

Truffles

*Spirit of
Truffles®*

www.spiritoftruffles.com

From 'diamonds of the kitchen'
the most precious Spirit.



From an ancient *Vernisse et Vitterra*® recipe, the only Spirit in the world with an infusion of real white Alba truffles.

The spirit of haute cuisine in a bottle that celebrates the perfect balance between the authenticity of raw materials, the purity of precious metals, and the unmistakable aroma and taste of the finest truffles.

The quality and timeless elegance of Italian artisan traditions and innovation meets the palates of the a new generation, for an experience never available before.

VERNISSE & VITERRA - SPIRIT OF TRUFFLES
is a registered trademark of
ALUXION ALLIANCE S.R.L.
Via Beato Sebastiano Valfrè 14 | 10121 | Torino | P.IVA 12366390016



Spirit of Truffles®

MADE IN ITALY



Historic original recipe



100% natural ingredients
and botanicals



Patented infusion process

SPIRIT OF TRUFFLES

Spirit of Truffles® is a spirit infused with rare Italian white truffles and other carefully selected natural botanicals, processed according to the ancient original *Vernisse et Vitterra* recipe, through its proprietary patented process.

The barrel-aged spirit, the heavenly aromas of the white Alba truffles, and the inviting nuances of smokey rum, yield much more than a simple distillate.

An authentic and unforgettable experience, full of unique flavours - distinguishable even with eyes closed - and an extraordinarily complex and rewarding presence of truffles.

The unmistakable taste, the refinement of raw materials and a packaging that represents the perfect balance between **history and innovation**, also celebrates the timeless qualities of **calligraphic art** by updating it with a **modern and elegant design**. These characteristics make ***Spirit of Truffles*** a unique product in its kind.



A VERSATILE SPIRIT

A truly rare product to share with friends and family, savoured on its own, or the perfect ending for a dinner based on risotto, cheese, game and meat, or to be combined with a delicate dessert. It can also be tasted at any time of the day to make even the simplest occasions very special.

Preferably savoured straight at room temperature, Spirit of Truffles is a versatile product that can also be enjoyed “on the rocks” and is an excellent base for sophisticated and **unconventional cocktails**. An ideal flexibility to suit an adult audience, as well as lovers of prestige spirits, and also new generations who are eager to give in to the **temptation of new experiences** and discovering unique epicurean pleasures.

THE MARKET FEEDBACK

The initial responses from consumers and entrepreneurs who believed in the product were **more than positive**. Important and eloquent comments have also come from the global market, where both the concept and the taste of ***Spirit of Truffles*** have enthused a **heterogeneous audience**, ranging from the most sophisticated consumers of spirits, to newbies.



1735

The distillery is created by cousins Vernisse and Vitterra

1943

The distillery is destroyed from a bombing

2021

Aluxion Alliance brings to light a story of passion

AN UNATTAINED DREAM SINCE THE 17TH CENTURY

The story of *Spirit of Truffles* begins in 1735 when a couple of enterprising cousins, *Giuseppe della Vitterra e Louis-Antoine Vernisse*, built a small distillery on the Ligurian Riviera. The two families dedicated themselves with passion to the production of exotic liqueurs of excellent quality, achieving great success as early as the early 1800s.

The formula for the distillery's success and growth lay in the constant desire for innovation. In fact, as early as the 17th century, the cousins imagined the production of a spirit that involved the infusion of white truffles, but this ambitious concept remained just a dream in the drawer for centuries.

FROM ASH TO REBIRTH

In 1943 the distillery was reduced to ashes by a wartime bombing, and the descendants first decided to subcontract the production of their own products; and then eventually, to completely surrender the project to those who had the desire and ambition to continue that story.

In 2020 the Italian company Aluxion Alliance, by acquiring the venerable brand, gave new life to a centuries-old history, and introducing the *Spirit of Truffles* product to the market, has finally crowned the ambitious concept of its founding cousins Vernisse and Vitterra: a recipe abandoned in a 17th century awaiting to see the light.

