



TRUFFLEAT

— *Truffle it* —

The Meeting Point of Truffle Lovers

The finest fresh truffles from Italy

“An idea, a desire matured since birth, that of food, handed down from my grandfather then my mother. Our attention is, and will always be first, to quality, innovation and production costs, in order to allow as many people as possible to appreciate our work and our products. “

- Roberto Ugolini -





TRUFFLEAT
"Trufflo it"

INVERNO / WINTER / HIVER / WINTER

da Dicembre a Febbraio / from December to February
Décembre à Février / von Dezember bis Februar



Tuber melanosporum

TARTUFO NERO PREGIATO

*Prized black Truffle
Truffe Noire
Swarze Trüffel*



Tuber magnatum Pico

TARTUFO BIANCO

*White Truffle
Truffe Blanche
Weißem Trüffel*



Tuber borchill Vitt. o albidum

TARTUFO BIANCHETTO

*Bianchetto Truffle
Truffe Bianchetto
Bianchetto Trüffel*



Tuber aestivum Vitt.

TARTUFO ESTIVO

*Summer truffle
Truffe d'été
Sommertrüffel*

ESTATE / SUMMER / ÉTÉ / SOMMER

da Maggio a settembre / from May to September
de Mai à Septembre / von Mai bis September

da Ottobre a Dicembre / from October to December
d'Octobre à Décembre / von Oktober bis Dezember

AUTONO / AUTUMN / AUTOMNE / HERBST

PRIMAVERA / SPRING / FRUHLING / PRINTEMPS

da Febbraio ad Aprile / from February to April
von Februar bis April / de Février à Avril



TRUFFLEAT
Truffle at

TRUFFLEAT
Truffle at

www.trufflebar.com

TRUFFLEAT
Truffle at

TrufflEAT®

The Meeting Point of Italian Truffle Lovers

The history

TrufflEAT® was founded in Thailand in 2010, given the collaboration with the Italian manufacturer Urbani Tartufi, whose products they import in the catalog with a license authorized by the Food and Drug Administration. TrufflEat has an office in Italy and a Thailand. TrufflEAT® today represents the excellence of Italian companies that collect and produce truffle products, one of the most prestigious Italian products. It also markets a line of own brand products worldwide through e-commerce, private individuals and franchised stores, www.truffleat.com



TRUFFLEAT
TrufflEAT



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Truffle it





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SPECIALTY BASED ON BUTTER AND WHITE TRUFFLE

Weight / Code

75g	9012
430g	9029



TRUFFLE SAUCE

Weight / Code

80g	8923
180g	8930
500g	8947

SPECIALTY BASED ON PARMIGIANO REGGIANO AND BIANCHETTO TRUFFLE

Weight / Code

80g	9036
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MAYONNAISE WITH SUMMER TRUFFLE

Weight / Code

80g 9081



BARBECUE SAUCE WITH SUMMER TRUFFLE

Weight / Code

80g 9050

SAUCE WITH WHITE TRUFFLE

Weight / Code

80g 8985

170g 8992



MUSTARD WITH SUMMER TRUFFLE

Weight / Code

80g 9074



FINE BLACK SELECTED TRUFFLE SAUCE

Weight / Code

180g 8893
500g 8909

TRUFFLE SAUCE WITH BLACK TRUFFLE 3%

Weight / Code

80g 9005



SUMMER TRUFFLE SAUCE (20% TRUFFLE)

Weight / Code
80g 8961



PORCINI MUSHROOMS AND WHITE TRUFFLE CREAM

Weight / Code
80g 8954



PECORINO ROMANO PDO AND BLACK PRIZED TRUFFLE CREAM

Weight / Code
80g 9043



TRUFFLE KETCHUP

Weight / Code
90g 9067

TRUFFLE FLAVOURED ACACIA HONEY

Weight / Code

120g 9098



TRUFFLE FLAVOURED MILLEFIORI HONEY

Weight / Code

120g 9104

SUMMER TRUFFLE SLICES

Weight / Code

30g 9111



WHOLE SUMMER TRUFFLE

Weight / Code

25g 9128

THE DIAMOND OF THE EARTH





TRUFFLEAT

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OLIO AL TARTUFO



**BLACK TRUFFLE
EXTRA VIRGIN OLIVE OIL**

Weight / Code
250ml 8664



**WHITE TRUFFLE
OLIVE OIL**

Weight / Code
250ml 8657



**EXTRA VIRGIN OLIVE OIL
FLAVORED BLACK TRUFFLE**

Weight / Code
250ml 8701



**EXTRA VIRGIN OLIVE OIL
FLAVORED WHITE TRUFFLE**

Weight / Code
250ml 8695





TRUFFLEAT
"Truffle it"

