



Margimarco
C A V I A R

M E D I A K I T

Official Boilerplate

ABOUT MARZIMARCO CAVIAR

Founded by Tyler DiMarco in 2024, Marzimarco Caviar wishes to bring affordable, high-quality caviar to the market. Marzimarco Caviar strives to exceed flavor expectations through their three types of caviar, sourced from wild-caught fish. More information is available at marzimarcocaviar.com, or on our instagram, [@marzimarcocaviar](https://www.instagram.com/marzimarcocaviar). For any further questions, please fill out the contact form on our website, or email us at contact@marzimarcocaviar.com.

FOR IMMEDIATE RELEASE
Marzimarco Caviar
247 Elizabeth St.
New York, NY 10012
contant@marzimarcocaviar.com



Marzimarco Caviar Opens Their First Pop-Up Location in New York City
Marzimarco expects their Grand Opening on March 10 2025 in the West Village

New York, NY - December 11 2024 – Marzimarco Caviar is celebrating their grand opening of their first caviar shop in New York City. The store will be located in West Village, featuring three caviar types:

- Black Label: Paddlefish Caviar
- Twin Seas: A Mix of Atlantic and Pacific Sturgeon Caviar
- Red Label: Kaluga Caviar

The store will also feature exclusive merchandise to the location, including a tote bag, trucker hat, and Marzimarco branded Mother of Pearl spoons. Limited edition pins and stickers will be handed out on opening day, while supplies last. For purchasing caviar outside of New York City, all three caviar products are available on the Marzimarco Caviar website.

Marzimarco has a mission of creating affordable, high-quality caviar, created from wild-caught fish. “With caviar’s growing presence on social media, caviar has gained popularity in recent years, but with complaints that it is too expensive,” said Tyler DiMarco, Founder of Marzimarco Caviar. “We wish to make that same high-quality caviar, but make it accessible to everyone, therefore everyone can enjoy its exotic taste. We can’t wait to share our flavors with all of New York City”

The Marzimarco Caviar location is set to open on March 10 2025, at 247 Elizabeth St. New York, NY 10012.

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MEDIA ALERT

First Marzimarco Caviar Store Arrives in New York City

WHO: Founded by Tyler DiMarco, Marzimarco Caviar is a high-quality caviar company that specializes in making caviar affordable for everyone.

WHAT: Marzimarco Caviar is having a grand opening of their caviar brand in the West Village of New York City by hosting a Champagne and Caviar event. The store will highlight three caviar types:

Black Label: Paddlefish Caviar

Twin Seas: A Mix of Atlantic and Pacific Sturgeon Caviar

Red Label: Kaluga Caviar

The event will feature a caviar tasting, a champagne toast, and a live DJ. Along with this, the location will sell limited edition items such as tote bags, trucker hats, and Marzimarco-branded Mother of Pearl spoons. Limited edition pins and stickers will be handed out on opening day, while supplies last.

WHEN: March 10 2025 from 11 a.m. - 8 p.m.

WHERE: 247 Elizabeth St. New York, NY 10012.

WHY: Marzimarco Caviar wishes to bring the affordable, wild-caught Caviar to the New York City area, and share the high-quality caviar in an in-person location. Marzimarco's mission is to spread the flavor of their caviar nationwide, starting in New York City.

HOW: Marzimarco Caviar's New York City grand opening is an event open to the public. To learn more about Marzimarco Caviar, visit our website at marzimarcocaviar.com or visit our instagram page [@marzimarcocaviar](https://www.instagram.com/marzimarcocaviar).

CONTACT: For all specific inquiries, email contact@marzimarcocaviar.com



Marzimarco Caviar

FACT SHEET

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TYPES OF CAVIAR

BLACK LABEL
PADDLEFISH

TWIN SEAS
**PACIFIC AND ATLANTIC
STURGEON**

RED LABEL
KALUGA

CAVIAR PRICES

- BLACK LABEL \$25
- TWIN SEAS \$35
- RED LABEL \$50

DEMOGRAPHICS

75% Women | 25% Men
68% in their 20's | 32% in their 30's
83% urban | 17% suburban

LOCATIONS

Marzimarco Caviar is set to open their first retail location on 247 Elizabeth St. in New York City on March 10, 2025.

Marzimarco Caviar
247 Elizabeth St.
New York, NY 10012
contant@marzimarcocaviar.com





Tyler DiMarco x Hoda & Jenna
Friday, March 7 2025 | 10 AM EST

OUTLET: NBC

ANCHOR: Hoda Kotb & Jenna Bush Hager

ARRIVAL TIME: 9:30 AM EST

START TIME: 10:30 EST

OVERVIEW: Hoda & Jenna is a NBC affiliate based in New York City, NY. Hoda & Jenna will be speaking to Marzimarco Caviar founder Tyler DiMarco, as she will discuss different foods that caviar pairs well with.

