

The Perfect Purée® OF NAPA VALLEY

For Immediate Release

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The Perfect Purée of Napa Valley Promotes Its New Red Jalapeño Puree and Peach Ginger Blend at the Winter Fancy Food Show 2020

— Visit Booth #1438 in South Hall for inspiring special guests and new sips and savory bites —

Napa, Calif. (Jan. 8, 2020) – The Perfect Purée of Napa Valley invites Winter Fancy Food Show attendees to sample original recipes featuring its newest flavors — [Red Jalapeño Puree](#) and [Peach Ginger](#) blend. Now available via foodservice and produce distributors nationwide, these dynamic new flavors are inspiring chefs and bartenders to reimagine 2020 menus. Visit Booth #1438 for recipe tastings, information about The Perfect Purée’s complimentary sample program for foodservice pros and a limited-edition tasting notebook while supplies last.



A bold and superbly savory combination of mature jalapeños puréed with rice vinegar, **Red Jalapeño Puree** brings exceptional depth and spiciness to recipes that call for green jalapeño. Red Jalapeño Puree is the reimagining of The Perfect Purée’s earlier Roasted Red Pepper purée, a popular but mild red pepper expression, and speaks to the current American palate and its obsession with heat.



Peach Ginger blend combines the classic taste of juicy yellow peaches with the distinctive warmth of real ginger in a versatile flavor that's at once familiar and adventurous. Finished with a splash of lemon and lime juices, **Peach Ginger** blend is a response to consumers' evolving palates and higher expectations for sophisticated flavors.

Sunday, Jan. 19, 11 a.m. — Meet a Tequila Legend

Starting at 11 a.m. Sunday, The Perfect Purée and one of its favorite beverage development partners, expert mixologist [Manny Hinojosa](#), serve Manny's "The Good, The Bad, & The Uglier," a potent cocktail of Tequila Cazadores Blanco, Mezcal Blanco, Aperol and the new Red Jalapeño Puree. Or, ease into the first day of the show with a shot of [Marin Kombucha's](#) finest quality small-batch (zero-proof) kombucha flavored with Peach Ginger blend. Either choice will pair perfectly with chips and Chipotle Sour salsa.

Monday, Jan. 20, 12 p.m. — Meet Napa Smith's Brewmaster

On Monday at noon, get refreshed and fortified with Napa Smith Brewery's Peach Ginger Hopped Hard Seltzer and Cherry Hill Porter paired with Chicken & Cornbread Muffins with Red Jalapeño Puree. Napa Smith Brewmaster [Stein Servick](#) will be on hand to pour and answer questions.

Tuesday, Jan. 21, 11 a.m. — Sake and Zero-Proof Bloody Mary

On the last day of the show, The Perfect Purée serves Yu-Tang Sake, a deliciously refreshing spritzer of Yuzu citrus and Mandarin-Tangerine Concentrate from [Ben's American Sake](#) in Asheville, N.C., as well as Manny Hinojosa's Zero-Proof Red Jalapeño Bloody Mary.

All this, plus the entire Perfect Purée flavor range, will be available for sampling at Booth #1438 in South Hall (opposite ItalFoods) during the Winter Fancy Food Show from January 19-21.

Sunday, Jan. 19, 11 a.m. — Tequila Cocktails and Kombucha Shots

- Beverages: Manny Hinojosa's "The Good, The Bad, & The Uglier" with Red Jalapeño Puree and Marin Kombucha with Peach Ginger blend
- Bites: Chipotle Sour Salsa and Chips

Monday, Jan. 20, 12 p.m. — Hopped Hard Seltzer, Porter and Jalapeño Muffins

- Beverages: Meet Brewmaster Stein Servick who'll be serving up Napa Smith Brewery's Peach Ginger Hopped Hard Seltzer and Cherry Hill Porter
- Bites: Chicken & Cornbread Muffins with Red Jalapeño Puree

Tuesday, Jan. 21, 11 a.m. — Sake and Zero-Proof Red Jalapeño Bloody Mary

- Beverages: Yu-Tang Sake by Ben's American Sake featuring Yuzu Citrus combined with Mandarin-Tangerine Concentrate and Manny Hinojosa's Zero-Proof Red Jalapeño Bloody Mary

Complimentary sample boxes of The Perfect Purée's flavors including Red Jalapeño Puree and Peach Ginger blend are available to qualified foodservice professionals at www.perfectpuree.com.

About The Perfect Purée of Napa Valley

Since 1988, The Perfect Purée of Napa Valley has indulged the culinary passions of chefs, mixologists and food enthusiasts with products that provide ultimate fresh fruit flavor without the peeling, dicing and simmering required for making purées from scratch.

The company's line-up of fruit purées, specialties and blends features 39 premium flavors, ranging from pantry staples raspberry, strawberry and banana to the tropical lychee, passion fruit and pink guava. The fruits are harvested at the peak of season, puréed and packed frozen to maintain optimal freshness, flavor and color no matter what the season. As the leading U.S. producer of premium fruit purées, The Perfect Purée of Napa Valley is revered in restaurants, hotels, bars, bakeries and catering kitchens for the just-picked taste and unmatched consistency of its products.

All flavors can be frozen for up to 24 months from date of manufacture. When thawed, the purées, concentrates and specialties last 7-10 days in the refrigerator, and blends for 21 days.

For more information, please visit www.perfectpuree.com or follow on [Instagram](#) or [Facebook](#) @thepuree.

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