

How to Serve

VOLGA

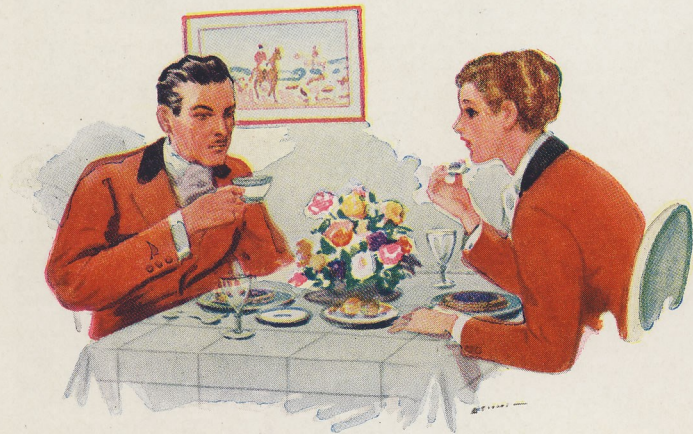
and

VITA

BRAND

CAVIAR





ALTHOUGH fine caviar is acknowledged "king of taste" among foods, it is too often associated in America solely with canapes or dinner or special occasions. On the continent, however, fine caviar lends its zest and tastefulness to practically every meal. For example, pictured on the right is a famous breakfast dish . . . so easily made, so greatly enjoyed: a few "blini" (or "flapjacks"), spread thinly with **VOLGA** or **VITA BRAND** Caviar, topped with a spoonful of sour cream . . . no better way to stimulate and satisfy the waking appetite.





LUNCH and caviar! A simple noon-day meal becomes a most enjoyable interlude. Such a variety of satisfying combinations to prepare and serve. Try a few of those pictured at the right: **VOLGA** or **VITA BRAND** Caviar on halved hard-boiled eggs, with a bit of curled cream cheese; served on warmed crabmeat souffle, surrounded by sliced tomatoes; mounds of caviar with chicken a la king, combined with sliced peppers and grated egg-and-onion; spread on slices of avocado, ringed with creamed pimento cheese. All tempting, all delicious.



