

THE JAMES BEARD FOUNDATION

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August 11, 2007

Dear Friend of the Foundation:

On Thursday, November 8, 2007, we are delighted and honored to be hosting a gala dinner and auction benefiting the James Beard Foundation. More than just a great evening, this event is our most important fundraiser of the year. A dynamic live and silent auction will generate much-needed funds to support the Foundation and its programs, which include educational initiatives for food lovers of all ages, conferences and seminars, scholarships, industry awards, and other activities that fulfill our mission to celebrate, preserve, and nurture America's culinary heritage and diversity.

To make the event and especially the auction a success, we need your help. We are asking everyone who wants to show support for the Foundation and our mission to contribute something special to this year's auction. Here's what we are looking for:

1. Any gourmet experience money can't buy. The most successful auction lots include unique and rare experiences. We're looking for one-of-a-kind culinary events, such as private dinners or parties prepared by top chefs in exclusive private rooms or in the bidder's home...overnight stays at winemakers' private cottages with personalized tours and private tastings...luxury trips with access to unique experiences...exceptional gourmet travel with luxury gifts and accessories to take with you...celebrity items or dinners with celebrities.
2. Rare wines and spirits. Popular items include large-size bottles, vertical selections, special vintages, artist collections, and winemaker-signed bottles.
3. Travel packages. Exotic trips are always popular, especially if they include hotel stays, weekend trips, fine dining gift certificates, and/or special tours and tastings.
4. Gourmet gifts, kitchen and home accessories, cookware, signature appliances, sets of signed cookbooks, you name it.
5. Something guests would be delighted to take home in their goodie bags (350 pieces).

Note that auction items can be from, to, or about anywhere or anything—exotic or familiar, our bidders are eager to shop and generous. Certain donations will be grouped together into lots if there is an obvious and natural fit. The most spectacular donations may end up in one of our limited number of live auction lots, for which we will create enticing projections and visual displays. We'd be happy to help you think about creative approaches to auction items to maximize appeal. Please give Julie Pfeiffer a call at 212.627.1111, ext. 562.

Our 300 guests will be affluent, well-traveled foodies and top chefs and restaurateurs. The dinner theme this year is *Le Città del Tartufo*—The Truffle Towns of Italy. (Packages do not have to be tied to the theme.) The event will be held at Guastavino's, 409 E. 59th St., New York City. Admission is \$1,250 for the general public and \$1,000 for Foundation members. Donors whose packages are valued at more than \$750 are eligible for one reservation at the member's price. If you would like to attend the auction, please visit www.jamesbeard.org or call the James Beard Foundation at (800) 36-BEARD or (212) 627-2308.

All items, packages, certificates (with 1 year expiration from November 8, 2007) and lots should be sent along with a completed Auction Donation Form (enclosed) to The James Beard Foundation Auction, 6 W. 18th St. 10th Floor, New York, NY 10011. **All donation forms must be received on or before October 12, 2007 to guarantee inclusion in the auction catalog and in promotional materials. Auction items can be shipped separately and must be received by November 1, 2007.**

Please help us make this our most successful event ever! Thank you for your generosity.

Sincerely,


Susan Ungaro
PRESIDENT

Le Città

THE TRUFFLE TOWNS OF ITALY

del Tartufo

Auction Donation Form

DONOR INFORMATION (please type or print)

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Contact person for questions about donation and/or to redeem gift: _____

Contact's phone: _____ Contact's email: _____

ITEM DESCRIPTION (up to 30 words): _____

IMPORTANT

Item retail value (please be as accurate as possible on your value estimate): U.S. \$ _____

In the advent of a bidding war for this item, would you be willing to donate a duplicate package for free or at a reduced cost? Yes No

