

# PRESS RELEASE

## **Campden BRI unlocks four times the flavour from truffles for luxury vodka brand Black Moth**

Leading food and drink research company Campden BRI has developed a method for Black Moth to boost the flavour extracted from European Périgord truffles – the key ingredient in the brand’s truffle vodka. Due to both their elusive nature and delicious flavour, truffles are among the world’s most prized culinary delicacies. Black Moth only uses the most expensive winter truffles and wanted to increase the intensity of the flavour of their truffle vodka, so turned to Campden BRI for help.

Geoff Taylor, Campden BRI’s wines and spirits expert, drew on his 30 years’ experience of supporting the alcoholic drinks sector through analysis, production and quality assessment, to develop an innovative and highly effective method. The all-natural characteristic is a key part of Black Moth’s brand identity, and so using an artificial truffle flavour, which would have altered the distinctive taste that had made it so popular among vodka aficionados, was absolutely out of the question.

Campden BRI’s Geoff Taylor, explains:

*“We assessed various methods to maximise the amount of flavour extracted from the truffles. While the method we chose is top secret, our laboratory and sensory analyses confirmed that it quadruples the truffle flavour.”*

Paul Amin, owner of Black Moth commented:

*“Campden BRI discovered an ingenious and cost effective solution for us to make the most of an extremely precious raw material. It completely avoids the use of artificial flavourings by maximising the effect of the natural flavours in the truffle. And because of the amount of truffle we have to use - and its price - the solution is extremely cost-effective, providing a significant return on the investment in the research and innovation. It’s an absolute win-win. The method not only enhanced the flavour of our*

*flagship product, it has also massively increased the use and efficiency of our most expensive raw material. This wouldn't have happened without the expertise and technical support of Geoff and his team at Campden BRI."*

To find out more about Campden BRI's wine and spirits services and research visit

<http://www.campdenbri.co.uk/wine-services.php>.

Campden BRI ([www.campdenbri.co.uk](http://www.campdenbri.co.uk)) provides technical, legislative and scientific support and research to the food and drinks industry worldwide – with a comprehensive “farm to fork” range of services covering agri-food production, analysis and testing, processing and manufacturing, safety, training and technical information services. Members and clients benefit from industry-leading facilities for analysis, product and process development, and sensory and consumer studies, which include a specialist brewing and wine division.

\*\*\* Ends \*\*\*

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#### **Notes to editors**

1. An accompanying photograph is available from Mr Tim Hutton, Campden BRI, Station Road, Chipping Campden, Glos. GL55 6LD, UK. [tim.hutton@campdenbri.co.uk](mailto:tim.hutton@campdenbri.co.uk) +44(0)1386 842047
2. [Campden BRI](http://www.campdenbri.co.uk) specialises in the practical application of technical excellence to support the food and allied industries through analysis and testing, operational support, research and innovation, and knowledge management. It is the world's largest membership-based food research organisation, with nearly 400 staff based at its three sites: Chipping Campden (Headquarters), Nutfield (Surrey - brewing division), and Budapest (Hungary).
3. Its activities include assuring the safety of food and drinks, [food processing and manufacturing](#) support, [food analysis and testing](#), [training](#) and [publishing](#). Each year it hosts hundreds of business visits and trains around 6,000 people from food and drink companies worldwide. Further information on its activities can be found at [www.campden.co.uk](http://www.campden.co.uk)
4. Expertise at Campden BRI includes:
  - a. [manufacturing technologies](#) - food processing (heating, chilling, freezing), aseptic technology, [microwave heating](#), [malting and brewing](#), [milling](#), [baking](#) and extrusion technology, and process control and instrumentation, [packaging technology](#)
  - b. safety assurance - including [hygiene and sanitation](#), [microbiology](#) and preservation, processing technologies, analysis and testing (microbiological, chemical), and quality and safety management,
  - c. [product development](#) and quality, [consumer studies](#), market insights, [sensory science](#), [authenticity testing](#), shelf-life evaluation, labelling and [legislation](#)
  - d. [agri-food production](#), ingredients, raw materials, raw material technology,

- e. underpinning science - [cereal science](#), [microbiology](#), [chemistry and biochemistry](#), molecular biology

5. Facilities at Campden BRI include:

- a. 3,000 sq m of laboratories for food and drink microbiology, hygiene, chemistry, biochemistry, molecular biology, brewing and cereal science, and packaging technology
- b. 3,500 sq m food process hall and [pilot plant](#) including malting and brewing, retorting, chilling, milling, baking, hygiene and packaging
- c. 800 sq m of dedicated training and conference facilities