ABOUT THE SEGMENT: Hoda & Jenna is a talk show that has been on NBC's Today Show since 2007. The show focuses on numerous different topics, such as heartwarming stories, fun activities, and food preparations and tastings.

HODA & JENNA RECENT STORIES:

[Foodie Gift Guide](#)

[National Hot Chocolate Day Recipes](#)

PRODUCER/TALENT CONTACT:

Talia Parkinson Jones - Executive Producer (taliamarkinson@nbcuniversal.com)

ITEMS TO BRING

- Black Label, Twin Seas, and Red Label Marzimarco Caviar
- Mother of Pearl Spoon
- Potato Chips
- Creme Fraiche
- Blinis
- Assortment of Cheeses
- Champagne
- Sushi



Tyler DiMarco x Hoda & Jenna
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POTENTIAL INTERVIEW QUESTIONS:

- What is Marzimarco Caviar's Mission?
- How do we properly eat caviar on its own?
- What drink pairs best with caviar?
- How do you incorporate caviar in dishes?
- How can one purchase Marzimarco Caviar?

TALKING POINTS:

- Discuss Marzimarco's mission of creating affordable, high-quality caviar from wild-caught fish.
- Teach Hoda & Jenna about properly eating caviar, and why using a Mother of Pearl spoon is beneficial in comparison to a metal spoon.
- Discuss how caviar makes a great pairing with champagne, and is great for gatherings with friends or cocktail parties.
- Discuss all the fun ways caviar can be eaten, whether it's traditionally with creme fraiche and blinis, or in new ways such as on potato chips or sushi.
- Discuss that Marzimarco is arriving to New York City on March 10 2025 in the West Village, and discuss the grand opening details (ie: Caviar tasting, live DJ, champagne toast, exclusive merchandise)

Blog Post

TO BUMP OR NOT TO BUMP? HOW TO PAIR CAVIAR THAT EXCITES.

A food once known as only for the elite is now trending across platforms. Caviar, made from salt-cured roe from large fish, has made a splash in social media. From being paired traditionally with blinis and creme fraiche, to being placed on potato chips and lobster rolls, the versatility of caviar has paved its way on social media, and now everyone wants to get in on the trend. However, different types of caviar call for different pairings.

All caviar is known for being able to be eaten on its own through taking a “caviar bump”. A caviar bump is when caviar is placed on the back of the consumer's hand after having been scooped out with a Mother of Pearl spoon, because metal spoons will alter the flavor of caviar. Then, the consumer would eat the caviar straight off of the back of their hand in order to taste all of the flavor within the caviar type.

Paddlefish Caviar is a green-grey caviar that is slightly sweet in taste. This caviar pairs great traditionally with creme fraiche and blinis, or on its own. The flavor isn't too strong, so the flavor blends well with the milky taste of creme fraiche and the sweetness of blinis. For other pairings, try using a dairy-based spread like sour cream, with thin-sliced crackers or toast, topped with dill or chives to make the sweetness of the Paddlefish stand out.

Looking for something with a bit bolder of a flavor profile? Sturgeon Caviar brings a rich and buttery taste, also known for its popping boba-like texture. This caviar is perfect for a cocktail party as it blends perfectly with wine or champagne. For pairings, this caviar is great on its own, or paired with cheeses such as brie or manchego. Wanting to elevate your appetizers? Add sturgeon caviar on top of deviled eggs or fingerling potatoes to blend in sturgeon caviar's buttery taste.

Lastly, Kaluga Caviar is tiny brown pearls with an earthy and salty flavor. Known for having delicate roe, it is best to pair with thinner crackers and cream based spreads. One trend that has emerged on platforms like Tiktok is pairing this caviar with creme fraiche and potato chips. This caviar can also be added to dishes such as lobster rolls, sushi, crispy rice, and seaweed salad due to its saltiness in nature and smooth texture.

Whether it is with wine, blinis, potato chips, or on its own, caviar is beginning to make its way to a larger, more wide-spread audience through its popularity on social media. So whether it is for your next dinner party, movie night with friends, or a gift to a loved one, make sure caviar makes an appearance.

