



‘Tis the season: Three flavors that go from decadent to detoxifying for the holidays and beyond

NAPA, CA (Nov. 20, 2017) — The secret to an outstanding holiday season starts with successful organization. The Perfect Purée of Napa Valley helps your kitchen create party-perfect cocktails, decadent desserts and detoxifying post-holiday recipes with one festive flavor at your fingertips all season long.

Fragrant, spicy and endlessly customizable on holiday menus, ginger is an essential holiday flavor that tastes remarkably rich in purées. The Perfect Purée sources its ginger from young rhizomes that are naturally sweet, not fibrous or bitter. [H. Joseph Ehrmann](#) of San Francisco [Elixir](#) bar fame channels the feisty character played by Rosemary Clooney in the 1954 film “White Christmas” for the [Betty Haynes](#), a holiday cocktail classic with Square One Botanical Spirit, The Perfect Purée Ginger, Cranberry and two shakes of ground clove for garnish. On dessert menus, [Gingered Caramel Sauce](#) will be your go-to topper for ice cream, bread pudding and other indulgent treats. A powerful antioxidant, ginger is a universal component of healthy post-holiday eating. Mix it into January menus and help guests exhale with the cleansing but still-seasonal [Ginger Apple Zen](#) from [Natalie Bovis of The Liquid Muse](#).

One of The Perfect Purée’s most popular flavors, [Blood Orange Concentrate](#) is also a defining holiday flavor with intense, aromatic citrus flavor and deep red-orange color. Welcome guests with a warming [Chai Blood Orange Spice](#) or a super-simple [Rich Citrus Celebration](#) with Blood Orange Concentrate, ginger beer and cinnamon syrup from Carol Donovan of Intoxicatingly Fun Cocktails in Chicago. Equally short on ingredients and long on flavor is [Blood Orange Crème Brûlée](#) from consulting chef David Katz of [Honeygrow](#). On Jan. 1, help guests out of their post-holiday blues with the upbeat and detoxifying [Good Day Sunshine](#) smoothie from The Liquid Muse.

[The Perfect Purée Green Apple](#) has a sweet-tart flavor, festive color and a consistency similar to apple sauce. Paired with vanilla rum, maple syrup and cinnamon sugar in the eye-popping [Green Apple Pie Martini](#), it's a classic holiday choice. For a versatile sauce that can make mashed potatoes and other humble root veggies sing, [Green Apple Bourbon Sauce](#) is unbeatable as the indulgent extra guests will remember. Green apple is also a winning ingredient in clean recipes like vegan [Apple, Fennel and Jicama Slaw](#) by Chef Susan Walter.

Foodservice professionals can request samples by visiting <https://perfectpuree.com/complimentarysamples>

Images and recipes available upon request. Please note when using the recipes for stories, use the full company name: The Perfect Purée of Napa Valley.

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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 and specialties features more than 40 premium flavors, ranging from pantry staples such as raspberry, strawberry and banana to the exotic lychee, passion fruit and pink guava. All products contain no artificial additives, preservatives or sweeteners. The fruits are harvested at the peak of season, puréed and packed frozen to maintain optimal freshness, flavor and color no matter the season. As the leading U.S. producer of premium fruit purées, 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 and specialties last 7-10 days in the refrigerator, and

blends for 21 days.

For more information, please visit www.perfectpuree.com.

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