

Hey Caviar Launches to Make Luxury More Accessible — One Chip at a Time

Hey Caviar brings premium-grade Kaluga sturgeon caviar to everyday snackers, offering luxury without the velvet ropes.

NEW YORK, NY, UNITED STATES, April 22, 2025 /EINPresswire.com/ -- [Hey Caviar](#), a bold new gourmet brand launching this spring, is redefining indulgence with premium, grade A, responsibly sourced Kaluga sturgeon caviar — priced up to 25% below traditional luxury labels.

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Sam Jones, Hey Caviar CMO

"Luxury shouldn't be reserved for trust funds," says Samantha Jones, CMO of Hey Caviar. "Yeah, it's still a splurge — it's caviar, not tuna. But it's not so out of reach anymore. We're casting a wider net, so more people can experience it. We're less velvet rope, more paper plate."

With a brand strategy reminiscent of Liquid Death's disruption of bottled water, Hey Caviar aims to drag luxury out of the gala and drop it into everyday life with minimal sticker shock or second thoughts. Just remarkably affordable premium, clean, briny pearls, spooned straight from the glass jar.

As a new generation redefines indulgence — and economic realities reshape how people celebrate — Hey Caviar is making luxury feel human. From casual snack hacks to Pringles pairings, it's offering the real thing without the retail markups or pretense.

Why now?

Hey Caviar was founded to rethink who gets to enjoy luxury. It started with two broke kids chasing champagne dreams on beer budgets — snagging blinis off wedding trays they weren't even invited to. They never wanted to glamorize caviar. They wanted to steal it back.

Today, with premium food sales surging among Millennials and Gen Z — driven by value-conscious luxury, social influence, and playful indulgence — Hey Caviar is stripping the snobbery out of roe and making it accessible to a new generation of food lovers.

Brand Highlights

Hey Caviar:

- Sources responsibly from low-density, antibiotic-free environments
- Prices transparently to encourage access without intimidation
- Delivers a rich, briny taste with a smooth finish
- Embraces a "luxury without pretense" ethos

Product Details

Hey Caviar offers Grade A Kaluga sturgeon caviar, responsibly farmed from the Caspian Sea in traceable, low-density environments and packaged in glass jars to reflect its commitment to transparency and purity.

4 oz jar: \$199

8 oz jar: \$249

Thanks to direct distributor partnerships, thus eliminating traditional retail markups, Hey Caviar is approximately 20–25% less expensive than conventional luxury brands.

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Caviar dreams on a tuna budget. It's Gourmet gone wild! #EatTheRiches

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