



**For Immediate Release**

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**THE PERFECT PURÉE OF NAPA VALLEY ANNOUNCES NEW  
NATIONWIDE DIRECT SAMPLING CAMPAIGN  
Complimentary samples available to all foodservice professionals**

Napa, California (January 8, 2014) — Known for their fresh flavors, The Perfect Purée of Napa Valley announced today a new national direct sampling program for foodservice professionals. Targeting culinary and bar professionals across the United States, the company has redesigned their sample packaging, now providing easy to use, two ounce sealed cups of their premium fruit purees, specialties and blends for kitchen and bar use.

“The Experience Flavor tour we embarked on last year inspired our new sampling program,” said Kevin Zeigler, President of The Perfect Purée of Napa Valley. “The enthusiasm we received from chefs and bartenders for our flavors convinced us to make the investment to bring our flavors direct to their doorstep.”

To order samples:

On-line: [www.perfectpuree.com/sample](http://www.perfectpuree.com/sample)

Email: [samples@perfectpuree.com](mailto:samples@perfectpuree.com)

Contact your Sales Operations Associate:

West Coast: Jan Woods, [jwoods@perfectpuree.com](mailto:jwoods@perfectpuree.com)

Central Region: Jessica Wright, [jwright@perfectpuree.com](mailto:jwright@perfectpuree.com)

East Coast: Brianna Nunley, [bnunley@perfectpuree.com](mailto:bnunley@perfectpuree.com)

To expedite processing, requestors will need to provide:

First & Last Name

Title

Company Name

Address, State & Zip\*

Telephone Number

Email Address

If an existing customer, what distributor they purchase from.

Selection of up to 8 flavors or 8 – 2 oz. cups total

\*Samples cannot be shipped to P.O. Box addresses.

Samples will be shipped to valid addresses in the continental United States only. Please contact us at 800-556-3707 for shipments to Hawaii, Alaska, Mexico and Canada.

#### About The Perfect Purée of Napa Valley

The Perfect Purée of Napa Valley perfects the art of flavor for chefs and bar artists. They indulge their culinary passions with fresh fruit bases and innovative blends. Their products elevate menus and expand culinary boundaries, allowing every dish to become a masterpiece and every glass a liquid canvas.

In addition to beverages, the gourmet purees, specialties and zests, make the perfect addition to desserts and savory sauces. The flavors are natural and frozen at the peak of freshness, containing no artificial additives, preservatives or sweeteners. All flavors can be frozen for up to 24 months and when thawed last in the refrigerator for 7-10 days for the purees, specialties and zests or up to 21 days refrigerated for the blends. For more information, please visit [www.perfectpuree.com](http://www.perfectpuree.com) or call 800-556-3707.

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