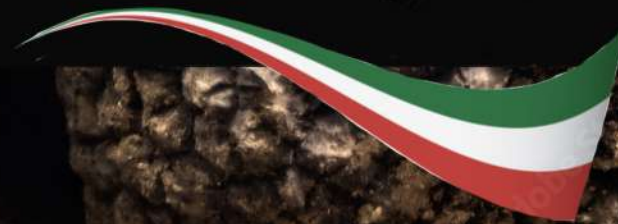




TRUFFLEAT

*Truffle it*



The Meeting Point of Italian Truffle Lovers

Rome, Italy 2021



# HIS MAJESTY THE TRUFFLE

Growth trend worldwide: + 17% of annual consumption consumption since 2017. Appreciated by Italian and international Chefs, and so many gastronomy Lovers.



***Many varieties, each its own Colour, Peculiarity and Seasonality:***

**Fragrance.** Unique for each type.

**Taste.** Unique for each species.

**Peridium.** Appearance of the outer peel.

**Gleba.** Appearance and colour of the inner fleshy part.

**Maturation.** Period varies from one type to another.

~ ***Tartufo Invernale Nero*** (Tuber melanosporum Vitt)

~ ***Tartufo Estivo Nero*** (Tuber aestivum Vitt)

~ ***Tartufo Bianco*** (Tuber magnatum Pico)

~ ***Tartufo Bianchetto*** (Tuber albidum Pico)





# ITALIA, THE BEST TRUFFLES

Truffles are highly sought after and precious, like diamonds. They have a unique symbiotic **relationship with specific trees and their territory**, which give them a unique aroma. They are harvested fresh from their roots in their season.



***WINTER BLACK truffle***  
*Tuber Melanosporum Vitt*

**Harvest: November/March**  
Strong, aromatic smell,  
sweet, delightful, versatile.



***BLACK SUMMER truffle***  
*Tuber Aestivum Vitt*

**Harvest: June/August**  
Delicate fragrance, with  
a pleasant and mild taste.



***WHITE truffle***  
*Tuber Magnatum Pico*

**Harvest: October/December**  
Intense, pungent,  
delicately garlicky scent.



***BIANCHETTO truffle***  
*Tuber Borchii Vitt*

**Harvest: January/April**  
Sharp taste and powerful  
garlicky aroma.



## *TrufflEAT*© The Meeting Point of Italian Truffle Lovers

### CORPORATE



**TrufflEAT**® was founded in Thailand in 2010, in collaboration with Italian manufacturer **Urbani Tartufi**, whose catalogue products they import under a licence authorised by the Food and Drug Administration. It is based in Italy and Thailand.

**TrufflEAT**® today represents the excellence of Italian companies collecting and producing truffle products, one of the most prestigious Italian products. **It also markets a line of own-brand products worldwide** through e-commerce, private individuals and Franchise stores.

*Soon a TrufflEat© Bar & Shop in Rome, Italy.*



*Hotel Restaurant < Cruise Ship < Train Station < Airport < Casinò < Street Food*



# BUSINESS OPPORTUNITIES

## TRUFFLEAT FRANCHISE

**Plan your  
TruffleAT  
Business for a:**  
*Hotel-Restaurant  
Cruise Ship  
Train Station  
Airport  
Casinò  
Street Food*

## TYPES OF FRANCHISE

**Create and  
manage your  
own franchise  
with:**  
*Bar & Restaurant,  
Bar & Gourmet  
Shop & Bar  
Bistro & Store  
Street food truck.*

## YOUR BRAND AT PRIVATE LABEL

**Have your own  
Label on our:**  
*Squeezable  
Sauces  
Extra vergine  
Olive Oil  
Sweets, Snacks  
Pasta, Sauces,  
and Salt.*

## TRUFFLES IMPORT-EXPORT

**Order certified  
fresh Italian  
truffles,  
delivered daily  
by air from  
Italy.**

## TRUFFLEAT ECOMMERCE

**Open and  
customise  
an online shop  
with our  
fast and secure  
e-commerce  
platform:  
all TruffleAT  
products.**



## *TruffleAT® Experience on Luxury Cruise Ships*



### FRANCHISE



**Cruises are among the fastest growing sectors of the global travel industry.** Over the past decade, cruise revenues have reached US\$37 billion, marking the most successful and perhaps most transformative period in the industry's history (CLIA 2019).

