

TRUFFLE

Prized for a complex earthy, rich flavor, truffles are considered a culinary delicacy. Not to be confused with mushrooms which grow above ground, truffles are a type of edible spore that is only found underground, making them elusive. Due to ideal cultivation conditions, truffles are traditionally found in Italy and France, thus, are used in these cuisines. However, due to the interest in upscaling the everyday, the flavor of truffle is penetrating menus and food applications. Whether it's a drizzle of truffle oil on fries, a smear of truffle aioli on a sandwich or a truffle seasoned snack, consumers are experiencing and enjoying truffles' savory, umami profile.

TREND SIGNALS

+13%

projected growth of truffle oil on U.S. menus.
Datassential, '25-'29

+7.7%

expected CAGR of the truffle market, '25-'34
Globe Newswire, February 2025

FROM OUR EXPERTS



“ My favorite way to enjoy truffle oil is drizzled over perfectly cooked, salted French fries with the skin left on, then finished with a freshly grated Parmigiano Reggiano. The earthy depth of truffle pairs beautifully with the rustic flavor of skin-on potatoes, while their subtle nutty, cheesy undertones harmonize effortlessly with the rich, umami character of Parmigiano. ”

Gabby Quintana, Principal Research Chef



Contact us or [click](#) to request a **FREE TRUFFLE** flavor sample.