

# CONCEPT



Young, alternative, ironic. Trifula is a new style of wine from Piemonte DOC, yet to be discovered.

Trifula "the Truffle dog" is a mutt who doesn't get respect by other dogs, pure breeds specially trained to hunt truffles. Facing rejection Trifula went on his own way leading him to discover the largest and most prestigious white truffle ever found. Auctioned for 1 million dollars, this find makes our four-legged furry friend the most popular dog from the Langhe.

Dressed as a young and fun contemporary package, the label tells the adventures of its protagonist character.

Indigenous grapes, Barbera and Nebbiolo from Piedmont, were carefully selected by the wine experts at MGM Mondo del Vino, to produce the best quality blend. Trifula with its well-rounded flavours and softer finish is quite a departure from the image of Piedmont and its austere wines.

Its more approachable winemaking style for everyday enjoyment, Trifula will surely enthuse new consumers to the wines of Piedmont.

