



FOR IMMEDIATE RELEASE: 9TH JUNE 2020

WA GOOD FOOD GUIDE TO LAUNCH TRUFFLES UNEARTHED

The West Australian Good Food Guide announces the launch of their inaugural Truffles Unearthed content series on 15th June 2020.

Giving a much-needed boost to growers and restaurants, this celebration of black truffle from the state's Southern Forests region is a meeting of both digital content and real life indulgence.

- Launch dining event at WAGFG restaurant of the year 2019, Santini Bar & Grill (Perth) in partnership with Australian Truffle Traders and Leeuwin Estate. Hosted by series editor Max Brearley
- Coomer Truffles X Canteen Pizza (Cottesloe). A special edition of the wildly successful pizza and pinot nights. There will be two sittings (Monday 22nd June) with DJs and oyster legend Jerry Fraser
- South-West dining series announced with events at Wills Domain (Margaret River), Vasse Felix (Margaret River), Cape Lodge (Yallingup) and Chow's Table (Yallingup)
- Truffles Unearthed Cooking School at European Concepts to feature classes by celebrated Perth chefs Liam Atkinson (Le Rebelle) and Scott Bridger (May Street Larder, Bib & Tucker, Pogo)
- Truffle master class with Russell Blaikie to be held in early July at Mount Lawley's Must Winebar
- David Coomer delivery ingredient box available to accompany a new episode of WAGFG's popular 'At Home with Chef' series
- Special collaboration pastry available at Mary Street Bakery on Sat 20th and Sunday 21st June (City Beach, Highgate & West Leederville). Created by Mary Street Bakery's pastry chef extraordinaire Courtney Gibb using truffles from Australian Truffle Traders in Manjimup, this limited-edition truffle, mandarin, honey escargot will be \$7.50. Created using truffle infused crème patissiere, freeze dried mandarin and honey glaze
- Digital content series of feature stories to underpin the call for WA food lovers to back growers and restaurants, featuring West Australian primary producers and top culinary talent

- Launch of The Truffle Podcast, created by Truffles Unearthed editor Max Brearley (Offshoot Creative) in partnership with Australia's South West
- Truffle tunes, a special Spotify playlist created by Liberte chef-owner Amy Hamilton
- Recipe series to be released over two weeks through WAGFG digital channels from 10 top WA chefs
- Partnerships with leading WA truffle farmers Australian Truffle Traders, Coomer Truffles, The Truffle & Wine Co

Georgia Moore, Director of The West Australian Good Food Guide commented:

“Truffles Unearthed is a vehicle for the WA Good Food Guide to shine a light on farmers and restaurants at a challenging time. Black truffle from the Southern Forests region is a real success story; we've led the way in Australian production garnering an amazing reputation with many of the world's best chefs. More than ever I'm conscious that we have a platform that can inspire passionate WA food lovers to get behind our primary producers and restaurants.”

“We're looking to inspire home cooks, give a voice to growers and curate a programme of dining and cooking school events that showcase the best of WA culinary talent.”

“It's apt that we'll be kicking off our dining events on 17th June at Santini Bar & Grill, our top restaurant of 2019. The menu from chef Charlie Vargas is the winter indulgence many of us need right now. We'll also be heading south to the likes of Wills Domain, Vasse Felix, Cape Lodge and Chow's Table; restaurants that exemplify the range and quality of WA dining”.

Max Brearley, Editor of Truffles Unearthed commented:

“Black truffle is the quintessential West Australian winter ingredient; the one I hanker for and am sorry to see go at the season's end. To support the growers in the south west is paramount for me and the WA Good Food Guide. They really need food lovers to back them right now. The same goes for our restaurant scene. To see the state's best chefs back on the tools with black truffle at their disposal is, quite frankly, epic.”

“My love of truffles goes deep. As a journalist I've followed black truffle from the orchards of Manjimup to Michelin starred kitchens in London. As a former Festival Director of Manjimup's Truffle Kerfuffle (2016-2018) I really doubled down on my truffle love. Like many others I was sad to see it cancelled this year, in what would have marked a decade of the festival. I've seen first hand that both media coverage and actual events can give visibility to the work of primary producers, foster pride in regional towns, drive visitation and ultimately give a much needed economic boost. So for WA food lovers the Truffles Unearthed programme offers the ultimate deal: winter indulgence and making a difference to growers and restaurants.”

“Living in the south west the chance to get to Perth after a few months of imposed hibernation is more than welcome but I am actually very excited by our down south line up. In particular the Chow's Table event on 11th July. While I love truffle dishes that are aligned with a European or even a Japanese tradition, Mal Chow is creating a menu that is going to be a new experience for me. Wok hei and truffles is how he described it to me; wok hei being the aroma and flavour imparted by a hot wok. Some call it breath of the wok. I'm already hooked.”

Gavin Booth, Owner of Australian Truffle Traders commented:

“I think the value of what the WA Good Food Guide is doing is that it gives to the West Australian food industry in the broadest sense: the restaurants, the distribution network, the producers, the whole supply chain. It actually gives us an opportunity to work together. That's really important when there's a lot of people that are genuinely concerned that as much as a third of Perth restaurants could be gone within the next 12 months. There's a genuine fear of that.”

“Four weeks ago I didn't expect demand for truffle because I didn't think there'd be enough restaurants open. I didn't think there'd be enough people interested as you know there were bigger problems. We are so lucky compared to many around the world. I think there's a bit of a sense in Perth of phew and so I think it is a time to celebrate, in a tasteful way, the near miss and the success of what we've been able to do as a state and a country. I think Truffles Unearthed is a great initiative and especially at this time.”

Restaurant Program

Santini Bar & Grill: Wednesday June 17th

Canteen Pizza: Monday June 22nd

Wills Domain: Friday July 3rd

Chow's Table: Saturday July 11th

Vasse Felix: Saturday July 11th

Cape Lodge (lunch): Saturday July 18th

Available:

Truffle images / Santini Menu / Santini restaurant images / Australian Truffle Traders images

For further information and interview requests:

Georgia Moore, WA Good Food Guide, 0478 624 416, georgia@wagoodfoodguide.com