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For Immediate Release

**PERFECT PURÉE WINS TOP SCORES AT BTI TASTING
Beverage Artistry flavors Receive Top Honors**

(NAPA, California – January 24, 2011)– The Perfect Purée of Napa Valley announced today that their Beverage Artistry Passion Colada, El Corazon and Yuzu Luxe Sour submissions received top honors during the recent Beverage Testing Institute Review of Spirits Competition. Receiving ratings of superlative and exceptional, the products were voted top notch in the mixer category. The prestigious Beverage Testing Institute (BTI) is an independent, privately owned corporation that conducts professional, blind tastings of beverage products. Scores from BTI are highly regarded among beverage industry companies and professionals.

The Perfect Purée of Napa Valley’ Beverage Artistry line rated superlative and exceptional in the Mixer Category:

(96 – 100 Superlative)

96 points – Platinum Medal

- Passion Colada – Rich lemon chiffon and pineapple cake aromas and flavors with a robust tangy full body and a very long coconut cream and lime sorbet nuanced finish. Absolutely delicious.
- El Corazon – Explosively tangy and tart on the palate with robust, fruity sweet and sour full body of berry-pineapple-watermelon punch flavors that linger for minutes. A deliciously mouthwatering, world-class tropical-punch-like cocktail.

(90 – 95 Exceptional)

92 Points – Gold Medal

- Yuzu Luxe Sour – Unique aromas and flavors of herbal bark, white peppercorn, lemon verbena, and lavender talc with a creamy, sweet medium-to-full body and long, Alpine herbal lemon drop and honeyed citrus tea finish.

See full review notes at:

http://www.tastings.com/search_spirits.lasso

About the Beverage Artistry winners:

- ***El Corazon:*** This mélange of passion fruit, blood orange and pomegranate concentrates were developed exclusively for The Perfect Purée's Beverage Artistry by Adam Seger, Mixologist and Founder of hum Spirits Company, Chicago, Illinois. The blend, inspired by his celebrated signature cocktail of the same name blends these three concentrates, culminating in a bold, intense flavor as rich and deep as its vibrant crimson color. El Corazon partners well with tequila, bourbon and vodka.
- ***Yuzu Luxe Sour:*** This luxurious sour blend was inspired by Asia's exotic citrus fruit, Yuzu – one of the hottest flavor trends in food and beverage. The aromatic botanical flavor from lemongrass and Kaffir lime complements the tartness of the Yuzu juice. Yuzu Luxe Sour pairs wonderfully with vodka, tequila, gin and bourbon.
- ***Passion Colada:*** The addition of passion fruit concentrate to this blend of pineapple and coconut elevates the traditional Piña Colada to new heights while partnering attractively with rum, spiced rum, bourbon and vodka.

About Beverage Testing Institute:

The Beverage Testing Institute is an independent, privately owned corporation that conducts professional, blind tastings and reviews of beverage products. We do not accept advertising or sponsorship from any producer or commercial entity. Participation in BTI's open-forum tastings and competitions is completely voluntary. The producers, brand owners, or marketers of the relevant brands enter the products that we taste into our tastings. Each producer pays the same standardized, per-product registration fee to enter their products into these tasting sessions or competitions. The registration fees cover the cost of administering the tastings and overhead associated with the distribution of the tasting results through various media.

About Perfect Purée of Napa Valley:

Beverage Artistry is mixology made easy. With unique blends and high impact flavors, beverage professionals can now easily create the perfect cocktail or mocktail, 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 compliments and elevates existing beverage programs while saving on time and resources.

Since 1988, The Perfect Purée has built a loyal following amongst the country's top chefs, pastry chefs, and beverage professionals with its premium line of fruit and vegetable purees.

Responding to customer requests for a bar line, the company focused new product resources to develop Beverage Artistry, which is formulated specifically for beverage use. The Perfect Puree's commitment and focus on the beverage market is highlighted through a partnership with mixology maestro, Adam Seger, who consulted with the brand on the creation of three unique blends: Yuzu Luxe Sour, El Corazon and Passion Colada.

Beverage Artistry blends include: Yuzu Luxe Sour, Classic Sweet & Sour, El Corazon, Mojito, Passion Colada, Red Sangria, Rum Runner and White Sangria. Additionally, Beverage Artistry

fruit bases offer fresh single flavor varieties including: Banana, Cranberry, Guava, Lemon, Mango, Passion Fruit, Peach, Raspberry and Strawberry.

Beverage Artistry premium beverage bases are available for bar professionals and foodservice. 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 on-line 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.

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