FIRST COURSE



TAGLIOLINI AL TARTUFO TAGLIOLINI WITH TRUFFLE

Weight / Code
250g 8718



TAGLIATELLE WITH BLACK TRUFFLE DRY EGG PASTA (BOX)

Weight / Code
250g 8732



TAGLIATELLE WITH BLACK TRUFFLE DRY EGG PASTA (BAG)

Weight / Code
250g 8916



POLENTA AL TARTUFO

Weight / Code
350g 9135



RISO CARNAROLI AL TARTUFO

Weight / Code
350g 9142





TRUFFLEAT

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TRUFFLE SNACKS



MIXED TRUFFLE FLAVORED NUTS

Weight / Code

100g 9159



ALMONDS AND HEZENUTS WITH TRUFFLE FLAVOUR

Weight / Code

100g 9166



CASHEWS WITH TRUFFLE FLAVOUR

Weight / Code

100g 9173



PISTACHIOS WITH TRUFFLE FLAVOR

Weight / Code

100g 9180







TRUFFLEAT
"Truffle it"

TRUFFLE SLICER





TRUFFLEAT SLICER CURVE

Code
9241



TRUFFLEAT SLICER SQUARE

Code
9258



TRUFFLEAT
Truffle it

TRUFFLE SEASONNINGS





**EXTRA VIRGIN
OLIVE OIL DRESSING WITH
WHITE TRUFFLE**

Weight / Code
100ml 9197



VINAIGRETTE WITH TRUFFLE

Weight / Code
100ml 9203



BALSAMIC VINEGAR WHITE TRUFFLE

Weight / Code
100ml 9210



TRUFFLED SOY SAUCE

Weight / Code
100ml 9227



TRUFFLE POWDER

Weight / Code

100g 9334

GREY SALT FROM GUERANDE WITH BLACK TRUFFLE

Weight / Code

60g 9241





**KOSHER SUMMER
TRUFFLE SLICE**

Weight 180ml



**SWEETNESS ACACIA HONEY
WITH TRUFFLE**

Weight
180ml



KOSHER TRUFFLE SALT

Weight
180ml



KOSHER TRUFFLE SAUCE

Weight 180ml



**KOSHER EXTRA VIRGIN
OLIVE OIL**

Weight
250ml



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BANKING ON FOOD

When a banker turns to food, he puts his money where his taste buds are,
and that's what Roberto Ugolini, CEO of TruffleEat, is doing

If a banker born in Rome tells you that he is starting a restaurant in Phuket, what would you say? A touch of sun, perhaps? Five years later, if he has nine outlets in two cities and is the go-to guy for Italian sauces, what would you say then? A touch of magic? Restaurants, bars, bakeries, charter, catering, hotel and clubs – all this in a short span of five years.

This is the story of Roberto Ugolini, a shrewd banker and connoisseur of healthy fine food from Rome, Italy. After graduating in banking, he joined the Intesa Sanpaolo as a private banker. A decade later he moved to Unicredit. As a private banker based in Singapore, he discretely helped the rich and famous manage their money. He lived a charmed life – flying all over South-east Asia and Australia meeting clients, making money for them. But he was looking for something else too. Sometimes passionate, fun and of course, profitable too.

Meanwhile, he continued as a private banker, watching the ebb and flow of the business world. “Working in the banking industry, I got to know a lot of business owners. In 1997, when the crisis Thailand, I realized that the only industry that survived was the food industry”, Ugolini said.

When he first visited Thailand in 1994, he quickly succumbed to the charms of the sun, sea and beaches. He bought a place in Phuket and visited as often as he could. “I became friends with the owner of Limoncello in 1994”, he says. Slowly, he realized that having a restaurant of his own would be a dream come true. This fortuitous revelation, the banker’s knowledge of the food industry and his passion for fine healthy food fused seamlessly and thus Limoncello was born in Phuket. “In those days, Sukhumvit 11 Limoncello was the only one. We opened another one in Phuket in 2006,” he says recalling his first foray into the world of Italian cuisine. It was a joint venture with a friend and it closed in a while. But the banker had already given way to the man who loved food.

Hailing from a family of farmers, Ugolini knows the delectable taste of food fresh from the farm. When he starts talking about “fine, healthy, affordable food”, Ugolini’s hands fly expressing his thoughts better than any word could. His English and Italian fuse into one another, as he talks about food as the great connector in this world.

“Food brings people together. Everyone is a guest. Rich or normal, all are equal when they come to my restaurant”, he says.

Fresh is a key motif that runs through his food. There are about 200 Italian restaurants in Thailand, but he could not find fresh pasta anywhere. And so, “in our restaurant we make fresh pasta always. We do not use preboiled or frozen pasta. It is fresh, made right then,” says Ugolini with great pride.

