



For Immediate Release

The Perfect Purée of Napa Valley Makes its Debut Appearance at IBIE 2022

— Visit Booth #7029 for a special guest and sweet bites —

Napa, California (Sept. 8, 2022) – The Perfect Purée of Napa Valley is exhibiting for the first time at the International Baking Industry Exposition (IBIE), the western hemisphere’s largest baking industry trade show taking place Sept. 18-21 in Las Vegas with more than 23,000 baking professionals from 100 countries and every segment of the industry.

As the leading U.S. provider of premium fresh frozen fruit purées, zests and blends, The Perfect Purée invites show attendees to sample its range of 40 flavors and find out why it’s the top choice of bakers and pastry chefs nationwide. Visit Booth #7029 for recipe tastings, meet specialty Hawaiian baker Maria Short of Kipuka Mills, and learn about The Perfect Purée’s [complimentary sample program](#) for foodservice professionals and manufacturers.

Flavors include ever-popular Red Raspberry, Passion Fruit and Blood Orange, plus Prickly Pear and Pink Guava and the newest releases: Mango Passion Fruit, Red Jalapeño and Peach Ginger.

Along with serving daily samples at its booth, The Perfect Purée is leveraging its appeal to the growing CBD baked edibles category by sponsoring CBD baking expert Hilary Brown’s educational presentation, “Cannabis Ingredients for Baked Goods: Safety, Quality, and Usage” from 3-3:45 p.m. on Tuesday, Sept. 20, at Booth #7547.

Chief Executive Officer Michele Lex says The Perfect Purée is excited to attend IBIE for the first time. With [labor shortages](#) and [supply chain issues](#), she says more bakers are finding its products provide cost and labor savings without sacrificing quality. “We want to continue helping our baking industry colleagues learn how our flavors can elevate their offerings with real fruit instead of artificially flavored syrups in pastries and baked goods from tarts and pies to cakes, cookies, meringues and much more,” Lex says. “We hope to grow our community and give baking professionals an opportunity to save time and money and continue innovating during this unprecedented period.”

Visit Booth #7029 for daily samples from renowned bakers starting at 10 and 11 a.m.

Sunday, Sept. 18:

11 a.m. Mango Passion Fruit Crinkle Cookies by award-winning Chicago Pastry Chef Toni Roberts.

Monday, Sept. 19:

11 a.m. Cranberry Macadamia Nut Tea Cake and Okinawan Sweet Potato Coconut Mini Muffins with upcycled Kipuka Mills flour made from macadamia nut meal byproduct and imperfect sweet potatoes that would otherwise have been left in the field. Kipuka Mills owner Maria Short, also the founder of Short N Sweet Bakery in Hilo, Hawaii, says the natural sweetness and texture of macadamia nuts amplifies the butteryness of the cake while the cranberry adds a tart zing. Okinawan Sweet Potato flour provides a grounded depth to what would be a one note coconut muffin. This flavor combination is a long-time Hilo favorite.

1-4 p.m. Meet Pastry Chef Maria Short, who will be talking about the zero-waste philosophy of Kipuka Mills in relation to The Perfect Purée, which saves chefs the food waste associated with making purées from scratch. “We like using The Perfect Purée because of its consistency and high quality. The flavors are always true with no off taste,” she says. “The variety is also outstanding,” Short says.

Tuesday, Sept. 20:

10 a.m. Peach Ginger Macarons by Miss Jess Bakes Macarons ([@missjess_bakes](#))

Wednesday, Sept. 21:

10 a.m. Passion Colada Macarons by Miss Jess Bakes Macarons

The Perfect Purée: True-to-Fruit Flavor That Saves Time and Labor

Jaime Schick, associate professor at Johnson & Wales University International Baking & Pastry Institute and owner and consultant at Vanilla Bean Chef in Providence, Rhode Island, says, “Ginger Purée is a great option for saving time and money. Fresh ginger becomes time consuming to grate and shrivels up so quickly in the walk-in. The purée is easy to have on hand when fresh ginger is needed.”

First Avenue Coffee in Spokane, Washington, uses The Perfect Purée in its donut frosting. Manager Aaron Jordan says, “The ability to mix a couple of ounces of purée into a recipe saves insane amounts of time without garbage ingredients and results in a frosting with vibrant color and true-to-fruit flavor.”



Among the products bakers rely on most for labor saving are Orange Zest and Lemon Zest, the ‘knuckle saver’ base ingredient that’s every baker's best friend. Both flavors along with Blood Orange, Mango, Passion Fruit, Red Raspberry and Strawberry are available in 30-pound manufacturing pails. For ordering information or to request a distributor list, visit The Perfect Purée’s [How to Buy](#) page.



Complimentary sample boxes of The Perfect Purée’s flavors 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 40 on-trend premium flavors, ranging from pantry staples red 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 with foodservice distribution throughout the U.S., Canada and Mexico, 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](#) @theperfectpuree.

Media Contacts:

Deborah Kwan, DKPR
415.948.4370/Deborah@dkprfood.com

Or

Debbie Rizzo, DRink PR
617.233.8024/Debbie@drinkpr.com

About IBIE:

IBIE, sponsored by the American Bakers Association (ABA), the Baking Equipment Manufacturers and Allies (BEMA) and the Retail Bakers of America (RBA), is recognized worldwide as the grain-based food industry’s largest, most comprehensive trade event. A “working show,” where millions of dollars of business is conducted daily, IBIE brings the entire professional baking community together, offering the complete range of equipment, supply and ingredient solutions and showcasing the newest baking technology in 1,000,000 square feet. The triennial event will next be held in Las Vegas, Nevada, on Sept. 18-21, 2022, with a full day of education on Sept. 17.