



Truffle Lab

where your culinary journey begins



• Media Kit 2019 •

About Urbani Truffles

Dedicated to the world of truffles **since 1852**, thanks to the work of great men and women, owning 70% of the market, Urbani has become a global point of reference and world leader for truffles.

The Urbani family has been dedicated to truffles with love and passion for six generations.

Urbani Truffles, an international division of Urbani Tartufi, has long been a landmark in the field of truffles, mushrooms and truffle products on the world markets and especially in the US. It maintains its presence on American soil with several offices located in major cities, from coast to coast.

Our headquarter is located in the heart of Manhattan, on two floors of a beautiful skyscraper on West End Ave. Urbani Truffles over the years has become the leading supplier of truffles and truffle products in the United States. Offices are located in major cities such as Los Angeles, Las Vegas, San Francisco and Chicago.



Truffle Lab

A creative concept, test kitchen and tasting room, **Truffle Lab NYC** has arrived with the ultimate goal to bring new experiences to truffle lovers, in the heart of the big city.

A haute cuisine destination to inspire and engage world-class chefs, truffle lovers and food enthusiasts alike, it is a place that will allow everyone to come together to taste, explore and learn about the mystique behind the truffle.

The best team of chefs will guide you through this incredible journey to make it unforgettable.



About Truffle Lab

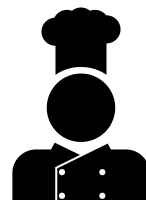


 **> 300 events
in 2018**

 **9.4 thousand
FANS**



**45% Women
55% Men
Ages 25 - 52**



**> 50 celebrity
CHEFS
hosted in 2018**



**46% increase in
MEDIA COVERAGE
In 2018**

The New York Times

MODERN
LUXURY

thisisItaly

**NEW YORK
POST**

Culinary Experiences and Events

- Cocktail parties up to 100 guests
- Cooking classes and chefs demos up to 15 guests
- Cooking competitions
- Corporate events
- Seated dinners up to 40 guests
- Private parties
- Team building events
- Tastings
- Truffle educationals
- Corporate training sessions & meetings
- Awards Banquets
- Sales Training
- Client Appreciation Events



On-Site Events

- On-site special events and presentations
- Cocktails and dinners with chef's Demo
- Corporate parties
- Truffle, caviar and champagne tastings
- Wine-truffle pairings
- Truffle concierge for VIP members and clients
- Truffle catering service



Influencer Event Partnership

- More than 50 top US Influencers & Bloggers resonating with your target market and creating hype
- On-site themed event featuring your product
- Sponsored post with total reach >400.000 people
- Digital content creation



For price inquiries: trufflelab@urbani.com

Our Partners

GAGGENAU



Breville



snaidero



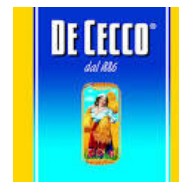
elle
GOURMET
cooking & living

Kartell



ALESSI

Prunotto



• *Contacts* •

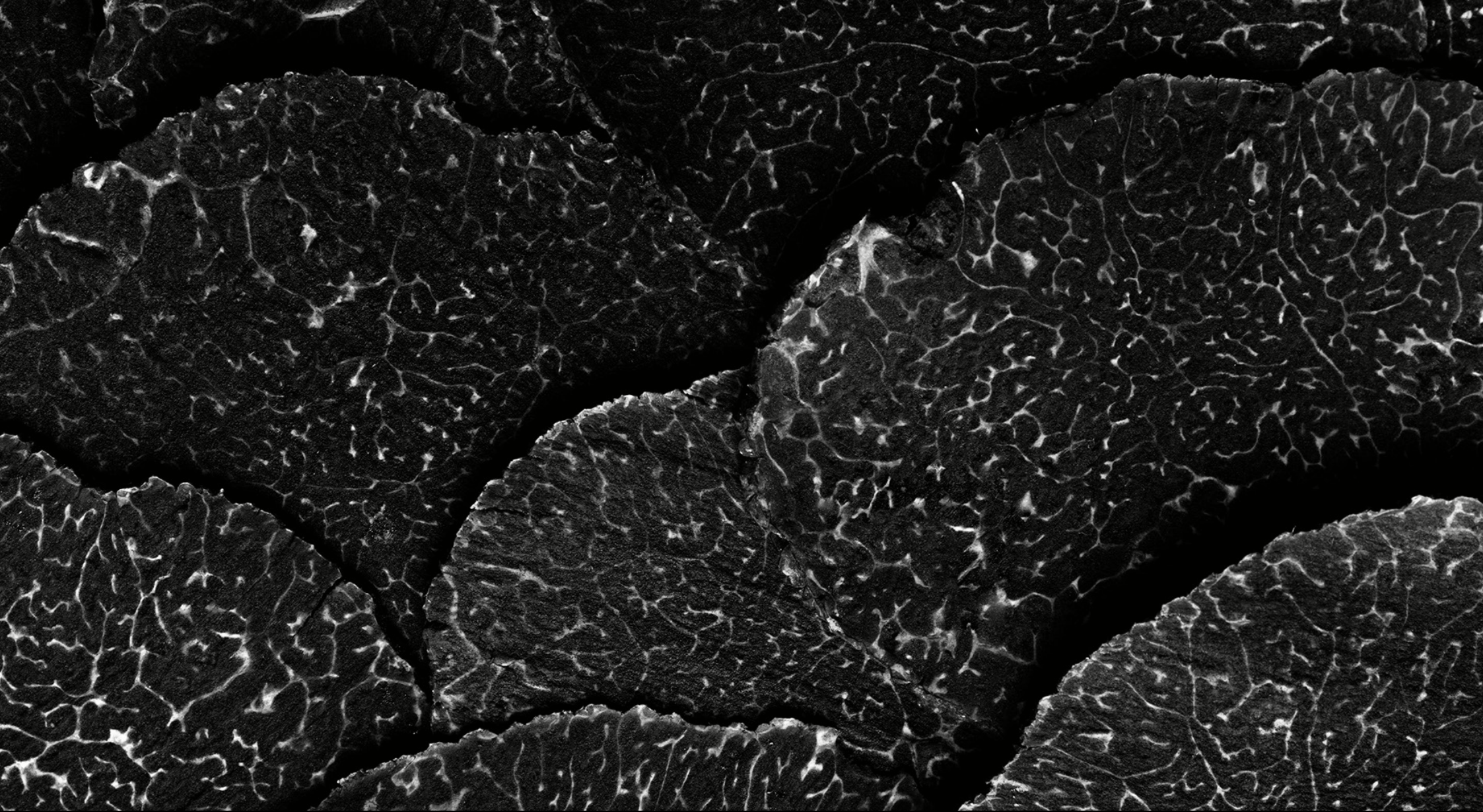
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• thank you •

