

## Canadian Sturgeon & Caviar Acquires the Sturgeon and Equipment in Charlo NB and Launches a Kickstarter Campaign to Help Finance the Turnaround



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SAINT JOHN, NEW BRUNSWICK--(Marketwired - Oct 12, 2016) –

The founders and owners of Acadian Sturgeon and Caviar Inc., Cornel and Dorina Ceapa, have acquired 16,000 shortnose sturgeon and the assets of the troubled company Breviro Caviar in Charlo New Brunswick. The newly incorporated Canadian Sturgeon & Caviar Inc will take over the operation of the Charlo Sturgeon farm and will attempt a complete turnaround of the business during the following years. Beside other financing projects, they have launched a Kickstarter Campaign (<https://www.kickstarter.com/projects/214936133/help-us-produce-the-best-caviar-in-the-world>) to pre-sell the new type of caviar for the coming holidays and help financing the turnaround.

"Sturgeon are our passion and we are working hard to help salvage this operation and turn it into another success story for New Brunswick and Canada! By doing this, we are taking a lot of responsibility on ourselves but we believe that we have the knowledge and the drive to make this happen!" declared Cornel Ceapa, owner of Canadian Sturgeon and also of another sturgeon company, Acadian Sturgeon and Caviar Inc., that he started and successfully grown in Carters Point NB since 2005.

There are only 3 sturgeon businesses in all of Canada and, a few months ago one of those 3 local sturgeon business in Charlo, New Brunswick run into financial problems. After looking at any other solution to survive, 4000 sturgeon were killed and they were in imminent danger of needing to euthanize and dispose another 16,000 shortnose sturgeon (some of them over 10 years old), some of the rarest sturgeon in the world!

The Canadian Sturgeon & Caviar Inc will employ 3 full time and 3 part-time employees and is expected to generate over 2 million dollars in annual sales after 4 years of operation. Getting financing or investors after failures and in businesses with high risk is very difficult and for this reason they started an innovative Kickstarter campaign asking Canadians for support to help us make it happen and to produce one of the best caviar in the world! In exchange for pledges on this campaign people will receive different packages with the new caviar and also smoked sturgeon just in time for the December 2016 holidays!

Dorina Ceapa, manager of the processing plant, declared: "By doing this we will add to our existing, sustainable Acadian Wild Caviar two more varieties made from shortnose sturgeon: Acadian Gold and Acadian Green. We did tests for improving the quality and preparing those caviar and the results are stunning! The best gourmet experience is to compare our 3 different types of Canadian caviar!"

Acadian Sturgeon was founded in March 2005 and is truly a family business. Cornel works closely with his wife Dorina and son Michael to manage all aspects of the business - from caring for the fish; harvesting, salting and mixing the eggs; smoking and packaging the sturgeon meat; and managing the daily operations. Sturgeon is used nose-to-tail and the caviar and sturgeon products are sold all across Canada, online (Costco.ca, own online store), to food service, deli stores etc.

Acadian Sturgeon also sells live sturgeon for aquaculture and restocking. The company ships fertilized eggs and larvae (recently hatched fish) for restocking in countries around Baltic Sea (Poland, Germany, Lithuania, Estonia, Latvia) or to sturgeon farms in Europe, Asia and USA. Acadian is a strong believer of sustainable practices - selling their fish around the world to help repopulate areas that have lost most of their stock due to overfishing.

Acadian Sturgeon's strategy of developing a sturgeon aquaculture business using live sturgeon sales and sustainable harvest of wild sturgeon is truly one-of-a-kind in this world!