This restaurant and boutique concept will be present on a group of cruise ships where you can **purchase TruffleAT® products and, at the same time, enjoy our freshly cooked truffle menu** on deck, whether for a snack or a full dining experience.

*Fresh white truffle risotto on the cruise deck with Prosecco?*



## *TrufflEAT© Unique moments in a roof 5-star hotel truffle bar restaurant!*



FRANCHISE



**Today's hotel restaurant design is flexible, trendy spaces where people can meet while eating.**

Everyone likes to socialise and eat out. Give people experiences they won't forget and they will come back for more.

**The TrufflEAT© Bar & Restaurant concept is about meeting people while enjoying a delicious dinner prepared with unique ingredients like **fresh italian truffles**, in a very comfortable place. It's the best recipe for good business.**

*Meet nice people, taste unique food in a cosy atmosphere!*

*Hotel Restaurant < Cruise Ship < Train Station < Airport < Casinò < Street Food*



## *TruffleEat© Gourmet, a unique experience with fresh Italian truffles*



FRANCHISE



**TruffleEat© Gourmet is a unique concept** offering the delights of the prestigious Italian truffle combined with the famous Italian cuisine of top Italian and international chefs in a luxury bar and restaurant.

The mission of TruffleEat© is to bring Italian cuisine combined with fresh Italian truffles to the world, to spread the sensation of tasting a delicacy, in an enveloping and pleasant environment. A triumph of pleasant sensations for cocktails, business and pleasure dinners.

*Warm place, Italian food, nice people. Only good business*

*Hotel Restaurant < Cruise Ship < Train Station < Airport < Casinò < Street Food*





## *TruffleAT® Dining Experience and Shopping in the Airport*



### FRANCHISE



**A new generation of tech-savvy consumers wants their travel experience to start before they get on the plane, and a key part of that experience is airport Food&Buy. Passenger numbers could double to 8.2 billion by 2037, and on average 50% of passengers eat and drink at airports. (IATA)**

**The TruffleAT® concept consists of offering a dining experience before departure. And organising a cosy area for tasting and purchasing TruffleAT® products and gift packs. The best combination for a successful business.**

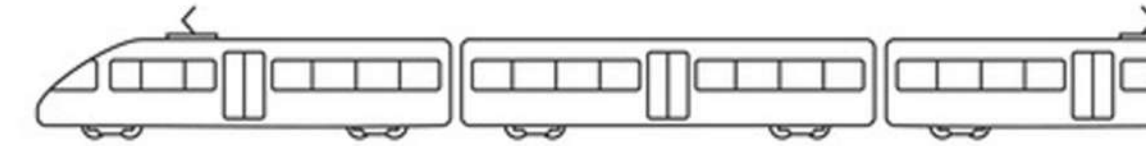
*Sauces, Olive oil, Dried Truffles, Pesto of Truffles,...*



## *TruffleEAT® Gourmet food to take away and eat at the railway station*



### FRANCHISE



Travelling by train in Europe is very much in line with current travel trends, both for pleasure and for work. More than 31 countries with at least 38 railway companies covering up to 10,000 European towns and villages, many with huge stations.

The difficulty of getting a quality meal or lunch at a railway station is not unknown. The TruffleEAT® concept is to offer an **alternative way to eat gourmet food, even on the run, before departure.** A fast and refined style of catering, and why not, also a **shop with TruffleEAT® products.**

*Just in time to take Snacks, Sauces, Sweets, ...*



## *TruffleAT© Culinary experience at Casinò*



FRANCHISE



**The new trend is fast-casual, with an emphasis on local and homemade products, allowing the consumer to return to the Casinò while having a fresh food experience.** The main attraction trend is now interactive service with fresh and tasty food prepared in front of you.