Gift certificate or letter enclosed: _____

Item(s) to be shipped separately by October 12, 2007: _____

SPECIFIC INSTRUCTIONS

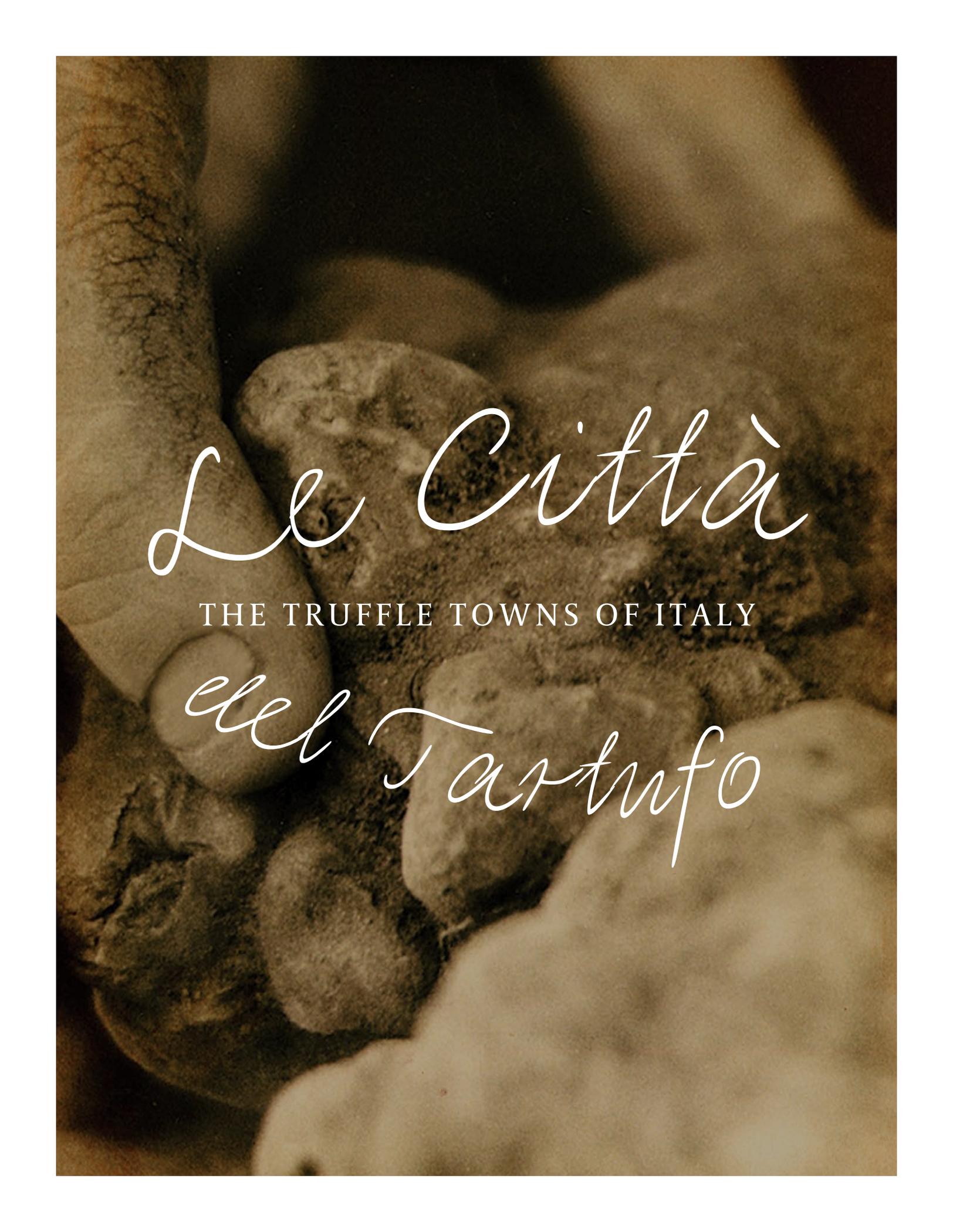
Please make certificates valid through November 8, 2008 (one year from event date) and list black-out periods, number of people covered, and whether beverages, taxes and gratuities are included or not.

Donations are tax-deductible within the limits of the law. Please check with your tax advisor.

