

The background of the advertisement is a dark, textured surface, possibly a wooden table. In the top right corner, there is a silver-colored metal tray with a scalloped edge and a handle, containing several pieces of dark, textured truffles. To the left of the tray, there are some dried, dark-colored plant stems or herbs. The main text is centered in the middle of the image.

# TRUFFLE MELBOURNE

## 2022 PARTNERSHIPS

The logo for Truffle Melbourne, featuring a stylized 'TM' monogram.

TRUFFLE  
MELBOURNE  
[trufflemelbourne.com](http://trufflemelbourne.com)



trufflemelbourne



@trufflemelb



YouTube





# THE WORLD'S TASTIEST GAME OF HIDE & SEEK RETURNS

Truffle Melbourne's annual festival program includes the largest truffle celebration outside Europe and attracts visitors from near and far. They're much-anticipated events in Melbourne's culinary calendar, and include the festival weekend, truffle hunts and great dining experiences.







## WHY PARTNER OR EXHIBIT IN 2022?

- The largest truffle celebration outside Europe
- Four months brand exposure from May to end August
- Be part of an extensive PR, social media and marketing campaign
- Grow your sales and engagement - most partners rebook each year
- Connect with a rapidly growing, loyal and appreciative audience
- Join other leading brands. The City of Melbourne returns as a major partner



## ALIGN YOUR BRAND WITH ONE OF AUSTRALIA'S MOST UNIQUE FOOD & EXPERIENCES PROGRAM

The program generates huge interest, and you'll be closely supported by:

- Our people: we work closely with you to deliver your partnership objectives
- Over 80 events, right through winter, ensure ongoing engagement
- Join the City of Melbourne, Visit Victoria, Queen Victoria Market, Dalrymple fine wines, Truffle Paddock and other leading brands
- More than \$1.5M in national media exposure



