



For Immediate Release

Media Contact:
Debbie Rizzo, DRink PR
Tel: 617.233.8024
Email: Debbie@drinkpr.com

**The Perfect Purée of Napa Valley announces
The Perfect Flavor Artist Contest
Continuing its 25th anniversary celebration**

Napa, California (March 27, 2013) — Black Dragon, Mad Mary, Hot Summer Day Sorbet - You create it, you name it. In a new nationwide contest celebrating The Perfect Purée's 25th anniversary, chefs and bar artists are invited to share their original recipes showcasing The Perfect Purée's products.

Beginning April 1, The Perfect Purée Perfect Flavor Artist contest will accept video submissions of foodservice professionals demonstrating how they use the company's products in original dishes or beverages. One winner will be selected each month through October. Winners will receive a \$1,000 cash prize and be featured in the Winter 2013 issue of Chilled Magazine, as well as on-line at www.perfectpuree.com/flavorartist. Non-winners will be included in the pool of eligible entries to be considered by the panel of judges in subsequent months.

The Perfect Purée Perfect Flavor Artist Contest kicks off in conjunction with the *Experience Flavor* Tour, an extravaganza of signature cocktails and food pairings that started March 18 in Philadelphia and continues in seven cities across the nation through October, including Miami on April 15 and Los Angeles on May 13. The *Experience Flavor* tour thanks loyal users and fans and showcases The Perfect Purée's collection of 40-plus purees, concentrates and blends for industry professionals.

To be eligible for The Perfect Flavor Artist Contest, entrants must be legal residents of the 50 United States or the District of Columbia and must be at least 21 years or older on the date of entry. Contestants must also be foodservice trade professionals (including chefs and bartenders) who work for a restaurant, bar or other establishment that is an existing customer of The Perfect Purée. They must have permission from their establishment to use its products in their

video and to feature or include any reference to the establishment, including its image, name, logo or trademark.

All recipes must be original and must have a name, with step-by-step preparation instructions and ingredients listed in precise standard U.S. measurements. Entries must show the product packaging of The Perfect Purée flavor(s) being used and the actual use of that product in the recipe.

For official contest rules and a complete list of entry guidelines, visit www.perfectpuree.com/flavorartist.

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

As mixologists continue to seek complex flavor profiles for innovative cocktails and beverages, The Perfect Purée continues to deliver new flavors — most recently adding three new blends: Thyme & Citrus, Thai Basil & Black Pepper and Chipotle Sour. The new flavors provide sour, savory and surprising twists are sure to excite the palate and impress guests.

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. Purees and concentrates can be frozen for up to 24 months and when thawed last for 7-10 days in the refrigerator.

For more information, visit www.perfectpuree.com.

#