Donor Signature: _____ Date: _____

THE FINE PRINT. PLEASE READ CAREFULLY.

1. All completed auction donation forms must be received on or before October 12, 2007 to guarantee inclusion in the auction catalog. Auction items must be received by November 1, 2007. Without a completed form and the auction item or certificate, nothing will be included in our live or silent auctions.
2. Send donation and donor form to: The James Beard Foundation Auction, 6 West 18th Street, 10th floor, New York, NY 10011; Email: jpfeiffer@jamesbeard.org; fax 212.627.1064; phone 212.627.1111, ext. 562
3. Dinner and travel package donors: We would like to showcase your property as effectively as possible and ask that you please include two vertical promotional PDFs or 8 ½ x 11 color photos of your property or menu for display.
4. Retain a copy of this form for your records.
5. Each donation requires a separate form—forms may be copied.
6. All donors will be listed in the auction catalog for the event.



Le Città

THE TRUFFLE TOWNS OF ITALY

del Tartufo

Le Città

THE TRUFFLE TOWNS OF ITALY

del Tartufo

Fact Sheet

- Event:** The James Beard Foundation's 2007 Holiday Auction and Dinner
- Theme:** *Le Città del Tartufo*—The Truffle Towns of Italy
- Date:** Thursday, November 8, 2007; 5:30 to 11 p.m.
- Location:** Guastavino's, 409 E. 59th St., New York City
- Highlights:** A seven-course truffle dinner for 300 people showcasing the regional cuisines of Italy's principal truffle regions. Timed for the start of the white truffle season, the menu will highlight the intensity, complexity, and diversity of the rarest ingredient in the world. More than 10 kilos of truffles and other Italian products will be flown in from Italy expressly for this event. Fine Italian wines will be paired with each course.
- A live auction of one-of-a-kind culinary and exclusive gourmet travel packages that money can't buy. From private dinners prepared by the world's greatest chefs to the Italian truffle trip of a lifetime, including a truffle hunt for you and your friends.
- A cocktail reception and silent auction of an array of hard-to-find, gourmet gifts, dining opportunities, fine wines, and luxury travel.
- Extravagant gift bags overflowing with gourmet goodies for guests to take home.
- Chefs:** **ALBERTO BETTINI**
Amerigo 1934 (Savigno, Emilia-Romagna)
- BRUNO CINGOLANI**
Dulcis Vitis Ristorante (Alba, Piemonte)
- FLAVIO FAEDI**
Bianconi Ristorante (Norcia, Umbria)
- Reception Chefs:**
WILLIAM GALLAGHER
Becco, NYC
- FORTUNATO NICOTRA**
Felidia, NYC
- DAVE PASTERNAK**
Esca, NYC
- Prices:** \$1,000 for James Beard Foundation members; \$1,250 for general public; VIP tables of 10 for \$15,000 to \$25,000.
- Contacts:** For reservations, call 212-627-2308 or (800) 35-BEARD. For sponsorship opportunities or auction package donations, contact Julie Pfeiffer at 212.627.1111, ext 562 or jpfeiffer@jamesbeard.org. For media inquiries, contact Diane Stefani at The Rosen Group 212.255.8455 or diane@rosengrouppr.com
- Beneficiary:** The programs and scholarships of the James Beard Foundation, a 501(c)(3) not-for-profit organization dedicated to celebrating, preserving, and nurturing America's culinary heritage since 1986.

