

The  
**Perfect Purée**<sup>®</sup>  
OF NAPA VALLEY



**For Immediate Release**

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## **The Perfect Purée of Napa Valley Expands Distribution with Japan Launch**

### **Debut at FOOD EX Japan 2013**

**Napa, California (February 4, 2013)** — The land of the rising sun promises to be more interesting as The Perfect Purée of Napa Valley expands its distribution and launches 12 flavors into Japan. The brand's official debut is scheduled for FOOD EX Japan on March 5-8, 2013, in greater Tokyo.

Tracy Hayward, President and Founder of The Perfect Purée of Napa Valley, said the move makes perfect sense for a company with the same culinary spirit as the island nation.

"The Perfect Purée of Napa Valley is most pleased to enter one of the most sophisticated and inspiring regions of great food and beverage — Japan. We at The Perfect Purée of Napa Valley share many of the best culinary characteristics and traditions that have been known in Japan for

centuries," Hayward said. "At The Perfect Purée of Napa Valley we celebrate the artistry of fine dining. The evolution of global cuisine inspires us. We support the masterpieces of chefs, pastry chefs and beverage professionals by providing beautiful flavors for their canvas."

The Perfect Purée of Napa Valley will be distributed exclusively in Japan by Yokohama-based distributor, ALTAIR Inc. Shozaburo Ueda, the President and Chief Executive Officer of ALTAIR, and an energetic young classically trained chef and certified sommelier, stated that "we are extremely pleased and proud to bring so high a quality product as The Perfect Purée of Napa Valley to Japan. We believe the reputation and the credibility of the company and its Napa Valley roots are an excellent fit for the modern tastes of Japan."

ALTAIR will be stocking the following flavors:

Strawberry

Blackberry

White Peach

Mango

Kiwi

Pomegranate

Passion Fruit

Green Apple

Raspberry

Red Sangria

El Corazon – a blend of passion fruit, pomegranate and blood orange

Yuzu Luxe Sour – a blend of yuzu juice, Kaffir lime and lemongrass

The Perfect Purée of Napa Valley sources only the highest-quality fresh fruits from around the globe. The range of elevated flavor profiles offer limitless, season-less options for the signature menus of the most discriminating chefs and beverage professionals.

The Perfect Purée of Napa Valley currently offers more than 40 flavors, all of which are produced to rigorous quality standards.

"As the President and Founder of The Perfect Purée of Napa Valley, I am greatly pleased to join with ALTAIR, Inc. to present our finest products to the community of great chefs and beverage professionals throughout Japan," Hayward said. "Our products arrive frozen, thereby maintaining

the ultimate in freshness, flavor and color. This attention ensures our customers will always have the fresh fruit they are seeking when creating their masterpieces."

### **About The Perfect Purée of Napa Valley**

The Perfect Purée of Napa Valley perfects the Art of Flavor for chefs and bar artists. They indulge their culinary passions with fresh fruit bases and innovative beverage blends. Their products elevate menus and expand culinary boundaries, allowing every dish to become a masterpiece and every glass a liquid canvas.

In addition to beverages, the gourmet purees and concentrates make the perfect addition to desserts and savory sauces. Every product is natural and frozen at the peak of freshness with no artificial additives, preservatives or sweeteners. All flavors can be frozen for up to 24 months and when thawed last in the refrigerator for 7-10 days for the purees, concentrates and zests or up to 21 days refrigerated for the beverage blends. For more information, please visit [www.perfectpuree.com](http://www.perfectpuree.com).

### **About ALTAIR, Inc**

Based in Yokohama, Japan, ALTAIR, Inc., was founded to identify and bring to Japan some of the finest food and beverage products from the leading culinary centers of the world. The professional training and experience of its founders provide to the company an expertise in recognizing what qualities and characteristics of the very best in international food and beverage are best matched to the uncompromising standards of the Japanese culture.

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

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