



**The Perfect Purée of Napa Valley Introduces NEW Lime Zest at  
The 2023 Winter Fancy Food Show  
— Visit Booth #2349 for 35<sup>th</sup> Anniversary Toasts and Recipe Pairings —**

**Napa, California (Jan. 3, 2023)** — [The Perfect Purée of Napa Valley](#) introduces its newest flavor, **Lime Zest**, at the 2023 Winter Fancy Food Show and celebrates the start of its 35<sup>th</sup> year as the leading U.S. producer of premium fruit purées, zests and specialty blends for culinary and bar professionals.

Visit Booth #2349 for Lime Zest Cookies from award-winning Chicago baker Toni Roberts, anniversary macarons from Napa pastry artist Miss Jess Bakes and other celebratory recipes.

Available Jan. 6 via [the online store](#) and foodservice distributors, **Lime Zest** (35 oz.) completes The Perfect Purée’s zest collection by joining favorite pantry staples Orange Zest and Lemon Zest. **Lime Zest** is an aromatic icon made by finely mincing the outer peel of fresh premium limes (no pith!) with 50 percent sugar. Crafted to enhance flavor, it adds a punchy tang to desserts like key lime pie and lends more intense lime flavor to cocktails. It also brings vibrant color and flavor to savory recipes.

Founded in 1988 by culinary entrepreneur Tracy Hayward, The Perfect Purée of Napa Valley combined Hayward’s French culinary arts training and visionary spirit in the first American company of its kind making purées that captured the fresh flavor of real fruit with no artificial colors or preservatives. All flavors are vegan and GMO-free. Unwavering in its commitment to quality and taste, the company’s products have helped chefs achieve the color and flavor of fresh purées when they couldn’t afford to make them from scratch.

Now entering its 35<sup>th</sup> year, The Perfect Purée continues to ensure customers consistent, high-quality pantry staples such as Cherry, Strawberry and Red Raspberry while also responding to evolving tastes with innovative blends like Mango Passion Fruit, Yuzu Luxe Sour and Red Jalapeño. With the addition of **Lime Zest**, The Perfect Purée expands its line to 41 products and helps busy chefs solve the produce puzzle no matter what the season.

“Superior flavor and dependability are reassuring in times of supply chain disruptions and bring much-needed efficiency to cash-strapped kitchens,” says The Perfect Purée Co-President and Chief Marketing Officer Michele Lex. She notes that The Perfect Purée’s inventory improved in mid-2022 and has returned to customary levels.

“Above all, we want the kitchen and bar professional to know they can rely on The Perfect Purée for cost and labor savings considering the current climate and supply chain disruptions,” Lex says. “We look forward to

sharing our newest flavor, emphasizing the endless possibilities of our entire line-up and expanding our valued industry community at the Winter Fancy Food Show.”

Hosted by the [Specialty Food Association](#) Jan. 15-17 in Las Vegas, the Winter Fancy Food Show is the West Coast’s biggest annual B2B specialty food industry show, attracting thousands of brands, buyers, retailers, brokers and distributors for three days of sampling, trendspotting, learning and networking.

## **FANCY FOOD SHOW — Taste the Possibilities at Booth #2349!**

### **Sunday, Jan. 15, 11 a.m.-2 p.m.**

- Peach Ginger Bellinis
- Macaron Push Pops by [Miss Jess Bakes](#) Macarons – Strawberry Mini Macaron, Raspberry Chocolate Mini Macaron, Creamsicle Mini Macaron (Vanilla & Mandarin Tangerine Concentrate)

### **Monday, Jan. 16, 11 a.m.-2 p.m.**

- El Corazon Mimosas
- **Lime Zest** Cookies by Chef Toni Roberts

### **Tuesday, Jan. 17, 11 a.m.-2 p.m.**

- Mango Passion Fruit Mimosas
- Red Jalapeño Snack Mix

**How to Buy:** Order 35-oz. jars and cases of six directly from [the online store](#). Foodservice professionals and manufacturers can also purchase cases from The Perfect Purée’s network of foodservice distributors throughout the United States, Canada and Mexico. Request distributor information [here](#).

[Complimentary samples](#) are always available to qualified foodservice professionals.

### ***About The Perfect Purée of Napa Valley***

*For 35 years, The Perfect Purée of Napa Valley has indulged the culinary passion of chefs, mixologists and food enthusiasts with products that provide ultimate fresh fruit flavor minus the peeling, dicing and simmering required for making purées from scratch. The company’s line-up of fruit purées, specialties and blends features 41 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 peak ripeness, 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, visit [www.perfectpuree.com](http://www.perfectpuree.com) or follow on [Instagram](#) or [Facebook](#) @theperfectpuree.*

### ***About The Specialty Food Association***

*The [Specialty Food Association](#) (SFA) has been the leading trade association and source of information about the \$170.4 billion specialty food industry for 70 years. Founded in 1952 in New York City, the SFA represents manufacturers, importers, retailers, distributors, brokers and others in the trade. The SFA is known for its [Fancy Food Shows](#); the [softi™ Awards](#) that have honored excellence in specialty food and beverage for 50 years; the [Trendspotter Panel](#) show reports and annual predictions; the [State of the Specialty Food Industry Report](#) and [Today's Specialty Food Consumer](#) research; the ecommerce-enabled [SFA Product Marketplace](#) where members showcase products and sell directly to qualified buyers; [SFA Feed](#), the daily source for industry news, trends and new product information; and [Spill & Dish: A Specialty Food Association Podcast](#).*

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