# SOCIAL



**400,000**

Social reach of over 400,000 people



**14,000+**

A highly engaged audience across FB and Insta

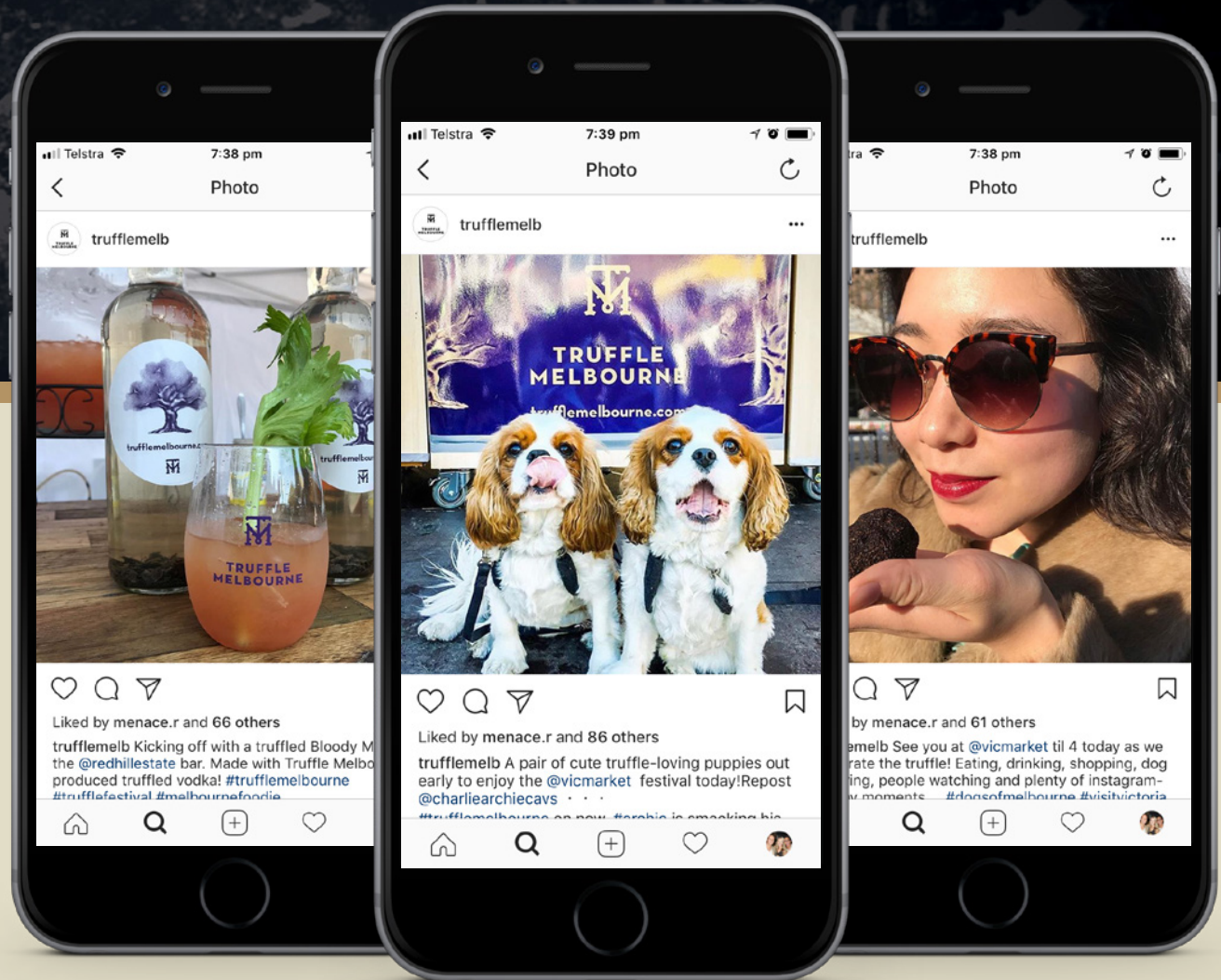


**10.5K**

A mailing list of over 10.5k truffle lovers

Partnering with Truffle Melbourne gives you access to:

- Our passionate and highly engaged social media following of 14,000+
- Dedicated posts about your brand and upcoming events via Facebook and Instagram stories
- A wide audience, from fine dining connoisseurs, to foodies and enthusiastic event goers
- Opportunities for cross promotion through our popular network of key food and hospitality stakeholders to promote your brand, your products or services, your venue and your people





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SEE, WATCH & HE



## FOOD TRUFFLE MELBOURNE

Melbourne is a truffle city. It's been a consecutive year with dozens of events taking place across Melbourne and Victoria until late August. The hero event is truffle fun at Queen Victoria Market – try truffle toast, truffle cheese and take home some truffled sausages or eggs. / Today.

Our program grabs front pages – over \$1.5M in earned media

Partnering with Truffle Melbourne gives you access to:

- A huge following for the free festival weekend – 40,000+ people attended in 2019
- Database of 10,500+ engaged food lovers across Victoria and beyond
- Weekly/fortnightly email blasts during truffle season
- Regular promotion of upcoming truffle calendar events
- Opportunities for brand features

the Weekly Review



## SMILE BRIGHT

The ancient Egyptians are said to have activated charcoal to heal wounds and illnesses. The clever team at Carbon Coco harnessed charcoal's power to draw away in an all-natural teeth-whitening treatment from organic coconuts, the super-fine promises to strengthen tooth enamel, freshen your breath and give you pearly whites like a movie star. ●

- Activated charcoal tooth polish, \$4
- Activated charcoal toothpaste two-

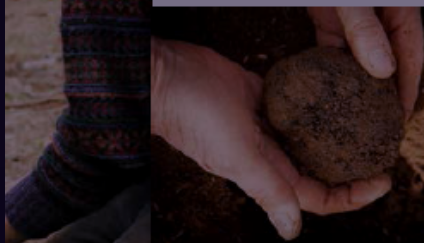
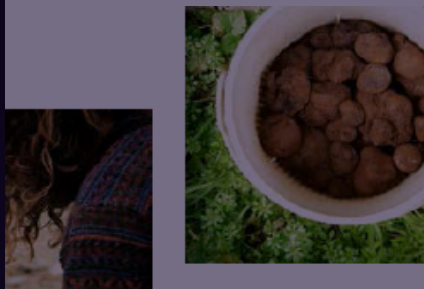
## TRUFFLE TRAIL

