

MEDIA ALERT

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PHAT HOUSE PARTY????

**The Perfect Purée of Napa Valley Raises the Roof on the Ritz-Carlton
at Tales of the Cocktail, July 24 in New Orleans**

WHO/WHAT:

[The Perfect Purée of Napa Valley](#) invites Tales of the Cocktail attendees to a 90's Phat House Party rivaling the popularity of last year's 80's Tasting Room. Visit the crib for a phat 90's house party with dope tunes from the boombox (hip-hop, grunge and one-hit wonders galore). Sample drinks that are da bomb inspired by a favorite 90's movie, TV show and song. Take a break from the New Orleans heat in air conditioned comfort and dress to impress with a fave pair of baggy jeans and flannel shirt. Play a game of beer pong for a surprise and pick up swag that's all that and a bag of chips.

WHEN/WHERE: **Phat House Party Tasting Room**, Wednesday, July 24, from 1:30-3:30 p.m. in the Maison Room as part of [Tales of the Cocktail](#) at The Ritz-Carlton, New Orleans.

THE 411: Since 2002, Tales of the Cocktail has convened the global spirits community in the heart of New Orleans' French Quarter to exchange new ideas, products and techniques and be part of in-person education, tastings, networking and awards programming. What started as an annual walking tour of historic New Orleans cocktail bars has now become the world's leading cocktail conference.

The Perfect Purée has been there since the beginning and joins Tales this year in promoting its 2024 theme — "Inspire." Like Tales of the Cocktail, The Perfect Purée aims to entice and challenge the global drinks industry to embrace future thinking.

The Perfect Purée's president and chief marketing officer, Michele Lex, says they'll have fun while they're at it. "Our 80's tasting room was such a hit in 2023 that we're going with a 90's theme this year," Lex says. "As the beverage industry innovates and looks to the future it's

always borrowing inspiration from the past. Younger generations are really responding to the style and music of the 90's right now and we're having fun with it."

Also look for specialty drinks featuring The Perfect Purée of Napa Valley at these other Tales events:

Tuesday, July 23rd, 6:30-10:30 p.m.

[The White Claw Shore Club Sessions](#) is an event hosted by White Claw Premium Vodka at Contemporary Arts Center at 900 Camp Street New Orleans, LA

Wednesday, July 24th:

[The Tales of the Cocktail Happy Hour with the Gurus](#) is a sponsored event with The Cocktail Guru at the AC Hotel New Orleans French Quarter, 221 Carondelet Street from 4:00-6:00 p.m.

Thursday, July 25th, 6:00-9:00 p.m.:

[The Francophile Cocktail Dinner Experience: An Official Tales Spirited Dinner](#) at Cafe Amelie at 900 Royal Street New Orleans, LA

PHAT HOUSE PARTY Recipes

Visit the Ritz-Carlton's Maison Room on Wednesday July 24th: 1:30-3:30 p.m. to try these 90's inspired cocktails:

Sex and the City (Sweet Hibiscus Cosmopolitan)

- 1 ½ oz. vodka
- ½ oz. triple sec
- ½ oz. The Perfect Purée Sweet Hibiscus
- ½ oz. Key Lime juice (1 part The Perfect Purée Key Lime to 1.4 parts water)
- ½ oz. simple syrup
- Maraschino cherry for garnish

Method:

Shake well with ice and strain on the rocks into a martini or coupe glass. Garnish with Maraschino cherry.

Gin & Juice (Thai Basil & Black Pepper and Strawberry Rickey)

- ¾ oz. gin
- 3/8 oz. or 1 tbsp The Perfect Purée Thai Basil & Black Pepper
- ¼ oz. The Perfect Purée Strawberry
- ¼ oz. Meyer Lemon juice (1 part The Perfect Purée Meyer Lemon to 1.1 parts water)
- 1 ½ oz. sparkling water
- lemon wheel, garnish

Method:

Shake all ingredients excluding sparkling water. Serve over the rocks and top with sparkling water. Garnish with lemon wheel.

Hasta La Vista, Baby (Chipotle Sour Margarita)

- ¾ oz. tequila
- ¼ oz. The Perfect Purée Chipotle Sour
- ¼ oz. Key Lime juice (1 part The Perfect Purée Key Lime to 1.4 parts water)
- ¼ oz. agave nectar
- lime wedge, garnish

Method:

Combine all the ingredients in a cocktail shaker with ice and shake. Pour and strain over fresh ice. Garnish with a lime wedge.

How to Buy: Order jars and cases of six directly from [the online store](#). Beverage professionals 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.

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