Sponsors:

MAGNATUM



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THE TRUFFLE TOWNS OF ITALY

del Tartufo

Menu

RECEPTION

A selection of *antipasti* and *stuzzichini* with special Italian cocktails
and Azienda Agricola Bastianich Wines

DINNER

Tartufo nero cotto nel lard, carpaccio di Chianina con purè di cicerchie e cavolfiore

Confit of Black Truffle with Carpaccio of Chianina Beef, Purée of Heirloom Beans and Cauliflower

Polenta fluida all'olio extra vergine d'oliva, parmigiano e tartufo bianco

Soft Stone-Ground Polenta with Extra-Virgin Olive Oil, Parmigiano Reggiano and White Truffle



(LIVE AUCTION)

Formaggi e salumi

Assorted cheeses and cured meats



Le raviole al plin con ricotta di capra, burro di montagna, e tartufo bianco

“Pinched” Ravioli with Goat’s Milk Ricotta, Mountain Butter, and White Truffle

Passatelli asciutti con fonduta di parmigiano di collina e tartufo bianco

Homemade Passatelli with a Fonduta of Hill-Top Parmigiano Reggiano and White Truffle

Uovo di anatra poché con fonduta di Bergé della Valle Maira e tartufo bianco

Poached Duck Egg with a Fonduta of Shepherd’s Cheese and White Truffle

Guancia di vitello ricoperta di tartufo nero su tortino di patate e verze con zuppetta di lenticchie

Braised Veal Cheeks with a Blanket of Black Truffles on a Potato and Savoy Cabbage Cake with Lentil Broth

Panettone della tradizione piemontese

Bruno Cingolani’s Piedmontese Panettone

Fantasia di Gelato

Assorted Italian Ice Creams

Tartufi di cioccolato

Chocolate Truffles

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THE TRUFFLE TOWNS OF ITALY

del Tartufo

The ABCs of Truffles

More than 100 varieties of truffles grow around the world, of which 8 are commonly eaten. Of these, only four types are traded commercially and are available on the market. They are:



Tuber magnatum Pico (aka white truffles, Alba truffles, Italian truffles)

Fresh white truffles are the most expensive variety of truffle on the market, approaching \$3,200 per pound retail, depending on the season. They are in season from the end of September through December. They are found in Italy, Slovenia, and Croatia. The truffles from Italy are considered superior. In Italy they grow in Emilia-Romagna, Tuscany, Lombardy, Umbria, Piedmont, Veneto, Abruzzo, and Marche. White truffles range in size from small peas to large potatoes. White truffles have a strong, haunting aroma. They should only ever be used raw, thinly shaved over simple dishes without too many flavors or ingredients to detract from their unique, heady flavor.



Tuber melanosporum Vittadini (aka black truffle, Périgord truffle, black winter truffle)

The black winter truffle is the most well-known truffle in the world. The 19th century French gastronome Brillat-Savarin called them the “diamonds of the kitchen.” Black winter truffles are in season from November through February. They are found wild throughout Europe, especially in France, Italy, and Spain, but in recent years, they have also been successfully farmed in the United States and Australia. In Italy, the Umbrian town of Norcia is the center of black truffle culture. Black truffles range in size from small peas to large potatoes. Black truffles have a more subtle aroma than white truffles, pleasant without being strong enough to overpower other flavors in a dish. Although they can be shaved raw over dishes, they are commonly used as an ingredient in cooked dishes.



Tuber aestivum Vittadini (aka black summer truffle)

Black summer truffles are the most plentiful truffle in the world. They are in season from June through October. They grow wild throughout Europe. The largest truffle farm in the world for black summer truffles is located in Spain, near Rioja. Black summer truffles are used raw (shaved or julienned) and cooked. They have a nutty flavor with a light balsamic aftertaste.

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Tuber albidum Pico (aka bianchetto, Tuscan truffle, Tuber Borchii Vittadini)

Bianchetto truffles are so called because of their light color (*bianco* means “white” in Italian). These truffles are found throughout Europe. They are in season from January through April. Bianchetto truffles have a unique, almost garlicky mushroom flavor. They are mainly used cooked, and are common in commercial truffle products because their pronounced flavor does not require the addition of aromas to create a strong truffle impact.

Of the other 96-plus varieties of truffles that grow in the world, a few have also become famous at different periods of time. For example, *Tarfezia leonis* is a desert truffle that was prized in Ancient Egypt. China harvests *I. indicum* and *I. himalayensis*, which are illegal for sale in Italy because some dishonest traders have tried to pass them off as more expensive black truffles.

