



## **Purée Like It's \$19.88: The Perfect Purée of Napa Valley Celebrates 30 Years with Napa celebration and throwback pricing for on-line enthusiasts**

NAPA, CA (Dec. 27, 2017) — January 1, 2018 kicks off a year-long celebration for The Perfect Purée of Napa Valley as it marks its 30<sup>th</sup> Year Anniversary. The Company is offering home enthusiasts and cocktailians special pricing on its website [www.perfectpuree.com](http://www.perfectpuree.com) - \$19.88 per flavor in honor of the company's founding in 1988. Festivities will culminate with an official party in the Napa Valley in August for esteemed guests, customers and winners of their national *Flavor Your Way to Napa* sweepstakes which launches in January. Sweepstakes winners will also attend the Cochon 555 Heritage Fire at Charles Krug Winery in St. Helena, California.

### **A Flavorful History**

Founded by Tracy Hayward in 1988 out of her parents' back bedroom, The Perfect Purée of Napa Valley was inspired by Tracy's love of cooking and her entrepreneurial spirit.

Fast forward 30 years and The Perfect Purée of Napa Valley's corporate headquarters overlook the familiar statue of a grape press that officially welcomes visitors to the celebrated wine-producing region of Napa Valley. The Company has grown from eight to more than 40 flavors including concentrates, zests and specialty blends. Culinary and beverage professionals coast-to-coast have come to count on the high quality and consistency of The Perfect Purée of Napa Valley.

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

Follow The Perfect Purée of Napa Valley on [Instagram](#), [Facebook](#) and [Twitter](#).

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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, bars, hotels and resorts, 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](http://www.perfectpuree.com).

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