



For Immediate Release

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The Perfect Purée of Napa Valley Launches “Locals” Program for Napa & Sonoma Valley Businesses, Home Chefs & Cocktail Enthusiasts

Napa, California (July 1, 2012) – The Perfect Purée of Napa Valley founder and President, Tracy Hayward, announced today the launch of a new warehouse program for local residents and businesses. The Perfect Purée of Napa Valley is a premier producer of premium fruit purees and beverage blends for foodservice and home chefs. Cutting edge and unique flavor profiles have made the company’s products a staple for culinary and beverage professionals the world over. Interested customers and home chefs alike are now able to purchase product directly at the company’s headquarters in Napa.

To celebrate, the company is extending a 50% discount on their 15 oz. Retail Size of Blood Orange Concentrate, Mango Puree, Strawberry Puree and Prickly Pear Puree. “Our products have been a long standing secret ingredient for chefs and bartenders,” said Hayward. “In response to daily inquiries from local home users and businesses, we have opened up our doors for them to purchase and pick-up product directly. This will eliminate the overnight shipping cost on our frozen products.”

Orders must be placed in advance by telephone, 707-261-5100, and picked up at the company’s warehouse. Pricing is available upon request. Maximum order per pick-up is 3 cases, with mixed

cases allowed. The Perfect Purée of Napa Valley is located at 2700 Napa Valley Corporate Drive, Suite L in Napa.

About The Perfect Purée of Napa Valley: Since 1988, The Perfect Purée of Napa Valley has indulged the culinary passions of chefs and mixologists with season-less, effortless products. The company's Culinary Traditions™ line of fruit purees boasts more than 30 flavors, while its Beverage Artistry™ line of 8 beverage blends is mixology made easy. Both lines are frozen, maintaining ultimate freshness, flavor and color. For more information, please visit www.perfectpuree.com.

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