“My mother would drive the tractor to the market to sell the produce,” he recalls. “At home, we ate lots of vegetable and pasta. I love traditional cuisine, not modern.” Pasta carbonara, handmade pasta... “that’s what love, care and good health taste to Ugolini. And that is what he attempts to resurrect in his own restaurants everyday.

And so, two months before the 2007 global economy crash Roberto left banking to become a restaurateur. When he told his clients that he was leaving banking to follow his dream, they asked him what they should do! “Sell everything and hold your money,” he said. “To this day, they remember my advice. None of them lost any money” he said with pride.

Why did you buy Watermark? I asked him. The banker immediately came to the fore. The brand was nine years old, and already quite strong. They had a good reputation. If you add the location to it, it was a great deal! Ugolini loves Phuket, and the Phuket Marina is his special favorite. “Watermark restaurant was a unique location, if you can eat beside yachts,” he says with excitement. No wonder the restaurant won several awards, including the Thailand Tatler best restaurant prize eight times!

Since he bought the Watermark Restaurant in Phuket, in 2008, Ugolini has never looked back since then. His love affair with the Marina led to a charter business that also includes fine dining.



“I have always believed where there’s a crisis, there’s an opportunity. Take Thoresen Thai Agencies – one of the main problems with TTA was that they didn’t have someone in charge at the top. They needed direction and guidance. When I saw this, I saw an opportunity ”

- Roberto Ugolini -

If the banker decides the location, the farmer adds the ingredients. The key to success is authenticity, Ugolini believes. “We source about 90 percent of our ingredients from Italy. For the authentic flavor, we need sun dried tomatoes, basil that grows in those specific places. Otherwise the flavor is different” He says. Chicken, pork and some vegetables are sourced locally, but all key ingredients and spices and herbs are sourced from their areas of origin.

Ugolini’s has received certification from Ospitalità Italiana for using fresh ingredients. As a farmer’s son, freshness is not negotiable for him. As a banker, knew that to make good food affordable, he needed numbers on his side. So it was time to expand his business. And so, a factory in Phuket that makes croissants, sauces, everything that people who want real Italian fare would want. This lets him import fresh food from Italy every week.

All the hard work and passion does make a difference, he says. He takes great pleasure in the fact that word of mouth is the most effective medium of advertising for the Watermark Group outlets. “We also invite food reviewers, journalists and bloggers. We have an email newsletter with all the specials and offers every month,” he adds.

Bangkok has many fine dining places. Is the market crowded? No, he says. There is always a place for good restaurant. There is always a place for good service, affordable price and good food. “In fact, it is good to have so much fine dining because it makes Thailand and all restaurants attractive for people around the world. This keeps your standards up as well,” he adds. Compared to 15 years ago, the customer has more choice of good restaurant now. “Sometimes, over 10 percent of our customers come in from Hong Kong,” he says. The global financial crisis in Europe is also been good for business. “It means we can get better price and offer more affordable food here,” he says. The idea, for him, is to be cheaper and better than other people. He is especially proud of his wine list, and the strong Baht allows him to buy better wine for his customer. His prices are affordable, the quality impeccable. The result? Even their newest restaurant is busy! In less than a month, almost 100 people visit Watermark Group’s restaurant every day.

What next? “We have a five year business plan. We bought many outlets in good locations. Now we are stream-lining the business, upgrading service, and products”. On the anvil are mergers, tie-ups and more. This year Watermark Group will bring several exciting concept restaurants to Bangkok.

Club Nove Wine Bar in ThongLor Soi 9 will have four different cuisines – Japanese, grill and steak, Italian, and Tapas – under one roof. A dietic menu will list the calories of each item on the menu; Bangkok’s First Truffle bar, in cooperation with Urbani, the world’s largest truffle company; An ice cream bar in Sukhumit Soi 9 – Make your own ice cream, add your own toppings, and then bill it. And finally, collagen based food. After that, the watermark Group plans to step into Cambodia, Vietnam and Myanmar where the potential is high.

In building an empire, the challenges are plenty some are special to this business like finding good people who have a passion for food; other are specific to this country, like the lack of state support for investors from abroad. Some problems, like retaining trained staff, are common across borders and sectors! But then that’s what makes life worth living, he says.

Who is successful? Ugolini asks rhetorically. “The one who can find a solution to the problem. Problems make me happy, because I can find solutions then”, he adds. Everyday is different, not boring. Implement new ideas everyday. Tryout new dressings, new tastes... What is important is to be positive.

What does Roberto Ugolini eat? Fine and healthy food, the kind he ate at home when he was little. For him, Italian, Japanese and Thai the three best cuisines in the world. “I love fish more than meat.” He cooks for his children whenever he can and they love it!

Finally, his favorite meal? Fresh handmade pasta with a nice traditional Italian sauce.



TRUFFLEAT

“Truffle it”

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