




2019 Oregon Truffle Festival

oregontrufflefestival.org



 This project has been funded in part by a grant from Willamette Valley Visitors Association in utilization of Travel Oregon Regional Cooperative Tourism Program funds.





2,631

TICKETS SOLD
+ 238 MEDIA,
SPONSORS AND
SPECIAL GUESTS

FESTIVAL STATISTICS

31 CULINARY EVENTS

32 CHEFS

28 CULINARY STUDENTS

23 SPEAKERS & TRAINERS

79 MARKETPLACE ARTISANS

24 WINERIES, BREWERS
& DISTILLERS

63 TRUFFLE DOGS

24 LBS BLACK TRUFFLES

69 LBS WHITE TRUFFLES

12 LBS PERIGORD TRUFFLES

MEDIA COVERAGE
PRINT, ONLINE, SOCIAL MEDIA



95
PIECES OF COVERAGE

521M
COMBINED IMPRESSIONS

516M
ONLINE IMPRESSIONS

5M
PRINT CIRCULATION

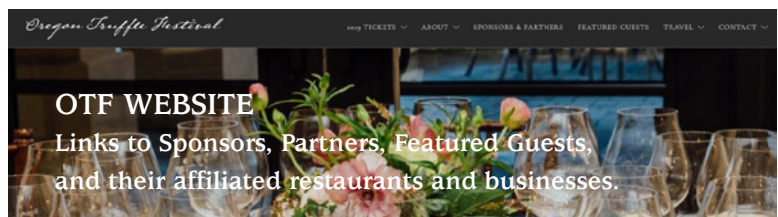


Click logo to view one media piece from each outlet.



ADVERTISING & SOCIAL MEDIA

The OTF has built an engaged social media following with more than 8,000 loyal fans across Instagram, Facebook, and Twitter. Nearly 900 of these followers were gained as a result of the 2019 festival alone. Facebook proved to be a popular platform for our followers to engage with the festival and with other truffle lovers, demonstrated by the 132,000 people reached by—and 7,300 people who responded to—our 2019 Facebook events.



SOCIAL MEDIA

#oregontrufflefestival #oregontruffles



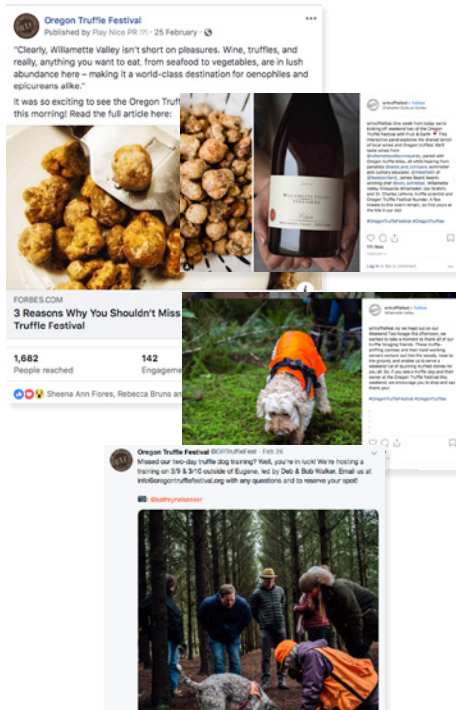
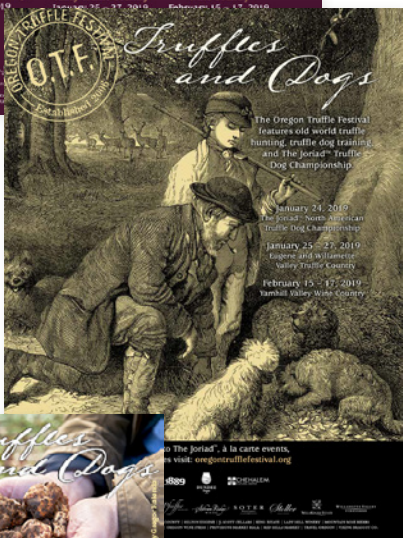
EMAIL ADS

5 email Blasts
22,500 Total Sends



PRINT ADS

OTF purchases a wide range of print and online advertising including magazines, newspapers, and their respective websites, concert programs, online publications, blogs, and more.



EUGENE AREA EVENTS

Friday, January 25

Mercato del Tartufo

Guests connected with friends over delicious food and drink, and got a taste of Italy in Eugene as we kicked off the 2019 Oregon Truffle Festival! It was some big, Italian-style fun, with cicchetti plates, truffled risotto, and hearth-oven pizza from Chef Rocky Maselli, sweets from pastry chef Amy Mirate, paired with wine and locally crafted Amari cocktails inside of the bustling Provisions Market Hall.

