

The company allows its sturgeon to mature after removing the eggs - rather than following the traditional practice of immediately culling the fish once harvested. This more ethical and sustainable method allows eggs to be gathered from the same fish for up to 40 years. The luxury brand, which is launching into the UK this month, initially online, said this method gave it a unique sales proposition in caviar.

The volatile world economy made it a challenging time to launch a luxury



The company claims to be the first not to cull sturgeon

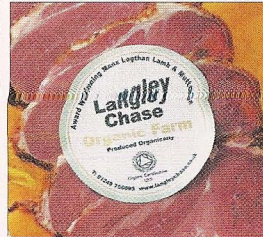
product, Sergei Reviakin, director of Mottra, admitted to The Grocer. And with an rrp of £68 for a 56g jar or £1,200 for a kilo, the product is not suited to credit-crunch budgeting. But Reviakin was confident its ethical credentials would stand it in good stead against the competition.

"I think that there will

always be a place for luxury foods such as caviar," he said. "What has changed is that people are becoming more discerning in their choice and will always choose the luxury product that is more sustainable and ethical. Our caviar is for those who enjoy delicacies but have a conscience."

The Riga-based company keeps its fish in spring water sourced from 150m below the ground and then purified through a process of double filtration. This was in stark contrast to the polluted rivers and seas from which the majority of the world's caviar was sourced, said Reviakin.

Mottra is in discussions with two major retailers with a view to securing its first listings in the UK.



The range is available in three flavours and two sizes

Langley adds rare smoked Manx lamb

Langley Chase Organic Farm has launched a range of sliced smoked and flavoured organic lamb from its flock of rare breed Manx Loaghtan sheep.

The range offered a versatile alternative to other smoked meats, said Jane Kallaway, co-owner of the farm. "I think everyone's got used to smoked venison," she said.

The three-strong range flavoured with mixed herbs, mixed spice and ginger & garlic respectively, comes in standard slices and smaller canape-sized portions. The 100g packs retail at £5.60.

Forgotten berries to make a comeback

Expert Ray Mears among its fans, but when conserve maker Mondo Berry to turn little-sea buckthorn and berries into a mod-

ugh the medieval es grow naturally and, Anabela ck, director of Berry, described forgotten fruit, as n't been widely ed for hundreds of

ver, endorsement ars on his televi- gramme and grow- arity for locally produce had consumer curiosity ms, she said. "The



Mondo Berry is launching jams made from the berries

jams also appeal to consumers who are concerned about food miles and those who like something a little different," said Hardwick.

The apple & sea buckthorn berry and aronia berry & apple with ginger variants are available now in Budgens stores, rrp £3.35.

NEWS IN BRIEF

Carrots go green

The Knobbly Carrot Food Company has launched eco-friendly packaging for its range of organic soups, sauces, salads and sandwich fillings.

Framboise goes local

Aperitif maker Jo Hilditch has launched a limited edition framboise made only from locally grown berries, the first in a raft of new drinks the company has planned.

Monkey made over

Premium muesli producer The Country Monkey is giving its portfolio a makeover to differentiate its products. It has also revamped the packaging for better shelf stand-out.

Will and Jamie have 'grass to glass' view

Two Welsh dairy farmers have developed a range of yoghurt drinks, claiming they are the only producers in the sector to have full control of the drinks 'from grass to glass'.

Will and Jamie's Fresh Yoghurt Drinks, which are being rolled out to independents in South Wales now, come in Mango &

Ginger, Seasonal Fruits and Blueberry. Each 250ml bottle is priced £1.39. They plugged a gap in the market for an affordable yet up-market offering, said farmer Jamie Adams, who set up Culture Drinks in partnership with fellow farmer Will Prichard two years ago.

"Our uniqueness in the market is that we control the product from the moment the cow eats the grass in Pembrokeshire until the moment the bottle lands up in front of a customer," said Adams. "With our £1.39 price tag, compared with the average of £1.99 from our competitors, it also gives consumers value for money."



The yoghurt drinks are being rolled out in South Wales