

PEOPLE . PLACES

## CULINARY TREASURES

3 x 52' (GER, ENG subs)

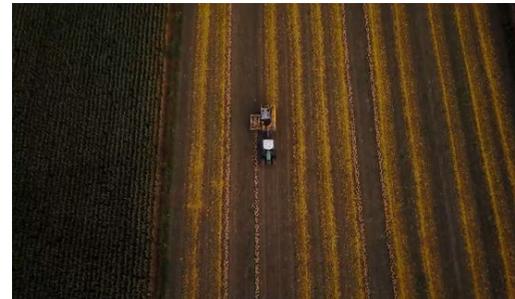
**We accompany collectors and culinary pioneers in their search for delicacies.**

In the culinary world, these three products are known as “gold” and they are just as expensive. Truffle, saffron and pumpkin seed oil are opulent delicacies designed to tantalize the taste-buds. The pungent aroma and robust flavour of the deliciously expensive treats enhance the palatableness of any culinary masterpiece. As we follow hunters, collectors and pioneers on their 'treasure hunts', we find out just how much it costs to deliver these gems.

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### **1. Black Gold - Truffle**

The “black gold”, the truffle has only recently been found in Germany and since its discovery swarms of truffle hunters have consistently made the journey to the Black Forest with tools to scour the dirt and dogs to track the intense smell of the mushroom.

### **2. Red Gold - Saffron**

The “red gold”, the saffron actually grows in the Orient. However, it was found that the delicacy could also be cultivated in a small Swiss village nestled by the mountains. After intensive manual labour, a yearly harvest of up to 2 kilos is produced from the area and then subjected to strict quality control.

### **3. Green Gold - Pumpkin Seed Oil**

The third gem is the “green gold”, the pumpkin seed oil. The cooking oil that is so popular among top chefs is produced in Styria, Austria. Lovers of this dark, viscous, nutty oil are to be found all over the world. Its sales revenue increases yearly and there is no end in sight.