



Sixth Annual Napa Truffle Festival Recap

The World's Top Truffle Chefs and Experts Came Together to Host Gourmands and Aspiring Truffle Growers for the Four-day Festival

NAPA, Calif. (January 19, 2016) – Truffle lovers and aspiring truffle growers all gathered in Napa Valley from January 15-18, 2016 for the Sixth Annual Napa Truffle Festival put on by **American Truffle Company**, a vertically integrated supplier of European black truffles and the science to grow them. Held at The Westin Verasa Napa in Downtown Napa and various other host venues throughout Napa Valley, festival guests enjoyed an array of activities during the four-day festival to satisfy their appetite and curiosity for one of the world's most prized and delectable foods. The focus of the festival was black truffles—specifically, *Tuber melanosporum* (winter Périgord truffle), which was discussed, examined, prepared, demonstrated, and finally paired with the finest wines and feasted upon.

The weekend's highlight was the acclaimed **Truffles & Wine** dinner, held on Saturday, January 16 at La Toque. This extraordinary evening brought together a team of Master Chefs, led by the Michelin-starred **Ken Frank of La Toque**, showcasing artful and delicious preparations of truffles, all perfectly paired with wine. The evening's culinary team included **David Barzelay** (Executive Chef and Owner of Lazy Bear in San Francisco), **Stefano Ciotti** (Executive Chef and Owner of Nostrano in Pesaro, Italy), and **Rick Tramonto** (Executive Chef and Owner of Restaurant R'evolution in New Orleans, LA). Additional activities during the weekend included truffle cultivation seminars, truffle dog demonstrations, mushroom hunts and winery truffle lunches.

"We are thrilled to see the increased interest in truffles from culinary aficionados and aspiring truffle growers," says Robert Chang, Managing Director and Chief Truffle Officer of American Truffle Company. "This year marked the festival's most successful outing to date, and we're very proud to host an event that not only caters to truffle lovers, but also to those who are curious about the science behind successful truffle cultivation."

– Festival Highlights –

Friday, January 15th

Scientific Grower Truffle Cultivation Seminar

Designed for potential truffle growers, the in-depth seminar provided a technical overview of the science and methodology involved in truffle cultivation. Presented by American Truffle Company's Chief Scientist Dr. Paul Thomas and Managing Director Robert Chang, guests learned about the myriad of scientific and business factors one must consider to successfully grow truffles.

Truffle Orchard Tour & Dog Training Demonstration

American Truffle Company's Master Dog Trainer Alana McGee covered the science of canine truffle scent location and its practical implementation. Dogs are an integral part of harvesting truffles; there is no better machine to sniff out mature truffles than the highly sensitive nose and the extreme mobility of a properly trained dog.

Saturday, January 16th

All About Truffles Seminar

In this comprehensive primer about all things truffles, attendees learned tips on cooking with truffles from Michelin star host, Chef Ken Frank, who discussed how to handle fresh truffles in the kitchen, as well as common myths and misconceptions about the various truffle species and "products."

Winery Truffle Lunch at Merryvale Vineyards

Guests enjoyed a private tour of the winery, followed by an exclusive truffle lunch prepared by San Francisco's innovative Master Chef David Barzelay of Lazy Bear, perfectly paired with Merryvale's extraordinary wines.

Truffles & Wine Dinner

Prepared by four Master Chefs from around the world, this sold-out, multi-course dining experience was the absolute highlight of the festival. Earthy and addictive, the freshest and most flavorful black truffles took center stage in each heavenly course.

Sunday, January 17th

Wild Mushroom Foray

Mushroom experts David Campbell and Norman Andresen, along with American Truffle Company's own Dr. Paul Thomas, led an insightful walk into the woods to forage for exotic mushrooms in their native habitats.

Winery Truffle Lunch at Jamieson Ranch Vineyards

Guests enjoyed gracious wine country hospitality as world-renowned Master Chef Rick Tramonto of Restaurant R'evolution, assisted by the winery's own Estate Chef Scott Ekstrom, presented a cooking demo and prepared a fabulous truffle lunch menu paired with Jamieson Ranch Vineyard's award-winning wines.

Monday, January 18th

Napa Truffle Festival Marketplace

Open to the public at Oxbow Public Market, Napa Truffle Festival showcased truffle menus, artisan vendors, local wines, cooking demos, truffle dogs and more. Visitors sampled the extraordinary flavors of the fabled black truffle prepared way by the merchants at the markets.

Truffleluxe – A Curated Affair

In partnership with Feast It Forward and *Sunset Magazine*, American Truffle Company presented its first Marketplace VIP Experience. "Sophia," Feast it Forward's luxury Ultimate Airstream mobile and hospitality lounge, welcomed guests while serving truffle-infused cocktails. Entertainer Katie Hamilton Shaffer hosted a butchering demo, followed by a discussion with *Sunset Magazine*'s Food Editor, Margo True.

Available by request:

- Complete weekend photography
- Truffles & Wine Dinner menu and wine pairings
- Winery Truffle Lunch menus and wine pairings
- Bios of ATC partners, and participating chefs, winemakers and dog trainers

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