

For Immediate Release

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THE PERFECT PURÉE OF NAPA VALLEY PROMOTES ITS NEWEST FLAVOR, **LIME ZEST,
AT THE 2023 BAR & RESTAURANT EXPO
— Visit Booth #1218 March 28-29 in Las Vegas —**

Napa Valley, California (March 20, 2023) — [The Perfect Purée of Napa Valley](#) showcases its newest flavor, **Lime Zest**, at the 2023 Bar & Restaurant Expo (formerly known as the Nightclub & Bar Show). The rebranded show March 27-29 in Las Vegas is the largest industry event for bar, nightclub, beverage and hospitality professionals in the U.S. Introduced in January, **Lime Zest** joins Lemon Zest and Orange Zest in rounding out The Perfect Purée’s family of zests and winning over bartenders with its true-to-fruit taste and texture. Along with **Lime Zest**, The Perfect Purée will be serving creative sliders and spirit-free sips and samples from its collection of 41 purées, concentrates, zests and specialty blends that guarantee flawless, consistent flavor and cost efficiency.

“We are excited to attend this year’s event and offer the trade our newest release as well as our expansive offerings,” said Michele Lex, President and CMO of The Perfect Purée of Napa Valley. “The Perfect Purée of Napa Valley continues to support the industry by providing valuable time-savers without compromising flavor.”

The Perfect Purée celebrates its 35th anniversary in 2023. Since 1988, it has indulged the culinary passion of chefs, bartenders and food enthusiasts with products that provide ultimate fresh fruit flavor minus the peeling, dicing, and simmering required to make purées from scratch. Besides ease of use and unparalleled consistency, The Perfect Purée can also be 2 to 3 times more economical than making purée from scratch.

Los Angeles drink creator Suzy Tweten, who owns the event bartending company [Spirited Shaker](#), says The Perfect Purée produces a lot of hard-to-find flavors that save time and money

behind the bar. “They have so many flavors that magically work together and they’re always so fresh and delicious,” Tweten says.

Visit Booth #1218 for original cocktails, delicious eats and complimentary water bottles for staying hydrated at the show:

Tuesday, March 28

Chipotle Sour Pulled Pork Sliders with Sweet Pickle on Hawaiian Rolls

Cherry Chipotle Whiskey Sour with CleanCo alcohol-free Whiskey

Recipe created by David Feinsilber

- 1 1/2 oz. CleanCo Whiskey
- 1/2 oz. The Perfect Purée Cherry Puree
- 1/3 oz. The Perfect Purée Chipotle Sour blend
- Soda water

Method: In a cocktail shaker, combine all ingredients with ice minus soda water. Shake, strain, and serve in an old-fashioned glass. Top with soda water and garnish with cherries.

Wednesday, March 29

Carmelized Pineapple Jerk Chicken Sliders on Hawaiian Rolls

Passion Colada with CleanCo alcohol-free Rum

- 1 oz. CleanCo Rum
- 3 oz. The Perfect Purée Passion Colada blend
- 1/2 lime, squeezed

Method: Combine all ingredients in a cocktail shaker with ice. Shake, strain and serve on the rocks.

How to Buy: Order jars and cases directly from [the online store](#). Foodservice professionals and manufacturers can also purchase 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 collection of fruit purées, specialties and blends features 41 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 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 or follow on [Instagram](#) or [Facebook](#) @thepuree.

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