



## FACT SHEET

- CONCEPT:** New York-based organic truffle and truffle-based product company founded by Rosario Safina in 2004. daRosario Organics became 100% USDA-Certified Organic in 2008 and is the only certified truffle company in the world. Products feature real truffles as opposed to synthetic chemical flavoring.
- PURPOSE:** Real truffles. Real taste.
- HEADQUARTERS:** Long Island City, New York
- ONLINE:** [www.darosario.com](http://www.darosario.com) (nationwide)  
[www.instagram.com/darosario\\_organics](https://www.instagram.com/darosario_organics)
- PROCESS:**
- Organic truffles are sourced from small cooperative organic farms in Italy's Umbrian Valley, using traditional methods and truffle hunting dogs.
  - Fresh truffles are brought to daRosario's processing facility in Umbria, Italy, for the first step in production
  - Certified organic truffles are put into a patented vacuum extractor that captures all of the truffle's volatile molecules, and then adds them to organic extra virgin olive oil. Once this process is done, the remaining truffles are freeze-dried and added to the organic extra virgin olive and this becomes the company's organic truffle base.
- INDUSTRY:** Truffles are known for their earthy flavor and prices of up to \$4,000 per pound. Of the hundreds of truffle species, about five have culinary value – with variance in flavor and intensity. Truffle oils and butters are a more affordable option, accessible to more people.

**NOTE:** Most commercial truffle oils and products use a laboratory-created chemical compound called Bis (Methylthio) Methane, known to be harmful to humans. While the overall amount used is small, the health warnings of the fake truffle ingredient include potential side effects like nausea, headache and vomiting, and safety experts

suggest the use of “personal protective equipment” when handling. Buyer beware that if the truffle species isn’t listed and instead described by words like aroma, flavor and essence, the product uses a chemical compound.

**PRODUCT OFFERINGS:**

Certified USDA 100% Organic truffle products, sized for home and service industry settings:

- White Truffle Butter
- Black Truffle Butter
- White Truffle Acacia Honey
- White Truffle Savory Seasoning
- Black Truffle Savory Seasoning
- White Truffle Oil
- Black Truffle Oil
- Porcini Oil
- White Truffle Mayonnaise
- Black Truffle Mayonnaise
- Black Truffle Vegannaise
- White Truffle Vegannaise

**RETAILERS:**

NEW YORK:

- Chelsea Market Baskets
- Fresh Direct.com
- Murrays’ Cheese
- Stop & Shop

SOUTH (Florida, Georgia)

- Publix
- Whole Foods

**DISTRIBUTION:**

Products are distributed regionally by JFC International, Inc., and KeHE Distributors, LLC.

**MEDIA CONTACTS:**

Devon Mosley – [devon@agencyIMD.com](mailto:devon@agencyIMD.com)  
Helen Patrikis – [helen@hp-pr.com](mailto:helen@hp-pr.com)

**\*\* Hi-RES PHOTOGRAPHY AVAILABLE UPON REQUEST \*\***