Storage: The best way to store truffles is not buried in rice or flour, which some people recommend, but wrapped in paper towel and then placed inside a sealed glass jar in the refrigerator. Truffles lose pungency day by day, so it is best to use them as soon as possible after they have been harvest and purchased.

“The best way
to keep truffles is
in your memory.”

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THE TRUFFLE TOWNS OF ITALY

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The Chefs and Their Truffle Towns

BRUNO CINGOLANI

Dulcis Vitis Ristorante, Via Rattazzi, 7-7 A. Alba (Cuneo)
(+39) 0173-364633

Passionate, driven, and committed to sourcing the finest ingredients of his region, whether they are as rare as white truffles or as familiar as butter, Bruno Cingolani has created a gourmet microcosm at his intimate Dulcis Vitis Ristorante in this historic center of Alba. The provenance of every ingredient is explained on his menu—the butter, by the way, is churned from the raw milk of cows that graze on mountain pastures. Cingolani supplements his meticulously sourced pantry with his own preserves and baked goods. Equal care is given to the wine cellar, which includes some of the finest, hard-to-get labels of the area. The result is a thoughtful, sophisticated, and thoroughly delicious interpretation of both classic and modern Piedmontese dishes.



Alba

Considered the center of Italy's white truffle tradition and trade, not to mention the stupendous Piedmontese wine regions of Barolo and Barbaresco, Alba is a relatively small town of only 30,000 inhabitants with a big reputation. It is located in the Langhe area of the province of Cuneo and is situated 565 feet above sea level. The first official truffle fair was held in Alba in 1929, but the locals' love of the prized *Tuber Magnatum* dates back centuries prior. These days, the third weekend of November is dedicated to celebrating the truffle. This is also when the local exchange sets the price of white truffles from Piedmont for the season.

ALBERTO BETTINI

Amerigo 1934, Via Marconi, 14-16, Savigno (Bologna)
(+39) 051-67083268

Opened as a simple trattoria and watering hole by Alberto Bettini's grandparents, Amerigo and Agenese, in 1934, Amerigo has become an icon of regional gastronomy, the only restaurant in Italy to receive a Michelin star, a top rating from Gambero Rosso, and a Slowfood "snail" for authenticity. It all begins with the *materia prima*, the "ingredients," and Bettini sources them from the lush region surrounding the restaurant. His flour comes from a 17th century water mill, his chestnuts from Gavignano, his pork from a special farm in the Apennine mountains near Modena, just to give a few examples of the care that goes into the kitchen. Because of the restaurant's location in the fertile Bolognese hills, mushrooms and truffles have become a specialty of the restaurant, and they use a vast, variety them on the menu all year long, as well as in their line of prepared products and preserves.

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Savigno

The hamlet of Savigno is located 30 minutes southwest of the city of Bologna in the Vallata di Samoggia of the Colli Bolognese hills. There are 130 licensed truffle hunters in this town of 2,000 people, which gives an indication of the residents' passion for truffles. The first three Sundays of November are dedicated to the Sagra del Tartufo Bianco Pregiato dei Colli Bolognese, a festival that celebrates the prized white truffle of the area. Truffles, the fertile land, and the renowned restaurant Amerigo 1934 have put Savigno on the gastronomic map of Italy.

FLAVIO FAEDI

Bianconi Ristorante, Corso Sertorio 24, Norcia (Umbria)

(+39) 0743-816513

The Bianconi family has been synonymous with hospitality and gastronomy in Norcia since 1850. Today they operate a hotel and restaurant that feature their unique brand of Umbrian hospitality—warm, generous, and genuine. Flavio Faedi, chef of the restaurant Il Granaro del Monte, serves a personal style of cuisine that could be described the same way. Faedi's menu highlights the pork products and truffles for which the region is renowned.



