

MEDIA ADVISORY
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FROM GRADE A TO CALIFORNIA GOLD
NEW UNI STANDARDS ADOPTED

(Sacramento, CA. Nov.27, 2006)---The California Sea Urchin Commission has adopted new uni grade standards for your consideration. When writing about uni, in upcoming stories, we are hoping you use these new standards. According to the Executive Director, Vern Goehring, "This is a voluntary action on the part of the Sea Urchin Commission." He continues, "It is important that we educate those who process, sell or eat uni, by stating these new, different grades of uni, a by-product of the Sea Urchin

The new names and standards are:

"California Gold" - bright gold, yellow or orange color; firm buttery texture; fresh salty ocean scent; and with a sweet buttery taste. Uni sections are large and complete intact pieces. This is exceptionally high-grade uni for use in top quality sushi. (formerly grade A)

"Premium California" - gold, yellow or orange color but less brilliant than California Gold; firm buttery texture; salty ocean scent; with a crisp and nutty taste. Uni sections are smaller but still primarily intact pieces. Premium uni is used for sushi, soups, salads, or combination dishes where uni is the featured item. (formerly grade B)

"Select California"-medium hues of yellow and orange or even tending to brown in color; salty

ocean scent; softer creamy texture; with a more neutral nutty taste. Uni may be intact sections but can consist of broken pieces of the other grades. Frequently select is packaged and shipped frozen. Uses include soups, sauces and dishes where the uni is mixed with other ingredients, including other seafood. (formerly grade C)

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