



THE TRUFFLES

Since the earliest times, the truffle has been part of the history of man. It plays a star role in Italian cuisine.

The truffle is a fungus that grows spontaneously underground, taking its nutrients from the roots of trees, especially oaks, lime trees and willows.

It mostly grows at the margins of forests, in clearings of greater or lesser size, or along country paths, not far from the roots of the trees with which it lives in a symbiotic relationship, at a depth of ten to twenty centimeters.

There are various types of truffles. The most valued is the white truffle (*Tuber Magnatum Pico*), whose flesh colors range from pale yellow to light brown. It's available only 4 months per year: from September to December.

The black truffle can be found in summer (*Tuber Aestivum Vitt.*), fall (*Tuber Uncinatum Chatin*) and winter (*Tuber Melanosporum Vitt.*).

It takes from 2 to 6 months for truffles to ripen, depending on species, type of soil, climate.

Truffles are collected by hunters, known as "trifulai" in Piedmont, assisted by dogs endowed by a keen sense of smell and specially trained to sniff out the precious fungi. Truffle hunting takes place mostly at night. Not all dogs become good hunters, to succeed they must possess an innate ability and receive extensive training by a good master.

OUR COMPANY

Over the years, the valuable white truffle has gained international recognition thanks to an entrepreneur from Alba, Giacomo Morra, who opened a specialist store, Tartufi Morra, and founded the Alba truffle trade fair, an event that continues to attract visitors from all over the world.

Morra devised a clever marketing strategy that consisted of presenting every year, during the trade fair, the biggest truffle to a celebrity of his time: Marilyn Monroe, Winston Churchill, Alfred Hitchcock, among others... a winning idea, that helped the truffle to grow into an "object of desire".

But there's more. Morra translated his philosophy of freshness and quality into a range of products to accompany the truffle: sauces, condiments, truffle noodles, truffle oil.

Today, the Tartufi Morra company is known the world over. Its trademark is synonymous with Italian cuisine. Gianmaria, Alessandro and Pasqualina Bonino together with their staff, have kept alive the traditions of this time-honored world, drawing inspiration from the past and working to make progress compatible with entrepreneurial ethics.

Not only truffles, but history too: the new company site in the center of the city of Alba, with its historic hall named after the founder, Giacomo Morra, offers visitors a suggestive journey in the world of the truffle to experience and learn about a precious resource of our country, rich with history and tradition.

TARTUFI MORRA s.r.l.

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Banca Intesa S.Paolo spa di Alba: IBAN IT13L0306922504100000031216 SWIFT BCITITMME10

P.Iva Cod Fisc. e Registro Società 00453730046 - OPERATORE ESTERO cn 4706 R.E.A. ALBA N. 103671 - Ident. CEE IT 00453730046

Capitale sociale € 10.400 i.v - Registro Imprese C.C.I.A.A di Cuneo C.F. e N.I 00453730046

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