Norcia

Situated below the Sibylline mountains in the far eastern section of Umbria, Norcia is an ancient town thought to have first been settled by Etruscans. The town was officially founded by the Sabines in the fifth century B.C., who gave it the name Nursia. The skill of its doctors and surgeons in Medieval times was so renowned that the term *nursino* came to mean “one who cares for others” (the root of our English word “nurse.”) That skill with a knife may have led Norcia to become famous for another type of surgery, butchering. Butchers from Norcia would roam far and wide to assist in butchering pigs. To this day throughout Italy, a *norcino* is a butcher specializing in pork and norcia is renowned for its pork products. It is also renowned for its black truffles, which are celebrated in an annual festival in February.

WILLIAM GALLAGHER Becco, NYC FORTUNATO NICOTRA Felidia, NYC DAVE PASTERNAK Esca, NYC

In America and around the world, the names Bastianich and Batali have become synonymous with exceptional Italian food and wine. Their growing empire of restaurants includes several of the top-rated Italian restaurants in the United States. With a gifted team of chefs, that includes William Gallagher at Becco, Fortunato Nictora at Felidia, and Dave Pasternack at Esca, they created a unique approach to *la cucina italiana*, at once creative and authentic, and above anything else, delicious.

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THE TRUFFLE TOWNS OF ITALY

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Five Truffle Myths Debunked

MYTH 1: *There are only two types of truffles, black and white.*

FACT: There are over 100 different varieties of truffles that grow naturally around the world. Of that 100, eight are commonly used, but only four are commercialized because of the quantities harvested: *Tuber magnatum Pico* (aka white truffles, Alba truffles, Italian truffles); *Tuber melanosporum Vittadini* (aka black truffle, Périgord truffle, black winter truffle); *Tuber aestivum Vittadini* (aka black summer truffle); and *Tuber albidium Pico* (aka bianchetto, Tuscan truffle, Tuber Borchii Vittadini).

MYTH 2: *Truffles come only from Italy or France.*

FACT: In reality, truffles grow in 12 countries around the world, wherever the correct ecological balance between the host plant (typically a tree, such as oak), environment, and microclimate is found. The truffle lives in a symbiotic relationship with the host plant, helping the root system derive minerals from the soil in return for carbohydrates from the plant. Although certain truffles are associated with certain towns or regions—white truffles from Alba in Italy’s Piedmont region or black truffles from Périgueux in France’s Périgord region—the fact is that black and white truffles grow in many different places. Most likely the traditional towns rose to prominence because of historic or popular truffle markets and/or famous chefs and dishes using truffles.

MYTH 3: *You need a trained pig to find a truffle.*

FACT: Although pigs were traditionally used to find truffles in France and dogs were more common in Italy, today, dogs, with their keen sense of smell and disinterest in actually eating the truffles they find (unlike pigs) are more popular everywhere. Truth is, some experienced truffle gatherers can find truffles on their own, without the aid of a four-legged friend.

MYTH 4: *Truffles are ridiculously expensive.*

FACT: While it is true that because of the low quantity harvested the most prized fresh white truffles in season can be extremely expensive—this year they will retail for about \$3,200 per pound—there are other ways to fit truffles into your budget. For instance, black summer truffles (*Tuber aestivum*) which are available from June through October, cost a fraction of the price of fresh white truffles, anywhere from \$20 to \$75 an ounce. Truffle products, such as preserved whole or sliced truffles, truffled cheeses, butter enriched with truffles, and other products, are even less expensive. Beware of truffle products that do not contain any real truffle or only trace amounts, however. Most truffle oils on the market are not made from any truffle at all, for example.

MYTH 5: *Truffles are made from chocolate.*

FACT: Chocolate truffles are made from chocolate. Real truffles are made by Mother Nature. In fact, the little misshapen balls of chocolate ganache rolled in cocoa are called truffles because they resemble the real truffles dug up from the dirt. Interestingly, a 17th century Dutch entrepreneur is thought to have invented the truffle-flavored chocolate truffle by using the brandy or port in which fresh truffles had been preserved as a filling for chocolates—chocolate being a relatively new and unexplored ingredient from the New World at the time.