



THE WINE & TRUFFLE CO



Dear Distributor,

It is that special time of year again as fresh black truffles at the Wine & Truffle Co. start to crack the earth and emerge from the ground. The Wine & Truffle Co. expect the 2010 truffle harvest to begin in the middle of May and run through to the middle of August. All early signs are that this season is set to be the best yet.

Since last season there have been many changes and initiatives within the Wine & Truffle Co., these are highlighted below:

- The Wine & Truffle Co. are continuing with the “**farm gate to plate**” approach to ensure that truffles arrive to you within 36 hours of being unearthed. This approach, together with Wine & Truffle Co. strict grading process will ensure you receive the **freshest and best** quality truffles possible.
- The Wine & Truffle Co. has been able to secure and launch a new truffle contact number **+61 1300 TRUFFE (+61 1300 878 333)**. This number is easy to remember and will direct you to the Truffle Team for all your enquiries and orders.
- The Wine & Truffle Co. website has been expanded, so you can now place your orders online at **www.wineandtruffle.com.au**.
- Orders can also be placed via fax on **+61 8 9387 7489**.
- The Wine & Truffle Co. is now co-operating with 14 other Australian truffle growers, representing producers from Tasmania and New South Wales. This gives you **more choices** and should extend the season into September.

Enclosed are further details outlining the grading and pricing structure, packaging and transport particulars plus storage recommendations.

Contact the Truffle experts today on **+61 1300 TRUFFE (+61 1300 878 333)** with your truffle enquiries or place your order by your preferred method.

The Wine & Truffle Co. look forward to sharing these rare delicacies and discovering the mysteries of the black truffle with you.

Regards,

Alan Nelson
Chief Executive Officer
Wine & Truffle Co.

Phone: +61 1300 TRUFFE (+61 1300 878 333) Fax: +61 8 9387 7489

Email: sales@wineandtruffle.com.au

www.wineandtruffle.com.au



THE WINE & TRUFFLE CO

Fresh Truffles 2010 – Grading & Pricing

Wine & Truffle Co.

Tuber Melanosporum French black truffles

EXTRA CLASS, individual truffle size, 25g - 200g each

Truffles in this class are graded as:

- > Superior quality
- > Regular shape and sufficiently mature to have the characteristic aroma, taste and colour of the black truffle
- > Very slight imperfections in appearance, in shape and in colour are accepted

PRICE \$1550 AUD/kg

FIRST CLASS, individual truffles over 20g & pieces/cuts

Truffles in this class are graded as:

- > High quality but may have slight colour variation (early season)
- > Shape variation
- > Some superficial cuts maybe visible
- > May have slight predator damage

PRICE \$1450 AUD/kg

SPECIAL - Icon Truffle, individual truffle over 500gms

Truffles in this class are graded as:

- > A single truffle weighing over 500gms
- > Sufficiently mature to have the characteristic aroma, taste and colour of the species

PRICE \$2000 AUD/kg

NOTES:

Minimum order 1kg. All prices FOB, Perth International Airport
Maximum order is 6kg of fresh truffle, plus packaging & carton weight equals 10kg shipment.
Payment terms, initial orders, payment prior to shipping,
subsequent orders 10 days from date of invoice.
All bank transfer fees charged to client.

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Wine & Truffle Co.

The Wine & Truffle Co. began cultivation of black truffles at Hazel Hill Estate, Manjimup in the southwest region of Western Australia in 1997. The first black truffle was discovered in July of 2003, it was a single massive 168 gram truffle. The annual harvest has since increased from year to year, with an expectation of a harvest in excess of one tonne for 2010.

The Wine & Truffle Co. is one of the highest yielding truffleriés in Australia, the property is surrounded by grapevines and wines are produced under the Truffle Hill label. Value-add truffle infused gourmet products are also produced, allowing the truffle flavour to be available year round and therefore complete the Wine & Truffle Co. gourmet experience.

As a result of recent co-operation with other truffle growers across Australia, truffles can now be supplied from approximately mid May through to September.

Packaging & Transport

Once harvested truffles are cleaned, washed, vacuum sealed, packed in a polystyrene container with ice packs and forwarded to you by an experienced courier. Wine & Truffle Co. have worked with VIP Freight for the past three years to ensure that your truffles arrive with you within 36 hours. VIP Freight has the ability for us to track your order the moment it leaves the trufflerié until it arrives at your restaurant door.

All truffles are the French, Perigord black truffle (*Tuber Melanosporum*).

Wine & Truffle Co. truffles will be:

- > firm, clean, intact,
- > free of any visible foreign matter,
- > free of abnormal wetness on the surface that may indicate decay,
- > free of major physical damage, and
- > able to withstand transport and handling and arrive at their destination in a sound condition.

Storing fresh truffles

To be enjoyed at their best, fresh truffles should be consumed within a few days of being unearthed.

To help them keep longer for up to about 10 - 14 days, gently wrap them in absorbent paper (such as a paper towel) and store in a dry glass/plastic jar/container in the crisper compartment not the cold part of the refrigerator. The absorbent paper should be changed daily, and the jar/container must be kept dry.

Truffles have a very strong aroma which will quickly impregnate any other foods in the fridge, so it's important to store them in their own container.

During months when the outside temperature is cool (but not freezing), the storage container can be kept outside, making sure, however, that it is not left in sunlight and that the ideal temperature is between 4 and 8°C.

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THE WINE & TRUFFLE CO

Fresh truffle order form

Fax to **+61 8 9387 7489** or scan and email to **sales@wineandtruffle.com.au**

OR contact our truffle experts today on **+61 1300 TRUFFE (+61 1300 878 333)** for all your truffle enquiries.

Distributor:

Contact Person:

Phone: Email:

Delivery Address: Billing Address (if different):

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Country:

Grade (please tick)

- Extra Class, individual truffle size, 25g - 200g each
- First Class, individual truffles over 20g & pieces/cuts
- Special Icon Truffle

Quantity

Grams Kilograms

Delivery Date:

Signed:

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