



For Immediate Release

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**The Perfect Purée of Napa Valley Launches New Savory Flavors
Thyme & Citrus, Thai Basil & Black Pepper and Chipotle Sour**

Napa, California (March 1, 2012) – Tracy Hayward, CEO of [The Perfect Purée of Napa Valley](#) announced today the addition of three new flavors to the company’s Beverage Artistry™ product line: Thyme & Citrus, Thai Basil & Black Pepper and Chipotle Sour. As mixologists continue to seek complex flavor profiles for innovative cocktails and beverages, the new flavors provide sour, savory and surprising twists that are sure to excite the palate and impress guests. Available in March, these blends offer unique combinations that add an element of complexity to cocktails that can be made with ease.

“While our Beverage Artistry line has always delivered innovative flavor profiles designed for bar use, our goal was to create culinary-inspired beverage blends with these new flavors,” said Hayward. “We believe the addition of these new blends brings our line unparalleled uniqueness in the beverage mixer category.”

The producer of premium fruit purees, concentrates and zests is known in the mixology world as a staple for any speed rack and always strives to develop new flavors for professional mixologists and beverage novices alike. Please see below for details on the new flavor offerings:

Chipotle Sour: Spice up your bar repertoire with this smoky blend of chipotle, mesquite and citrus flavors. The earthy spiciness is an exquisite balance of heat and smoke.

Thai Basil & Black Pepper: Tantalize and delight with Thai basil and black pepper notes. This blend is a passport for the palate – creating exotic and destination cocktails has never been easier!

Thyme & Citrus: This savory blend of thyme and citrus will elevate classic cocktails and inspire new flavor combinations.

The new flavors will join the existing line-up of Beverage Artistry™ blends: Yuzu Luxe Sour, El Corazon, Mojito, Passion Colada and Red Sangria.

Beverage Artistry™ blends is mixology made easy. With unique and high impact flavors, beverage professionals can easily create the perfect cocktail, regardless of season or locality, to suit the most discerning palette. The line's ready to use flavors offer a convenient and cost effective solution for bar professionals that complements and elevates existing beverage programs while saving on time and resources.

Chipotle Margarita

Created by Master Mixologist Manny Hinojosa

2 oz. Tequila Blanco
3 oz. The Perfect Purée Chipotle Sour
½ oz. Agave Nectar
½ oz. Fresh lime juice

Method:

Combine ingredients into a mixing glass. Add ice and shake vigorously. Strain and serve over the rocks into a chipotle salt-rimmed glass. Garnish with a lime.

Thai Me Up

Created by Master Mixologist Manny Hinojosa

2 oz. Vodka
2 oz. The Perfect Purée Thai Basil & Black Pepper
Top with ginger beer

Method:

In a mixing glass add Vodka, Thai Basil & Black Pepper blend and ice. Shake vigorously and strain into a high ball glass, top with ginger beer. Garnish with lemon wedge.
Add 2 dashes of bitters (optional)

“The Perfect Purée offers bartenders and mixologists consistent flavors,” says master mixologist Manny Hinojosa. “Whether your bar requires high-volume cocktails or craft offerings, their

products fit nicely into any beverage program enabling you to satisfy your customers. I am excited by the new Beverage Artistry flavors and had a lot of fun working with the team at The Perfect Purée to refine the Chipotle Sour blend.”

Beverage Artistry™ is available for bar and food service professionals. Packed in convenient frozen, 32 fluid ounce (quart) gable top units, with six units per case, the product can be stored frozen for up to two years. Once thawed, the product keeps refrigerated for 14-21 days at 36-40 degrees F. Beverage Artistry™ is distributed in the U.S., Canada, and Mexico. For online consumers, Beverage Artistry™ is available on The Perfect Purée website. The online purchase price is \$25.00 per 32 fluid ounce carton plus shipping. For more information and recipes, please visit: www.perfectpuree.com.

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 premium 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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