**The TruffleAT© concept is all about offering personalised food, a true dining experience.** An opportunity to enjoy creating a personal masterpiece. It is also an opportunity to taste many of the products of the house and then buy them at the Casinò.

*Truffles on top of pasta, truffles Olive oil on rice,...*



## *TrufflEAT© on a truck! Street food experience.*



FRANCHISE



**Street food is about fun and cultural diversity.** Today, Chefs are offering their fresh and innovative dishes in classic fast food trucks. This concept of a street food experience is growing very rapidly.

**The TrufflEAT© street food concept aims to provide the opportunity to enjoy fine dining on the street.** It is not a greasy food experience, but an enjoyable, light, tasty and gourmet experience with fresh and mainly local ingredients.

*Catch and Eat tasty and refined Truffleat© Street Food!*



## *TruffleEAT*© Excellent Fresh Italian Truffles delivered worldwide



*Black and White  
italian truffles*



**Any season.**



**Truffles travel  
well protected.**

### FRESH ITALIAN TRUFFLES

The export market for fresh truffles boasts a turnover of \$6 billion, and \$15 billion for truffle products. And **the trend is increasing** for both white and black truffles, every season.

**TruffleEAT**® exports the best Italian truffles to individuals, entrepreneurs and independents who sell them through an account on our **e-commerce platform [truffleat.it](https://truffleat.it)**.

**DHL delivers within 24/48/72 hours worldwide**

*Increasing demand for fresh truffles, good for business.*

*Fresh Italian Black and White Truffles*



**TruffleEat®** Fast and secure e-commerce, delivery within 24/72 hours...

## E-COMMERCE



**TruffleEat® e-commerce** is a fast and safe way to get selected fresh Italian truffles, approved by the FDA. **Depending on the season, white or black varieties are available.**

Lovers can order any kind of salt, butter, sauce and extra virgin olive oil with white or black truffles, gift boxes, snacks, sweets and many other items. **A great selection of fine TruffleEat products.** Consumers get high quality products at a very good price.

