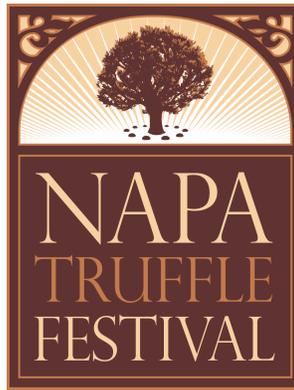


Save the Date



American Truffle Company
presents the inaugural
Napa Truffle Festival

*black truffles, cultivation and culinary programs, leading truffle scientists, Michelin-star chefs,
fabulous food and wine pairings, a truffle orchard excursion, epicurean market and more...*

December 10–12, 2010

"... *The truffles themselves have been interrogated, and have answered simply: eat us and praise the Lord.*" Alexandre Dumas

SAVE THE DATE

What

December 10-12, 2010 the American Truffle Company (ATC) will present the inaugural Napa Truffle Festival, featuring a unique combination of leading truffle cultivation experts and scientists, along with internationally renowned Michelin-star chefs.

The focus is primarily black truffles—specifically, *Tuber melanosporum* (the winter or Périgord truffle) and *Tuber aestivum/uncinatum* (the summer or Burgundy truffle), which will be examined, discussed, probed, prepared, demonstrated and finally paired with wines and feasted upon.

Where

- Napa Valley will serve as the epicenter for the Truffle Festival weekend.
- Local restaurants will provide seasonal truffle menus and contribute to culinary seminars and classes focused on truffles.
- The Westin Verasa in downtown Napa will serve as the host venue and offer a special discount rate for the festival weekend.

Overview

The Napa Truffle Festival weekend kicks off Friday evening with an opening reception at The Westin Verasa and organized dinners at select Napa restaurants. Saturday includes cultivation and culinary seminars, cooking classes, and a truffle orchard tour excursion. Sunday concludes the festival with a Truffle Buffet Breakfast, followed by an Epicurean Marketplace.

The highlight of the Festival will be Saturday night's Grand Truffle Banquet, hosted by Michelin-star Chef Ken Frank of La Toque restaurant, featuring a multi-course truffle menu (each course prepared by a Michelin-star chef) and wine pairing.

Truffle Festival Schedule

Friday, December 10, 2010

- Opening reception at The Westin Verasa
- Organized dinners at select Napa restaurants

Saturday, December 11, 2010

- Truffle Cultivation and Culinary Education Programs
- Truffle orchard tour excursion
- Grand Truffle Banquet

Sunday, December 12, 2010

- Truffle Buffet Breakfast
- Epicurean Marketplace

More Information to Follow:

- Price per person
- Participating chefs, scientists and special guest speakers
- Details about the truffle orchard tour

Check the website for updates: www.napatrufflefestival.com.

About American Truffle Company...ATC was founded on the principle of applying significant scientific advances in the cultivation of truffles. With a foundation rooted in over a decade of truffle research and field experience, they have pursued cutting-edge truffle research both in the laboratory and in their ever-growing global community of partner truffle orchards, resulting in one of the most technologically advanced truffle cultivation methodology systems. For more information, visit www.americantruffle.com.

ATC will contribute a portion of the proceeds from the event to the Hunger Project (www.thp.org) and Feeding America (www.feedingamerica.org).

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Images available upon request.