A Villa Evening

The Gourmand weekend attendees were spirited off to Pfeiffer Winery's gorgeous Tuscan-inspired Villa for an elegant and intimate evening. They were served a four-course truffle dinner prepared by Sybaris Bistro's Chef Matt Bennett. This candlelight dinner at one big table paired with wines selected from the Pfeiffer cellar was truly unforgettable.

Saturday, January 26

Forage & Feast in Eugene

Weekend guests experienced an authentic truffle hunt lead by professional truffle hunters with their dogs, then chose from our classic multi-course winery luncheon with wine pairings, featuring a guest chef in a gorgeous wine country setting, or a luncheon designed to pair truffles with some of Oregon's best brews at Alesong, nestled below King Estate winery. This tour began with a glass of wine at King Estate.

Grand Truffle Dinner, Hilton Eugene

Almost 300 Guests joined us for an evening of conviviality around the table at our 14th Grand Truffle Dinner, featuring Oregon's native winter white and black truffles in a sumptuous six-course meal paired with magnificent Oregon beverages. Considered by many to be the pièce de résistance of the weekend, the Grand Truffle Dinner featured ten celebrated guest chefs known for their love of fresh, seasonal ingredients, and their skill and creativity with Oregon truffles.



Oregon Truffle Marketplace

Sunday, January 27

Eugene

Our signature Fresh Truffle Marketplace is a unique tasting and demonstration experience that highlights the burgeoning regional truffle industry, as well as our local farm-to-table bounty. The Oregon Truffle Festival's Marketplace offers fresh native truffles for sale, regional wine tasting, artisan food sampling and sales, truffle cooking demonstrations with tasting and recipes, a truffle dog demonstration and an all day lecture series to ensure a complete experience with all that the Willamette Valley has to offer.

*The food, the wine, to see
our "truffle friends" that
we have made over
the years...*

Eugene Festival Attendee

EDUCATIONAL EVENTS

January 25 & 26 Truffle Growers' Forum

This forum is an annual gathering and focal point for the North American truffle cultivation industry. It attracts an international cast of speakers and growers from across the continent to discuss the breadth of thought and methods employed by successful truffle producers throughout the world. It enables growers, researchers, journalists and truffle purveyors to keep up with advances in truffle science, engage with successful growers, and make valuable contacts within this growing industry.

“The truffiere tour was invaluable, not only on seeing first-hand orchards but mostly for the opportunities it gave us to meet and talk with other participants and speakers.”

Truffle Growers' Forum Participant

January 25 & 26 Truffle Dog Training

The Oregon Truffle Festival is proud to have established The Truffle Dog Training Seminar, the first event of its kind in North America. If you're interested in teaching your dog to hunt truffles, OTF's Truffle Dog Training Seminar is the perfect opportunity. Day 1 is in the classroom for the fundamentals of scent training. On Day 2, participants and their dogs have a one of a kind opportunity to engage in an authentic hunt for wild truffles in their natural habitat. While we cannot guarantee 100% success finding truffles on day 2, we do guarantee a high-value learning experience, and a lot of fun for you and your dog.

“Absolutely loved it! The instructors were very helpful. Was really fun to see the dogs working, and successfully at that. It was an incredible experience to be in a real truffle patch!”

Truffle Dog Training Participant



YAMHILL VALLEY EVENTS

Friday, February 16

Fruit & Earth: A Taste of Place

New to the program in 2019, this interactive panel paired wines from several Willamette Valley Vineyards AVAs with Oregon truffles, taking us on an exploration of the shared terroir of these two local treats. Panelists Maxine Borcharding, sommelier and culinary educator, Mike Thelin of Feast Portland and Hot Luck Festival, Willamette Valley Vineyards Winemaker Joe Ibrahim, and Dr. Charles Lefevre, truffle scientist and Oregon Truffle Festival founder led a lively discussion on wine, truffles, and the happy marriage between the two.

Fruit & Earth, Part Deux

Nothing speaks quite so eloquently to the unique and welcoming sensibility of Oregon wine country than Soter Vineyards and their distinctive wines. Guests enjoyed them with a beautiful, fireside dinner prepared by winery chef Alex Daley, who knows how to make Oregon truffles shine. This intimate evening followed the Fruit & Earth panel discussion and tasting, completing the evening with balance and finesse.