THE WHITE TRUFFLE OF ALBA

To create *Spirit of Truffles*, the best examples of the prestigious protagonist of the Italian culinary tradition are carefully gathered and selected: the white Alba truffle (Tuber Magnatum Pico), one of nature's rarest gifts.

Widespread throughout the lower Piedmont region, the white truffle is made famous by the city of Alba, where, since 1929, the most important event in the world dedicated to the white truffle takes place every year; and where the 'World Auction of the White Truffle of Alba' takes place.



“

Il tartufo è il diamante della cucina.

ANTHELME BRILLAT-SAVARIN



Expert Researchers



Careful selection
of the best specimens



Optimal olfactory yield
in the infusion process

THE 'DIAMONDS OF THE KITCHEN'

The white truffle's rarity, its characteristic scent and unmistakable complex flavor, as well as influencing the cost of the product, make it a real object of desire for connoisseurs.

The market value of the Alba white truffle is subject to fluctuations based on demand, availability, the legally limited collection area, weight, size and state of conservation - but the prices reached by the Alba White Truffle Exchange (3,500 / 4,500 euro per kilo - 2017) confirm why this unique tuber, expertly infused in *Spirit of Truffles*, is universally considered a very precious commodity.

TECHNICAL FEATURES

Spirit of Truffles ® main technical features*



Ingredients	Truffle infusion (aged Caribbean rum, Alba white truffle, honey, spices and natural botanicals)
Product suitability	Law 283/62, and EEC regulation 110/2008
Processing	Infusion and cold processing
Packing / wrapping	Glass bottle
Quantity per bottle	50cl
Shelf-life (retention period)	No expiration
Storage conditions	Ambient temperature and not in direct contact with the sun
Alcoholic Degree	Alcoholic degree 40% vol.
Allowed food additives	EC Reg. 1333/08
HACCP	The product complies with the HACCP system adopted by the manufacturer as required by EC Reg. 852/04.
Traceability	The procedure for the traceability of food products complies with the provisions of EC Reg. 178/02



Restaurants and Cocktail Bars
premium-luxury



Modern and elegant hotels and
event accommodation facilities



Wine Shops & Wine Bars
Duty free



Sports Clubs, Associations
and exclusive meeting places

RIDE THE MARKET TREND

In a market with an ever-increasing demand for alcoholic beverages, serving *Spirit of Truffles* is not only a smart choice to ride the trend but a unique opportunity to offer its customers a rare and multi-sensoriale experience never previously available.

For this reason and to ensure the uniqueness of the *Spirit of Truffles* experience, the places to buy or taste it will be carefully selected by the Aluxion distribution managers. The shared entrepreneurial vision, that places Quality at the center, is an essential and decisive condition for success.

WITH THE RIGHT SPIRIT

Spirit of Truffles can be served by restaurants at the end of a meal, used in the kitchen with creativity to embellish dishes with truffle-based flavours, and offer mixologists of the best cocktail bars a unique new ingredient to amaze with their creations.

Wine bars and wine shops, with a clientele always looking for new aromatic and flavour options, will be able to quench their curiosity and satisfy a sought-after and unforgettable touch to their vision of hospitality.

ALUXION

Alliance for Luxury Products

* The product characteristics provided here does not represent the Technical Data Sheet of the product which will be supplied separately.



ALEXANDRU CIOTAU

CEO, ALUXION ALLIANCE SRL

c.alexandru@aluxionalliance.com

+(39)380.5924027

SAMOIL CIOTAU

SALES MANAGER, ALUXION ALLIANCE SRL

c.samoil@aluxionalliance.com

(+39) 345.6331481

www.spirit-of-truffles.com

www.aluxionalliance.com



FOLLOW Spirit of Truffles

*Spirit of
Truffles[®]*

Authentic 17th Century Formula

Made with the finest white truffles

From Alba, Italy

500 ml 40%vol