



For Immediate Release

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## SWEET HIBISCUS FROM THE PERFECT PURÉE OF NAPA VALLEY Limited Edition Flavor Arrives Just in Time for Spring & Early Summer Menus

NAPA, CA (April 2, 2014) — A recognized leader in fresh flavors for the foodservice industry, The Perfect Purée of Napa Valley announced today that Sweet Hibiscus will be added to its robust line-up of flavors as a limited time offering this Spring. The slightly sweet and tart, lemon-berry flavor is a favorite for chefs and bartenders alike.

The flavor will be available to professionals through foodservice distribution beginning May 1 (packed 6 jars per case). Home enthusiasts can purchase through Amazon.com and [www.perfectpuree.com](http://www.perfectpuree.com). The SRP is \$25.00 per jar plus overnight shipping.

Teaming up with Bacardi Portfolio Mixologist, Manny Hinojosa, the company will feature the flavor at scheduled events later this year including Speed Rack, Manhattan Cocktail Classic, Tales of the Cocktail and other beverage related events. The aromatic flavors of the puree complement tropical cocktail and mocktail recipes. It's perfect for a refreshing summer drink like the *Hibiscus Colada* or *Hibiscus Kentucky Smash* (additional recipes below).

### **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 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).

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### **Aulani Tai**

1 1/2 oz. Bacardi Rum 1909  
1/2 oz. Falernum  
1 oz. The Perfect Purée Sweet Hibiscus  
1 oz. fresh lime juice  
2 oz. pineapple juice  
3 dashes of Angostura bitters

In a mixing glass combine all the ingredients, except Angostura, with ice. Shake and strain into a glass and top with bitters. Garnish with lime wheel, grapefruit peel and parasol.

### **Hibiscus Colada**

2 oz. Bacardi Superior Rum  
1 oz. The Perfect Purée Sweet Hibiscus  
1 oz. The Perfect Purée Coconut puree  
3 oz. pineapple juice  
nutmeg powder

In a mixing glass combine all the ingredients, except nutmeg, with ice. Shake vigorously and strain into a glass over ice. Top with nutmeg. Garnish with lime, lemon and hibiscus flower.

### **Hibiscus Kentucky Smash**

1 1/2 oz. Bourbon  
1 1/2 oz. The Perfect Purée Sweet Hibiscus  
2 sprigs of fresh mint  
Lime wedge squeeze  
Top with club soda

In a mixing glass muddle fresh mint. Add the rest of the ingredients, except club soda, with ice. Shake and strain into a glass over ice. Top with club soda. Garnish with sprig of mint and lime wedge.

### **Hibiscus Margarita**

2 oz. Cazadores Reposado  
1 oz. The Perfect Purée Sweet Hibiscus  
1/2 oz. agave nectar  
1/2 oz. fresh lime juice  
Salted glass

In a mixing glass combine all the ingredients with ice. Shake and serve in a margarita glass.

### **La Fleur**

1 1/2 oz. Grey Goose Original  
1/2 oz. St Germain  
1 oz. The Perfect Purée Sweet Hibiscus  
2 oz. fresh grapefruit juice  
1/4 oz. fresh lime juice

In a mixing glass combine all the ingredients with ice. Shake vigorously and serve in a glass with a big piece of ice. Garnish with grapefruit slice.

### **The East**

1 1/2 oz. Bombay Sapphire East Gin  
1 oz. The Perfect Purée Sweet Hibiscus  
1/2 oz. Creme de Peche  
1 oz. lemon juice  
Top with tonic water

In a Collins glass, combine all the ingredients, except tonic water, with ice. Stir and top with tonic water. Garnish with lemon wheel.

### **The Intervention**

1 oz. Noilly Prat Rouge  
1 oz. Cazadores Anejo  
1 oz. The Perfect Purée Sweet Hibiscus  
1 oz. egg white  
2 dashes of Fee Brothers Chocolate Bitters  
Lemon peel

In a mixing glass combine all the ingredients, except bitters, with ice. Shake vigorously and serve up in a coupe, top with chocolate bitters. Garnish with lemon peel.

### **Tlatelolco**

1 1/2 oz. Delirio Joven Mescal  
1 oz. The Perfect Purée Sweet Hibiscus  
1 oz. The Perfect Purée Chipotle Sour  
1/2 oz. fresh lime juice  
1/2 oz. agave nectar  
Black smoked salt rim glass

In a mixing glass combine all the ingredients with ice. Shake and serve into a glass over ice. Garnish with a lime.