

FOR IMMEDIATE RELEASE

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**Sweet Meets Heat: Try The Perfect Purée’s Newest Flavor at
Winter Fancy Food Show**

— *Visit Booth #2205 at the Winter Fancy Food Show for cocktails with Sweet Ginger and signature blends PLUS cans of Droplet’s White Peach adaptogen beverage* —

Napa, California (Jan. 2, 2024) — [The Perfect Purée of Napa Valley](#) will put its newest flavor, Sweet Ginger, center stage for the 2024 [Winter Fancy Food Show](#), Jan. 21-23 at the Las Vegas Convention Center. As the leading U.S. producer of premium fresh purées for culinary and beverage professionals with over 35 years in the specialty food industry, The Perfect Purée exemplifies the show’s theme of ‘artisan products, global flavors.’

Sweet Ginger is a reimaged version of The Perfect Purée’s classic Sweet Ginger. Now more flavorful than ever with a pourable consistency, it’s ideal in cocktails, confections, and savory creations. Sweet Ginger will be featured in the New Products Showcase at the show and you can try it in a “Ginger Vodka Collins” cocktail on Sunday at The Perfect Purée’s Booth #2205.

The Perfect Purée’s in-booth bar will feature craft cocktails shaken to order by professional bartenders on Sunday and Monday. Tuesday, pick up a can of Droplet’s [Pretty Balanced](#), a functional beverage featuring The Perfect Purée White Peach. Crafted to help the body manage stress, Pretty Balanced contains adaptogens ashwagandha for stress relief; lemon verbena for recovery; and moringa for phytonutrients.

Droplet co-founder & CEO Celeste Perez says White Peach adds elegance and more to Pretty Balanced. “When we were formulating Droplet, we wanted to make ingredient choices that reflected flavor, quality, and health. We chose fruit purées over pre-blended flavors and syrups to create an elegant experience, signaling craft, creativity, and curation. Real fruit gives Droplet a unique mouthfeel, one that truly makes us stand out on the palate and on shelf. Perfect Purée of Napa Valley helped make the beverage of our dreams a reality, and we’re excited to support this partnership with samples of Droplet at Fancy Food Show.” Celeste says.

Now in its 36th year, The Perfect Purée continues to ensure customers consistent, high-quality pantry staples such as Cherry, Strawberry, and Red Raspberry. It also responds to evolving tastes with innovative blends including Chipotle Sour, Yuzu Luxe Sour and Thai Basil & Black Pepper — all featured in cocktails at the show. With Sweet Ginger, The Perfect Purée offers its enduringly popular flavor in a more versatile consistency across menu parts and cuisines.

FANCY FOOD SHOW — Taste the Possibilities at Booth #2205!

Sunday, Jan. 21, 11 a.m.-3 p.m.

Options include a **Ginger Vodka Collins** featuring The Perfect Purée Sweet Ginger and **Tropical Rum Punch** featuring The Perfect Purée Mango Passion Fruit Blend

Monday, Jan. 22, 11 a.m.-3 p.m.

Options include a **Smokey Rita** featuring The Perfect Purée Chipotle Sour Blend and **Thai Basil Mule** featuring The Perfect Purée Thai Basil & Black Pepper Blend

Tuesday, Jan. 23, 11 a.m.-3 p.m.

Cans of Droplet's Pretty Balanced with The Perfect Purée White Peach

How to Buy: Order 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 over 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 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 [sofi™ 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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