

TRUFF launches buffalo sauce

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TRUFF, the truffle brand known for reimagining and elevating pantry staples, releases TRUFF Buffalo Sauce, its newest hot sauce variation. TRUFF Buffalo Sauce is a bright and flavourful fusion of the sophisticated elegance of black truffle, the tang of vinegar, the kick of cayenne, and the lush silkiness of olive oil.

TRUFF has brought truffle-infused products to a broad consumer base through its premium condiments line spanning hot sauce, pasta sauce, mayonnaise, oil and salt. TRUFF's hero product, its hot sauce, is a leading seller in the natural channel and the fastest-growing hot sauce in conventional grocery. The new Buffalo Sauce is the brand's latest addition to its quest to offer unparalleled flavour experiences.

"Our take on buffalo isn't just about reimagining a staple sauce; it's a reflection of our commitment to enhancing the everyday dining experience," says Nick Guillen, Co-Founder and Co-CEO at TRUFF. "We thoughtfully combined luxury with tradition by incorporating the unmistakable, bold flavour of TRUFF with the timeless flavour of buffalo sauce. The result is a culinary masterpiece we like to call TRUFFALO."

The new sauce will be available in 6-ounce bottles topped with TRUFF's distinctive truffle-inspired cap in a vivid orange. Available online at [TRUFF.com](https://truff.com) and on Amazon, TRUFF's new Buffalo Sauce speaks to the brand's track record of successfully putting a premium, stylized spin on consumer categories that have been historically dominated by legacy brands.