Social Media: Instagram



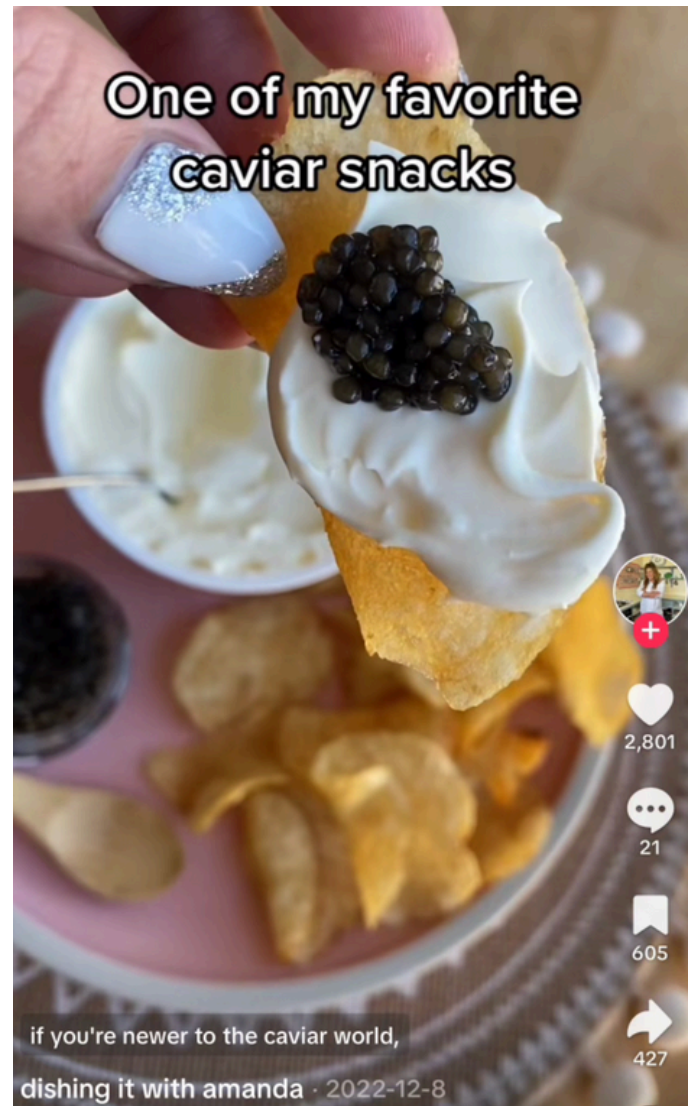
For Instagram, the goal is to cater to those who are just postgraduate, specifically 22-32 year old women. For Marzimarco Caviar's instagram, the overall feed will contain darker, low exposure photos, but also include fun shots of caviar being eaten, or used playfully (like the caviar facial seen above). Through this, we would be able to capture the class that caviar has, while making it enticing to a younger generation.

Social Media: X



For X, the focus will be on initially posting smaller, punny posts, some paired with caviar photos and some not. Through beginning with posts like this, it shows the humor that the company has, along with diverting attention to that younger, postgrad age range.

Social Media: Tik Tok



For Tiktok, there will be mainly two different types of content. One will be towards caviar education (for example, Bethenny Frankel's "Caviar University" that teaches people about different types of caviar), and the other towards fun ways to pair caviar, whether it be with champagne, on a potato chip, or in a martini. This will not only show people the difference in the types of caviar that Marzimarco has, but also shows the versatility of the ways you can eat caviar.



Media List & Pitching

Name: Priya Krishna

Outlet: New York Times

Email: ssmith@dblackagency.com

Notes: Food journalist and is also newly making cookbooks.

Pitch: Hi Ms. Krishna,

I hope your week is going well! I wanted to let you know that Marzimarco Caviar is having their grand opening on March 10 2025 with their flagship location in New York. I think that Marzimarco Caviar would be a great addition to a recipe in your cookbooks. I would love for you to have the opportunity to try the product, and there will be a caviar sampling on site! If you have an interest in Marzimarco's Caviar opening, please let us know as we would love to have you!

Name: Brooke Matalon

Outlet: New York Post

Email: bmatalon@nypost.com

Notes: Pop Culture & Food journalist, just wrote about PopUp Bagels store.

Pitch: Hi Ms. Matalon,

I hope your week is going well! I know you love trying new places that come to the New York City area, and we wanted to let you know that Marzimarco Caviar is celebrating their grand opening with hosting a special Champagne and Caviar event on March 10 2025. There will be caviar tastings, exclusive merchandise, and a live dj during the event, and we would love for you to experience that. Please let me know if you are interested in coming, and we would be more than happy to put you on the list!

Name: Urmila Ramakrishnan

Outlet: Bon Appétit

Email: urmila_ramakrishnan@condenast.com

Notes: Food & Shopping Journalists, writes about foods you can buy at grocery stores.

