



Madison Aug 30 3 min read

Q&A With Josef Bener of CaviCan Inc. / CAVIARUM

As you delve into the world of CAVIARUM, you'll discover not only a product but an experience that celebrates the finer things in life. Whether you're a seasoned gourmet enthusiast or a newcomer to the world of caviar, CaviCan Inc. invites you to partake in a narrative where taste knows no boundaries and luxury knows no compromise.





Image Courtesy of CaviCan Inc./CAVIARUM

Q. What is your passion? Tell us about it.

A. FOOD is definitely a great passion of mine as it connects people with joy in pleasurable moments.

Q. What inspired you to pursue this passion? Tell us the story.

A. My business partner lived in Eastern Europe in his youth, at the time caviar was very common and available for people to consume. When he came to Canada and saw that caviar is a luxury and only a few very prestigious food establishments offer it to their clients. This ignited the shared idea that appeared in our minds to use technology in food and create man-made alternative caviar that is affordable and accessible to all.

Q. What makes your creation unique?

A. We develop and produce sustainable, man-made, alternatives that imitate the rarest, most exclusive and most expensive caviars that can be found in the high-end food industry.

Q. Tell us about your creative process.

A. The base of our products is formulated fish broth that goes through long process of cooking and cooling while adding ingredients such as coloring, stabilizing materials and natural oils. The liquid (soup) is channeled through our customized machines that build the eggs (pearls) one by one from the broth giving it the unique structure, texture, popping feel when chewing, the brightness color, the fishy taste, salinity and sea fragrance that when chewing lets all those heavenly flavors spread in the mouth, same feeling as experienced when eating real expensive caviar.

Q. Who is your audience? How do you engage them?

A. CAVIARUM products are offered to hospitality and foodservice chefs and caterers helping them take the extra mile for their clients by creating unique food creations that incorporate our alternative caviar in them, be it a garnish and taste booster on top of unique appetizers or starters in cocktail party, presented beside an entrée dish or main course adding prestige, taste and luxury feeling to the food creation in a restaurant, social event or wedding feast.

Q. What experience does your passion create? What can recipients expect?

A. After years of investing in our idea, building the plant, the equipment, creating the products and receiving the proper health approvals, we are happy to say that our passion created a small-batch business that is beginning to be recognized among chefs, foodies, and regular people who are eager to enjoy good and creative food that used to be accessible only to the few and is now affordable to all.

Q. Where can your creations be found?

A. CAVIARUM - Man-Made Alternative Caviar products are offered directly by us to hospitality and foodservice chefs and caterers in Canada, the U.S. and any other global destination. Chefs and caterers are invited to call or email us, our contact information can be found in our website at: www.TheBestCaviar.ca and in our social media presence on: [instagram.com/caviarum_thebestcaviar/](https://www.instagram.com/caviarum_thebestcaviar/) and on [facebook.com/caviarum](https://www.facebook.com/caviarum)

Q. What is next?

A. The next stage for CAVIARUM is increasing our exposure to hospitality and foodservice chefs and caterers all over the world, letting them to know who we are, what we stand for, and what products and value we bring to the food industry. At the moment our portfolio includes five (5) alternatives to real rare caviars and one (1) plant-based VEGAN caviar product. As a food-tech company that doesn't stop to invent and create new products we will probably continue and increase our line of alternative caviar products and help chefs take their food creations to new heights.