

The Perfect Purée® OF NAPA VALLEY



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For Immediate Release

THE PERFECT PURÉE OF NAPA VALLEY LAUNCHES NEW CRANBERRY PUREE

**Just in time for the Holidays, Limited Edition Cranberry Puree Arrives
The Perfect Purée Offers Recipes for *National Cranberry Day, November 23***

NAPA, California (September 6, 2011) - The Perfect Purée of Napa Valley announced today the launch of the brand's Cranberry Puree. Just in time for the holidays, this versatile flavor will be available for a limited time beginning September 15. The classic flavor has a special twist as cocoa fruit puree has been blended in to sweeten the naturally tart flavor of cranberry. The result is perfection - a slightly sweeter, smoother and sauce-like version of cranberry that lends itself to a variety of holiday favorites from relish and sauce to cookies, pies and cocktails.

“We have received many requests from our chefs, mixologists and home users, which prompted our holiday Cranberry offering,” said Tracy Hayward, Founder and President of The Perfect Purée of Napa Valley. “The smooth consistency is ideal for beverages and cocktails, sauces and of course, everyone’s favorite accoutrement to the holiday table.”

Available September 15, the Cranberry Puree is frozen and packed in 30 oz. jars. Cranberry Puree can be purchased through foodservice distribution, on-line at Amazon.com and directly through the company at www.perfectpuree.com. On-line pricing is \$25 per jar.

With National Cranberry Day occurring on November 23, The Perfect Purée of Napa Valley teamed up with some of their top partners to start the holidays early. The following cocktails, created by Bacardi Portfolio Mixologist Manny Hinojosa, demonstrate the versatility of the puree with popular spirits:

Winter Disaronno Smash

1 oz. Disaronno Liqueur
1 oz. Woodford Reserve

1 oz. Perfect Purée Raspberry puree, thawed
2 oz. Perfect Purée Cranberry puree, thawed
1 small sprig of mint (muddle)
½ oz. lime juice

In a mixing glass, muddle mint; add Raspberry and Cranberry Purees. Add the rest of the ingredients and ice, shake and strain into an old-fashioned glass with fresh ice. Garnish with a sprig of mint.

Oxley Sling

1 ½ oz. Oxley Gin
2 oz. Perfect Purée Cranberry puree, thawed
¼ oz. Perfect Purée Ginger puree, thawed
½ oz. lemon juice
¾ oz. grenadine
2 oz. pineapple juice
1 dash of bitters

In a mixing glass add all the ingredients, then add ice and shake. Pour into a glass with fresh ice.

Images for these recipes are available upon request.

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 13 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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