



**For Immediate Release**

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**The Perfect Purée of Napa Valley Kicks-off 30 Year Celebration at Winter Fancy Food Show with 1980's-inspired festivities**

— Celebrate Like It's 1988 with Daily Toasts at Booth 4002 —

**Napa, California (Jan. 8, 2018)** – The Perfect Purée of Napa Valley tips its hat to the '80s for its 30th Year Anniversary kick-off. Hoping to party like it's 1988, the year of its founding, rockin' 80's adult sips, spirit-free beverages and treats will be available to attendees daily in Booth 4002. On hand for the festivities will be expert barman Manny Hinojosa.

The party starts daily at noon with a toast celebrating 30 years of flavor. Attendees can sample The Perfect Purée's entire flavor line-up at any point during show hours, 10 a.m.-5 p.m. Jan. 21-22 and 10 a.m.-4 p.m. Jan. 23 at San Francisco's Moscone Center.

On Sunday, pick your poison with "Every Desert Rose Has Its Thorn," a cocktail inspired by the popular 1988 ballad and desert-ified with Tequila Cazadores Blanco and The Perfect Purée Prickly Pear. Or avoid the buzz in a nod to the lighter side of 80's rock with the "Yuzu Vanilli Fizz." Bliss Pops of San Francisco will be on the menu with popsicles to evoke 80's ice cream truck nostalgia.

Inspired by a timeless Guns n' Roses classic, Monday's tropical rum concoction, "Sweet Hibiscus of Mine," will be served alongside the equally beachy spirit-free "Kokomo Kiwi" and Dreamsicle cookies by Napa-based Annie The Baker.

Channel 80's soul Tuesday in "Get Outta My Dreams, Get Into My Bar," a little taste of Billy Ocean's native Trinidad with The Perfect Purée Passion Fruit and Cazadores Reposado. "Pump up the Guava" is the perfect kid-friendly complement to strawberry and lemon cupcakes made by nationally renowned cupcake bakery Sprinkles, featuring The Perfect Purée's flavors.

**SUNDAY, Jan. 21, 12-3 p.m.**

- Beverages: Every Desert Rose Has Its Thorn and Yuzu Vanilli Fizz
- Bites: Popsicles by Bliss Pops (San Francisco Based)
  - Strawberry Banana featuring The Perfect Purée Banana
  - Chocolate Raspberry Fudgesicle featuring The Perfect Purée Red Raspberry
  - Mango Chipotle Sour featuring The Perfect Purée Mango Puree and The Perfect Purée Chipotle Sour

**MONDAY, Jan. 22, 12-3 p.m.**

- Beverages: Sweet Hibiscus O' Mine and Kokomo Kiwi
- Bites: Cookies by Annie the Baker (Napa Valley Based)
  - Dreamsicle cookies featuring The Perfect Purée Orange Zest
  - Lemon Zest a'PEEL featuring The Perfect Purée Lemon Zest

**TUESDAY Jan. 23, 12- 3 p.m.**

- Beverages: Get Outta My Dreams, Get Into My Bar and Pump Up the Guavao
- Bites: Cupcakes by Sprinkles (National Brand)
  - Strawberry Cupcakes featuring The Perfect Purée Strawberry
  - Lemon Cupcakes featuring The Perfect Purée Lemon Zest

**RECIPES**

**Every Desert Rose Has Its Thorn**

*Source: Manny Hinojosa*

1 ½ oz. Tequila Cazadores Blanco  
1 oz. The Perfect Purée Prickly Pear  
¾ oz. The Perfect Purée Key Lime  
¾ oz. agave nectar  
Salt for rim  
Pinch of chili piquin

In a cocktail shaker combine all the ingredients with ice. Shake and serve over the rocks. Garnish with lime.

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**Yuzu Vanilli Fizz**

*Source: Manny Hinojosa*

2 oz. The Perfect Purée Yuzu Luxe Sour  
½ oz. The Perfect Purée Meyer Lemon

½ oz. simple syrup  
1/16 oz. vanilla concentrate  
2 sprigs of mint  
2 oz. ginger beer

In a cocktail shaker, combine all ingredients except soda with ice and shake. Pour into serving glass and top with ginger beer. Garnish with a lemon wedge and mint.

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### **Sweet Hibiscus O' Mine**

*Source: Manny Hinojosa*

1 1/2 oz. Bacardi 8  
1/2 oz. The Perfect Purée Ginger Sour  
1/2 oz. The Perfect Purée Sweet Hibiscus  
1/2 oz. The Perfect Purée Carmelized Pineapple  
1/2 oz. The Perfect Purée Key Lime  
1 oz. pineapple juice  
3 dashes of Angostura bitters

In a mixing glass, combine all ingredients, except Angostura and shake with ice. Pour into glass and serve.

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### **Kokomo Kiwi**

*Source: Manny Hinojosa*

1 oz. The Perfect Purée Kiwi  
1/4 oz. The Perfect Purée Meyer Lemon  
3 oz. coconut water  
¼ oz. agave nectar  
2 basil leaves

In a cocktail shaker combine all the ingredients with ice. Shake and serve over the rocks. Garnish with Kiwi and basil.

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### **Get Outta My Dreams, Get Into My Bar**

*Source: Manny Hinojosa*

1 oz. Cazadores Reposado  
1/2 oz. St. Germain  
1/2 oz. The Perfect Purée Passion Fruit

1/4 oz. The Perfect Purée Key Lime  
Squirt (to top)  
pinch of salt

In a cocktail shaker combine all the ingredients with ice. Shake and serve over the rocks. Garnish with lime wheel.

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### **Pump Up the Guava**

*Source: Manny Hinojosa*

1 oz. The Perfect Purée Pink Guava  
1 oz. simple syrup  
2 oz. water  
1 lime wedge squeeze

In a cocktail shaker, combine all ingredients with ice and shake. Garnish with a lime wheel, cinnamon stick and cinnamon powder.

**Images available upon request.**

**Follow us @thepuree #30YearsofFlavor #PartyLikeIts1988 #30thAnniversary**

### **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 41 premium flavors, ranging from pantry staples 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 what 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 purees and specialties last 7-10 days in the refrigerator, [and blends for](#) 21 days.

For more information, please visit [www.perfectpuree.com](http://www.perfectpuree.com).

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