Pitch: Hello Ms. Ramakrishnan,

I hope your week is going well! As spring approaches, we know that the grocery lists change too. But what better way to start of spring than learning how to incorporate flavorful and light caviar into a dish! Marzimarco Caviar is celebrating their grand opening on March 10 2025 with a Champagne and Caviar event. We would love to have you at this event as there is a tasting of Marzimarco's three caviar types, so you can taste their high-quality caviar for yourself! Please let me know if you are interested in coming as we would love to have you!

Name: Layla Khoury-Hanold

Outlet: Food Network

Email: laylakh5@gmail.com

Notes: Writes about food trends.

Pitch: Hello Ms. Khoury-Hanold,

I hope your week is going well! I have noticed that recently on different social media platforms, Caviar has been a large topic of conversation, and when I heard of this event, I immediately thought of you to bring! Marzimarco Caviar is having their grand opening on March 10 2025, and is hosting a Champagne and Caviar event. There will be a caviar tasting, exclusive merchandise being sold, and a live DJ. Please let us know if you can come, as we would love for you to attend!

Name: Ray Isle

Outlet: Food & Wine Magazine

Email: ray.isle@foodandwine.com

Notes: Writes about what to bring to a dinner party along with wines.

Pitch: Hello Mr. Isle,

I hope your week is going well! Marzimarco Caviar, a high-quality caviar brand, is having their grand opening on March 10 2025. The caviar pairs fantastically with champagne, which is why they are hosting a Champagne and Caviar event for their grand opening, which includes a tasting of their flavors of caviar, along with a champagne toast. We would love for you to attend to show you how great caviar pairs with champagne, blinis, cheese, and even potato chips. Please let us know if you can attend!

Name: Melissa McCart

Outlet: Eater New York

Email: melissa@eater.com

Notes: Writes about restaurant/food store openings.

Pitch: Hi Ms. McCart,

I hope your week is going well! One hot new location set to open up in New York City on March 10 2025, and we would love for you to attend. Marzimarco Caviar is opening their first location in the heart of West Village, and is celebrating with a Champagne and Caviar event. There will be a caviar tasting, exclusive merchandise being sold, and a live DJ. We would love for you to experience the high-quality Caviar that is being brought to New York, so please let us know if you are able to attend!

Name: Hannah Goldfield

Outlet: The New Yorker

Email: hannah_goldfield@newyorker.com

Notes: Writes about food trends.

Pitch: Hi Ms. Goldfield

I hope your week is going well! On different social media platforms, Caviar has been a large topic of conversation. What better way to experience that trend than to attend Marzimarco Caviar's grand opening on March 10 2025 at their Champagne and Caviar event? There will be a caviar tasting, exclusive merchandise being sold, and a live DJ. We would love for you to try caviar with numerous different pairings, from cheese to potato chips. Please let us know if you can come, as we would love for you to attend!

Name: Lauren Harano

Outlet: Delish

Email: laurenharano@gmail.com

Notes: Writes about trending foods specifically on social media.

Pitch: Hi Ms. Harano,

I hope your week has gone well! I was on Tiktok the other day and noticed that there are so many videos surrounding pairing caviar with other interesting items, such as potato chips. This upcoming March, Marzimarco Caviar is celebrating their grand opening by hosting a Champagne and Caviar event, which will include a Caviar tasting with numerous different pairings, such as cheese, champagne, and potato chips. We would love for you to come and try as well, so please let me know if this is something that you would be interested in attending!

Name: Rachel Freeman

Outlet: Thrillist

Email: Rachel.ilana.freeman@gmail.com

Notes: Writes about fun foods that you can eat on certain diets.

Pitch: Hi Ms. Freeman,

I hope your week is going well! One food item that is fun to add to a pescatarian diet is Caviar, as it pairs well with so many foods. On March 10 2025, Marzimarco Caviar is hosting a Champagne and Caviar event to celebrate their grand opening, and we would love for you to come and check it out! They are doing a tasting paired with numerous different foods such as cheese, potato chips, and blinis, and we would love to show you how this pescatarian food adds flavor to any dish! Please let us know if you are interested in attending, as we would love to have you!

Name: Chelsea Davis

Outlet: Forbes

Email: cdavis@forbes.com

Notes: Writes gift guides that include food products.

Pitch: Hi Ms. Davis,

I hope this email finds you well. On March 10 2025, Marzimarco Caviar is celebrating their grand opening with a Champagne and Caviar event. Marzimarco is known for creating high-quality caviars that do not break the bank. We would love for you to try these caviars first hand at this event, along with experiencing their exclusive merchandise and live DJ on site. Please let us know if you would be interested, as we would love to have you!