Saturday, February 17

Forage & Feast in Yamhill Valley: Truffle Hunt and Winery Luncheons

OTF guests enjoyed the best of the Old World in North America's singular truffle region, Oregon's Willamette Valley. The day began with an authentic truffle hunt lead by professional truffle hunters with their dogs, followed by unforgettable luncheons featuring top culinary talent and foraged Oregon truffles. Held at Stoller Family Estate and Willakenzie Estate, this was wine country immersion and winter truffle excursion at its most authentic.



Kathryn Ekesser

Saturday Evening, February 17

The Romance of Rosé

This elegant evening was held at the spectacular new Clubhouse at Domaine Serene Winery, celebrating their annual Rosé release in the Burgundian Cave room. The event was accompanied by Oregon truffle appetizers prepared by the evening's four honored chefs.

James Beard Legacy Dinner

James Beard, a native Oregonian, was a longtime champion of Oregon truffles and proclaimed them as equals to their more expensive European counterparts. To honor his legacy, guests convened in the Clubhouse Great Hall for a four course dinner prepared by James Beard-honored chefs, thoughtfully paired with Domaine Serene's award-winning wines.

"The event at Domaine Serene is the ultimate experience, the appetizers, wines and place were incredible and the dinner was just out of this world - thank you, thank you"

Yamhill Valley Weekend Participant



YAMHILL VALLEY SUNDAY

Oregon Truffle Marketplace

The Newberg Fresh Truffle Marketplace, held in the beautiful Chehalem Cultural

Center Ballroom, OTF's signature Fresh Truffle Marketplace is a unique tasting and demonstration experience that highlights the burgeoning Oregon truffle industry, as well as our local farm-to-table bounty. The Marketplace offers fresh native truffles for sale, regional wine tasting, artisan food sampling and sales, truffle cooking demonstrations with tasting and recipes, and a truffle dog demonstration.

Sunday, February 18

Truffles & Bubbles Brunch

Could there be a better way to celebrate Sunday of the festival's Yamhill Valley Wine Country Weekend than a sparkling truffled brunch? New to the festival in 2019, guests arrived at the stunning Anne Amie Vineyards tasting room where they enjoyed beautiful sparkling wines from Anne Amie and a truffled brunch prepared by Chef Mike Delaney.

"What keeps us coming back every year are the food, people & wine. Love the whole experience of the cultural center being able to look at art, learning about truffles, truffle hunt, cooking demonstrations. The wineries & the people/families that run them."

Yamhill Valley Weekend Participant

Sunday Suppers – NEW in 2019

Sunday Supper, a perfect closing act to wind down a festive holiday weekend. Start with truffles. Add essential ingredients – friends, family, wine, cozy – and you have a Sunday Supper. Hearts warmed, appetites sated, off to dreamland... a sumptuous truffled adventure closes, a new tradition begins.

Lady Hill Winery, a 5th generation family farm and winery continued its Summer Sunday Supper tradition just for OTF guests. Complete with candles, atmosphere, and gorgeous food and wine pairings around a big beautiful table, this Sunday supper was a perfect end to OTF's wine country weekend for 40 lucky guests.

40 other guests ended the festival weekend on a high note with Sunday Supper at The Joel Palmer House. Chef Chris Czarnacki, known for cooking with truffles and mushrooms, was our celebrated chef for the evening. The Sunday feast was paired with fine wines, and the essential ingredients of friends, family, wine, and cozy.

FOR THE DOGS

The JORIAD™

5th Annual North American Truffle Dog Championship

Thursday, January 24, Eugene Round 1 Competition

Now in its fifth year, the Eugene OTF Weekend kicked off with The Joriad™ North American Truffle Dog Championship. At this family-friendly competition, spectators cheered for 26 talented truffle dogs and their trainers as they competed to find hidden truffle-scented targets. Five finalists wen into the woods for the next level of competition.

Championship Finals

The morning's five finalists advanced to the Joriad™ Field Trial in the afternoon for head-to-head, nose-to-ground action in the wild. Joey, a three-year-old Labrador retriever owned by Ava Chapman, won this year's competition by finding 10 truffles!

“The Joriad exceeded our expectations! We enjoyed the entire experience from start to finish. This was our first time seeing a truffle hunt and to say we learned a lot is an understatement. The organizers of this event put a great deal of care to ensure the competitors AND their dogs enjoyed the day. We are grateful for this wonderful experience.”

Joriad™ Participant



David Barajas



David Barajas



David Barajas

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Thank You!
We could not have done it without you.



Oregon Truffle Festival 2020

*January
23*

The Joriad™ North American
Truffle Dog Championship

*January
24-26*

Eugene and Willamette Valley
Wine Country

*February
14-16*

Yamhill Valley
Wine Country

We look forward to welcoming you in the Willamette Valley's world-class truffle and wine country in 2020!



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