**DHL delivers within 24/48/72 hours worldwide.**

*Fast, secure, high quality delightful products.*



Extra Virgin olive oil with truffles



Egg pasta with truffles



Truffle sea salt



Fresh black truffles by weight



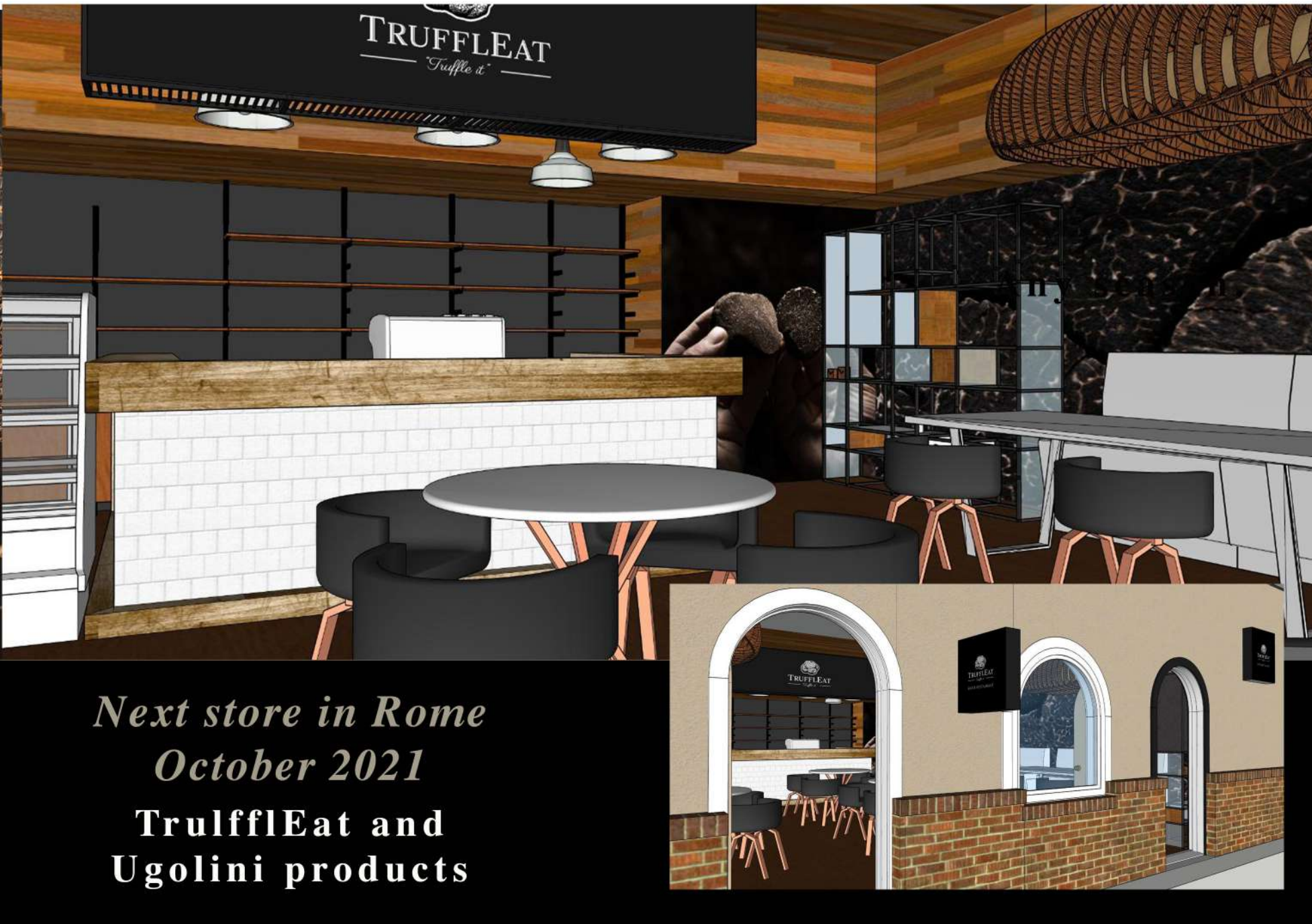
**Everyday by plane**  
**Free delivery above 100€**  
**truffleat.it**



*Fresh Black and White Truffles < Salt < Sauce < Butter < Dried Truffles < Extra Virgin Olive Oil*



**TruffleEat®** Customised concept for each franchise shop with Italian designer



*Next store in Rome  
October 2021  
TruffleEat and  
Ugolini products*

## SHOP FURNISHINGS

Choosing our franchise means achieving excellent results in a short space of time, a well-structured shop, a carefully selected product catalogue, supporting communication campaigns and excellent e-commerce, among other things. **At your glance all the products in the TrufflesEat catalogue and the Italian excellence of the Ugolini brand.**

**TruffleEat®** provides all the assistance you need to furnish your shop to make it functional and efficient with our **italian interior designer that will help you to design your shop in the best way.**

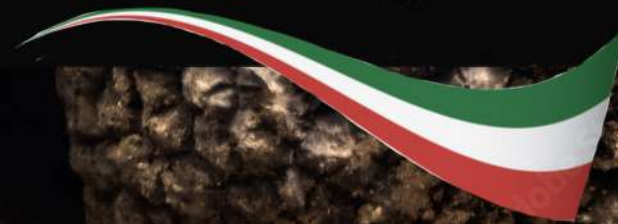
*Truffles market is growing everyday!*

*TrufflesEat, products with truffles and Ugolini italian excellence, all Made in Italy.*



**TRUFFLEAT**

*Truffle it*



**To open your franchise: [info@truffleat.com](mailto:info@truffleat.com)**

**To create a fine cuisine gourmet restaurant: [info@trufflebar.com](mailto:info@trufflebar.com)**

**To be part of our E-commerce: [info@truffleat.it](mailto:info@truffleat.it)**

**Contact: Tel. +39 335 304243**