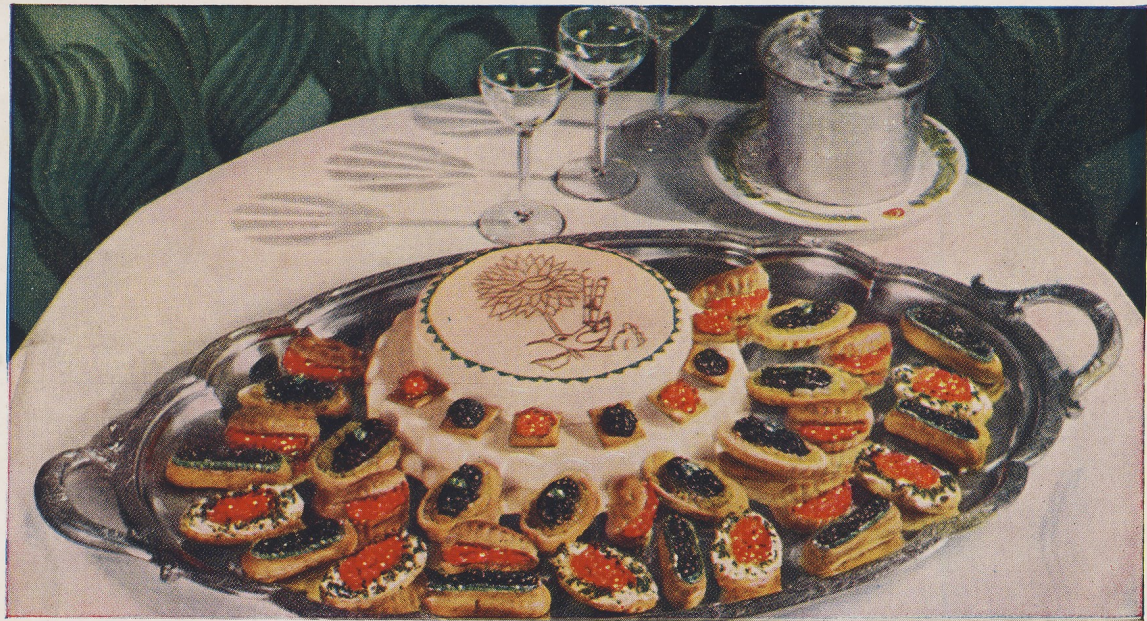


HOW to make 5 o'clock tea a most delightful interval? The tray photographed on the right is the entire answer. Once more, **VOLGA** or **VITA BRAND** Caviar, will prove a good companion to good taste and witty conversation. Here we see the caviar arranged on thin, golden slices of toast, cut in various shapes. There are olive rings, filled with caviar; alternate circles of caviar and hard-boiled egg; thin spreads of cream cheese dotted with mounds of caviar; sardines between rows of caviar and creamed pimento cheese. All so easy to prepare, so zestfully enjoyed.





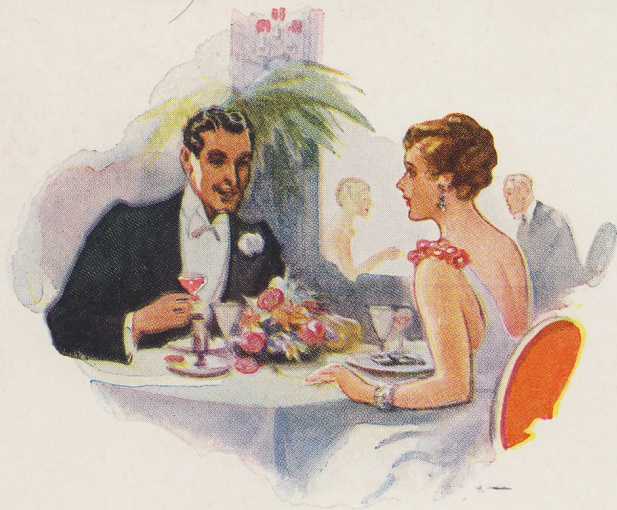
NO finer compliment can be paid to fine liquors than to accompany them, wherever served, with caviar canapes, so appetizing in appearance, so satisfying to the taste. Connoisseurs agree that **VOLGA** or **VITA BRAND** Caviar points up the flavor of the most delicate wines, of pungent, aged brandies, of perfectly blended cocktails—of drinks of all descriptions. A tray of these caviar canapes (as pictured at the right) is a distinguishing sign of the fine bar. For centuries, it has been an unwritten rule that fine drinks always be accompanied by this finest of all fish delicacies.





AT dinner, when hospitality and dining attain their highest artistry, fine caviar is universally considered an essential part of the meal. A main course, accented by the clever use of VOLGA or VITA BRAND Caviar, becomes a real epicurian delight, banishing any thought of mediocrity. For example, at the right, lobster becomes a dish to be thoroughly enjoyed and long remembered when served with the caviar embedded in glaze rings and within scooped tomatoes. Truly, this caviar is the chef's opportunity and the diner's delight.