It's hunting season – truffle hunting the Melbourne hills off with the free two-day truffle trail at the Queen Victoria Market where you can find all sorts of truffled treats. Hunt for a pig gold in the city at the Truffle Melbourne pop-up shop, 260 Collins Street, Melbourne. trufflemelbourne.com

Truffle Melbourne, June 17-August 18, 2019  
Queen Victoria Market Truffle Festival, 10am-5pm

Truffle Melbourne pop-up shop,  
260 Collins Street, Melbourne  
trufflemelbourne.com

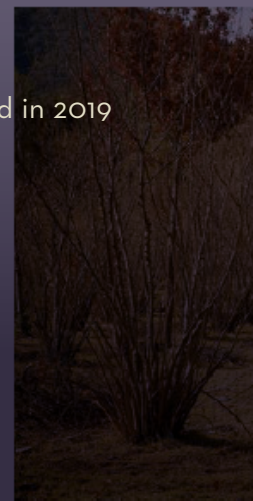
Wine Selectors



Opposite page from far left: Jenny and Thomas from Red Hill Truffles; Peter Marshall from Terra Petra; the black gold. This page, clockwise from left: Keen noses watch the extraction process at Terra Petra; a bucketful of truffles; straight from the earth; a potential truffle dog ready to test his skills at Black Cat Truffles; cleaned prize; morning search at Terra Petra.

Red Hill Truffles on a peninsula, an hour from Melbourne, is a truffle haven when it comes to a holiday. It's 16 hectares of land that's been in the family for 70 years. Consultants Hill probably wasn't looking for truffles. But she took her husband and children, started by her husband, and began with black cat truffles. (a) later, Red Hill was part of the creative

to develop a truffle business in the hinterland that says Jenny. Helping the family is restaurateur, Max Paganoni of Red Hill Estate. After years, and both a community spirit, working together to grow the truffle industry.



BROADSIDE



the Queen Victoria Market.

le around the world have enjoyed  
turn an ordinary dish into something

a Market will host a two-day festival  
tastings, a market truffle trail, artisan

everyone starts their truffle journey  
d pizza, truffled scrambled eggs  
ch can sell for as much as \$3600 p

IE A

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Nigel Wood has been involved in Australia's truffle industry for 20 years, including through his own Gippsland truffle farm, for 10 years. At an international truffle conference in Spain, he noticed that every dining establishment he visited offered truffle dishes. "I thought a little town like this can do it, then food in Melbourne is a monty," he says. "That was the lightbulb moment for firing up the festival here."

Truffle Melbourne began in 2014. There are 40-plus events around Victoria throughout the winter, including feasts, cooking classes and an all-things-truffle weekend at Queen Victoria Market on June 17-18, as well as a pop-up shop, Destination Truffle (260 Collins St).

There are rare chances to participate in truffle hunts at four of Victoria's truffle farms. You get to walk with the farmer and watch the dog works," says Wood. "Because these are productive truffle farms the dogs are going to find something in season, so there's an opportunity to get down on your hands and sniff that sweet smelling truffle from the earth."

trufflemelbourne.com





# 2022 PROGRAM SUMMARY

## **Season Opening high end dining day**

Sunday 5 June at The Timberyard,  
Port Melbourne

## **Queen Victoria Market free weekend**

Saturday 18 and Sunday 19 June

## **Truffle hunts**

Early June to end August

## **Dining events**

All through June, June and August

## **Pop Up Store, Queen Victoria Market**

For fresh truffle and your favourite  
products - June through August

.....  
**Up to date details at**  
**[trufflemelbourne.com](http://trufflemelbourne.com)**



## PARTNERSHIP OPTIONS

- Become a program, category or specific event sponsor – join our other main event partners
- Exhibit at the Queen Vic Market weekend
- Host a dining event – our 2021 events mostly sold out and all attracted target numbers during the winter low season
- Feature “truffle on your menu” through a social media & PR partnership
- Work with us to develop a bespoke B2C or B2B event







TRUFFLE  
MELBOURNE

JOIN US IN 2022!



[info@trufflemelbourne.com](mailto:info@trufflemelbourne.com) | 0408 176 617 | [trufflemelbourne.com](http://trufflemelbourne.com)



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