

**FOR IMMEDIATE
RELEASE
September 12, 2011**



world class cuisine meets cutting edge truffle science!

second annual

January 13-16, 2012

announcing Festival Program and Michelin Star Chefs

with Keynote Speaker Barbara Fairchild

Black Truffles • Festival Marketplace

food and wine pairings • cultivation and culinary programs • truffle dogs and orchard excursions

“The truffles themselves have been interrogated, and have answered simply: eat us and praise the Lord.”

Alexandre Dumas

Napa, CA – Come ye gourmands, wine lovers, growers and everyone in between! The second annual [Napa Truffle Festival](#), January 13-16, is pleased to announce its 2012 Program, featuring a unique gathering of leading truffle cultivation experts and scientists, special guests from the food and wine world, and internationally-renowned [Michelin Star Chefs](#)!

[NAPA TRUFFLE FESTIVAL PROGRAM](#)

The 2012 [Napa Truffle Festival](#) will present enhanced programs and activities from the successful inaugural Festival in December 2010, including scientific cultivation and culinary programs, food and wine pairings, truffle orchard excursions and a Truffles & Wine dinner prepared by Michelin Star chefs.

The focus of the Festival is primarily black truffles—specifically the winter Périgord truffle (*Tuber melanosporum*), which will be discussed, examined, probed, prepared, demonstrated and, finally, paired with wines and feasted upon for breakfast, lunch and dinner!

The Festival will launch with a Friday night reception, reconvening Saturday morning for the keynote address by distinguished food and travel writer, speaker and former editor of *Bon Appétit*, [Barbara Fairchild](#). Saturday and Sunday will both feature culinary and scientific programs, along with winery lunches, VIP winery tastings and local truffle orchard tours. Truffle dogs will also be on hand to sniff things out.

The highlight of the Festival will be the Saturday night Truffles & Wine dinner, hosted by Michelin Star [Chef Ken Frank](#) of [La Toque](#), and featuring a multi-course truffle menu and wine pairing. Each course will be prepared by a Michelin Star chef, including Michael Cimarusti of [Providence](#) in Los Angeles; Suzette Gresham-Tognetti of [Acquerello](#) in San Francisco; Marco Gubbiotti of [La Bastiglia](#) in Spello, Italy; and Andrew Zimmerman of [Sepia](#) in Chicago.

The Festival will conclude on Monday with a lively Napa Truffle Festival Marketplace at [Oxbow Public Market](#)—*from farm, orchard and vineyard to kitchen, table and glass*—showcasing local artisanal vendors and their specialty food products.

Cultivation experts and scientists include [Robert Chang](#), Managing Director, American Truffle Company; [Dr. Paul Thomas](#), partner and chief scientist, American Truffle Company and Managing Director, Mycorrhizal Systems Ltd (UK); and more to be announced.

The [Westin Verasa](#) in downtown Napa will again serve as the host venue and offer a special rate for the Festival weekend. Guests can book rooms [online](#).

The second annual Napa Truffle Festival is hosted by the [American Truffle Company](#).

A portion of the proceeds from the Napa Truffle Festival will go to support local nonprofits.

NAPA TRUFFLE FESTIVAL

Friday-Monday, January 13-16, 2012

PROGRAM

Friday

- Reception at Westin Verasa Napa

Saturday/Sunday (*Saturday only)

- *Breakfast and Keynote with Barbara Fairchild
- Cooking Class with Michelin Star Chef
- Winery Lunch
- Truffle Lunch at La Toque
- VIP Winery Tour & Tasting
- Truffle Seminar: Science-based Truffle Cultivation
- Truffle Orchard Tour
- Truffle Seminar: The Economics of Truffle Cultivation
- *Truffles & Wine Dinner prepared by Michelin Star Chefs

Monday

- Truffle Brunch at Bank Café
- Napa Truffle Festival Marketplace at Oxbow Public Market

PACKAGES/TICKETS (available online at www.napatrufflefestival.com)

GRAND TRUFFLE WEEKEND PACKAGE

complete truffle, wine, science and cultivation package

Friday-Monday, January 13-16

\$1,250/person; \$2,500/couple

EPICUREAN TRUFFLE PACKAGE

ultimate foodie and wine package

Friday -Monday, January 13-16

\$800/person; \$1,600/couple

SCIENTIFIC GROWER TRUFFLE PACKAGE

science and cultivation focus

Sunday, January 15

\$225/person; \$375/person with Truffle Lunch

NAPA TRUFFLE FESTIVAL MARKETPLACE

Truffles and wine at Oxbow Public Market

showcasing local artisanal vendors/specialty food products

Monday, January 16, 10:00am-2:00pm

\$40/person

Host venue: [Westin Verasa Napa](#) – special Festival weekend rates are available!

For questions call: (888) 753-9378.

www.napatrufflefestival.com



PRESS EVENT

A press event will precede the Friday night reception. Contact Kathleen or Holly to reserve.

Press Contacts:

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[Images available](#)