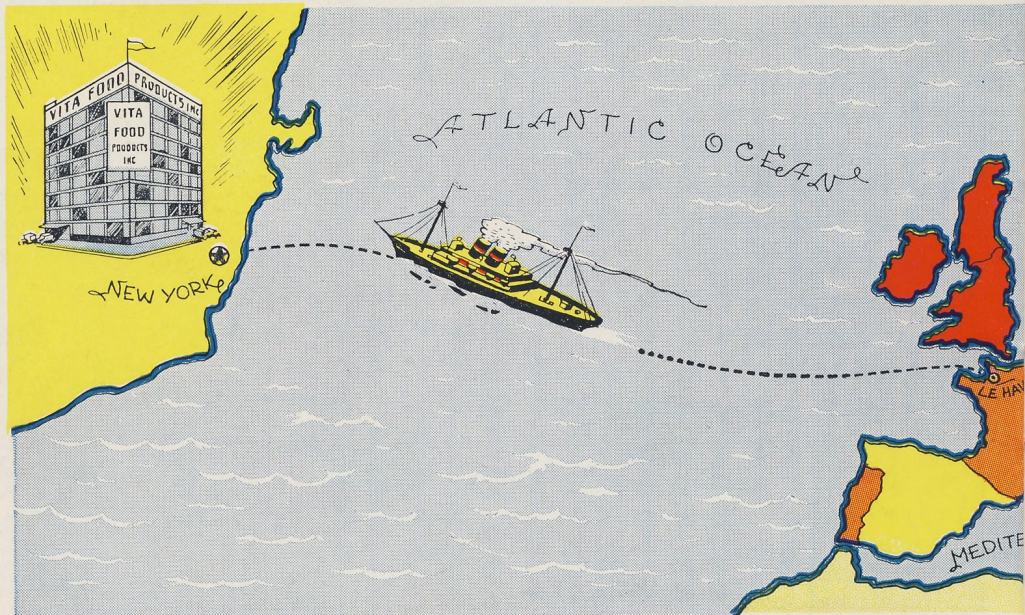


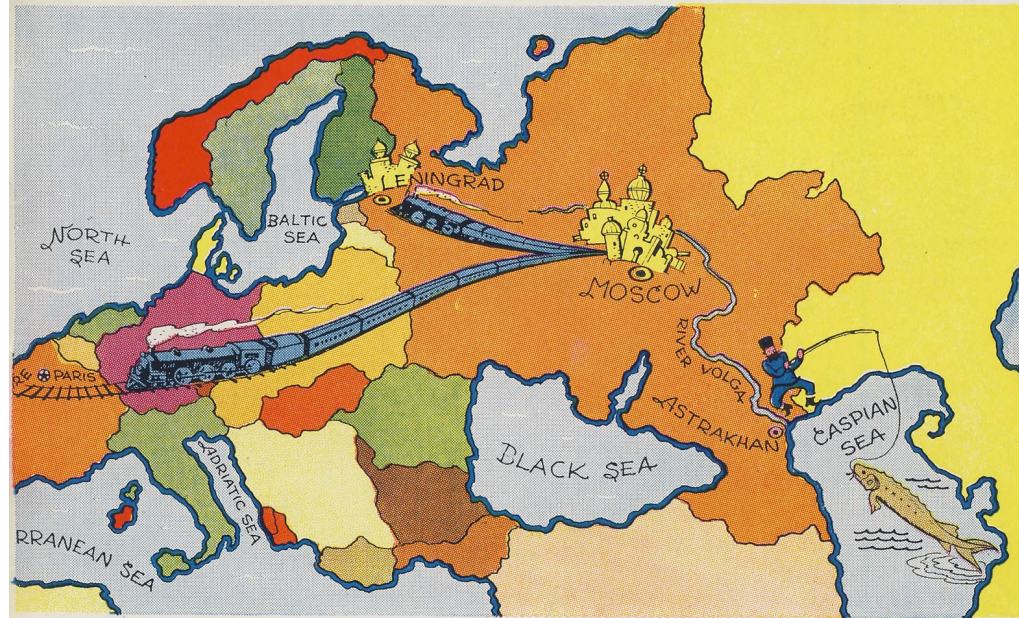
And finally, after the opera, the supreme finishing touch to the perfect evening . . . a glass of dry champagne and a generous serving of choice VOLGA or VITA BRAND Caviar provide tasteful perfection.

FINE caviar is very healthful as well as tasteful, providing necessary minerals and vitamins. There is a difference in grades of caviar, depending for the most part on the size of the bead, Beluga being the largest whole beads. But, is there a difference in brands of caviar? Yes, that difference depends on the care and knowledge used in preparing and packing at the original source. We commend to your selection the caviars hailed by experts the world over—VOLGA and VITA BRAND Caviar, prepared and packed with utmost skill and care at the "peak of flavor" by experts. VOLGA and VITA BRAND Caviar, each the finest in its grade, are genuine imported Russian Caviar from the Soviet Union.



The map traces the journey of the world's finest caviar, VOLGA and VITA BRAND, from the original source, the Caspian Sea in Soviet Russia, down the fabled Volga River to Moscow, Leningrad, across the continent, and then over the Atlantic to the great modern plant of Vita Food Products, Inc., in New York City, where the caviar is kept in perfect condition for distribution throughout America.





Acknowledgement and compliments are extended to Frederic Guillot of the Hotel Astor, New York, for preparation of the dishes photographed for this brochure. Only genuine imported VOLGA and VITA BRAND Caviar and Red Salmon Caviar were used by M. Guillot.

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