



FOR IMMEDIATE RELEASE

**American Truffle Company
Launches World's First Interactive Online
Truffle Climate Map**

**Tool Enables Users to View Locations in North America that are Compatible for the
Cultivation of Périgord Truffles**

NAPA, Calif. (March 23, 2016) –American Truffle Company, a vertically integrated supplier of European black truffles and the science to grow them, is pleased to announce a new interactive online truffle map which allows site visitors to view all domestic locations that have climates suitable for the cultivation of the prized European Périgord black truffle (*Tuber melanosporum*). Périgord truffles (aka “black diamonds”) are the world’s most expensive black truffle species and have historically sold for up to \$1,200 per pound.

The interactive map was created taking into account the ideal climate conditions necessary for the Périgord truffle fungi to be found naturally, or successfully cultivated through the inoculation of host trees. Accessible on American Truffle Company’s website in the Climate and Average Temperatures section on the Fundamentals page, as well as on the FAQ page, this interactive map offers the ability for users to zoom in and out to focus on specific domestic regions to see whether the climate is suitable for the Périgord variety, which requires a precise set of climate conditions. Burgundy truffles, another species of European black truffle, are much more versatile and can be grown in almost any location throughout North America.

“We created this interactive tool to make it easier for growers interested in truffle cultivation to help verify the suitability of their location in regards to growing the Périgord truffle,” said Robert Chang, Managing Director and Chief Truffle Officer of American Truffle Company. “This tool is also helpful for prospective growers without land, so that they can focus their land search on areas ideal for the Périgord truffle. Furthermore, the new tool exemplifies ATC’s unique ability in using truffle climate data we’ve collected from more than twenty-five countries on four continents and applying that data to benefit North American truffle growers. We are thrilled about the numerous regions in North America with perfect climates for the Périgord truffle.”

Périgord truffles area temperature and precipitation sensitive species, and cannot thrive when **average** winter temperatures fall below 34.5 degrees Fahrenheit or above 51 degrees Fahrenheit. For the summer months, average temperatures should be between 60 degrees Fahrenheit and 77 degrees Fahrenheit. In the United States, suitable growing conditions are found up and down the West Coast from Washington to Southern California; the Southwest including Arizona, Colorado, Nevada, New Mexico, Texas and Utah; the Southeast including Alabama, Arkansas, Missouri, Georgia, Kentucky, Tennessee, North and South Carolina, and up the Eastern Seaboard encompassing Delaware, Maryland, Virginia and West Virginia, to as far north as New Jersey.

How Truffles Grow

Truffles are a type of fungi that grow on the root system of living host trees. They help the tree to absorb nutrients and the tree in turn helps the fungus. This relationship is called 'mycorrhizal' and it is symbiotic. To grow truffles, the fungus is introduced to the root system of host trees. Once the fungus is attached and growing on the root system, it is nurtured for a year before planting the trees into carefully prepared field sites. After planting, the orchards have to be carefully monitored and managed to ensure success. The most common host trees for truffle cultivation are English oak (*Quercus robur*) and hazel (*Corylus avellana*), although a few other species can be used.

About American Truffle Company

Founded in 2007 by Robert Chang and Dr. Paul Thomas, American Truffle Company offers reliable and predictable scientific truffle cultivation methodologies to commercially grow European black truffles, and is a source for both chefs and home cooks of ultra-fresh, high-quality and consistently-grown truffles.

ATC partners with orchard owners to create a custom-tailored approach for cultivating truffles that relies on years of scientific data from geographically diverse truffle orchards in over 25 countries across the world.

American Truffle Company has been actively establishing truffle orchards across North America. In 2010, ATC partnered with Robert Sinskey Vineyard in Napa, California, to plant truffle-inoculated trees and provide ongoing scientific support. The first harvest from this orchard is expected within the next two years, and could include both Périgord and Burgundy truffles. For more information on the company, visit <http://americantruffle.com/>. To view the new interactive truffle map, visit <http://www.americantruffle.com/perigordtrufflearea/>.