



For Immediate Release

The Perfect Purée of Napa Valley Continues Cocktail Competition Wins

Christina Maffei Makes World's Best Mai Tai Using Perfect Purée's Carmelized Pineapple Concentrate at Royal Kona Mai Tai Festival; Perfect Purée is "Secret Ingredient" at Corzo Throw Down

Napa, California (August 25, 2011) -- The Perfect Purée of Napa Valley continues to garner prizes and popularity as a key ingredient used in cocktail competitions around the country. Ease of use, year round availability and fresh flavor profile make it a favorite of mixologists around the country and a must have behind the bar and in the kitchen at top resorts, hotels, restaurants and bars.

A recent highlight for the brand is the inclusion of its Carmelized Pineapple Concentrate in the "World's Best Mai Tai" during the Third Annual Don the Beachcomber's Mai Tai Festival at the Royal Kona Resort on August 13. A total of 29 bartenders and mixology masters had seven minutes to stir up four Mai Tais for judges that included Manny Hinojosa, Bacardi Mixologist and tequila specialist, Chris Teves, *Hawaii Beverage Guide* Editor, Mick Fleetwood of Fleetwood Mac, celebrity Hawaiian Chef Sam Choy and Beachbum Berry. The grand prize was awarded to Christina Maffei, Food and Beverage Manager of Trump International Hotel in Waikiki, with the crown title and a \$10,000 check for her Perfect Purée infused creation, 'Ilikea's Mai Tai.'

Ilikea's Mai Tai

Created by Christina Maffei, Trump International Hotel Waikiki

- 1 oz. Bacardi 8
- ½ oz. DiSaronno Amaretto
- ¼ oz. Domain de Canton Ginger Liquor
- ¾ oz. homemade kaffir lime- orange-syrup
- ½ oz. Perfect Purée Carmelized Pineapple Concentrate

¾ oz fresh lime juice

Shake and pour into highball. Layer with ½ oz Bacardi Select. Top with pineapple Bacardi Gold sorbet.

Glass: High Ball

Garnish: Grilled pineapple wedge, sugar cane stick, green orchid

Syrup: Steep about 20 kaffir leaves in water. After water is fragranced enough (about 10 min on very low simmer), make simple syrup with equal parts of the kaffir water and sugar, simmer with peel from one orange for about 20 min.

On August 16, Oahu played host to the Second Annual “Corzo Throw Down” at the Trump International Hotel Waikiki. Ten of Oahu’s brightest competitors came together for a secret ingredient style competition, where Perfect Purée’s Blood Orange Concentrate was the secret ingredient. Competitors had ten minutes to create their cocktails. Judges included Manny Hinojosa and Juan Coronado, Bacardi Rum Master.

USBG Hawaii chapter President Tim Rita bested the crowd, taking home top honors for his Spiced Love cocktail.

Spiced Love

Created by Tim Rita, Lewers Lounge at Halekulani in Waikiki

1 ½ oz. Corzo Anejo

½ oz. Fresh lime

¾ oz. Perfect Purée Blood Orange Concentrate

1 oz. Agave nectar

2 slices of fresh jalapeño

¼ oz. Absinthe (enough to rinse glass)

Muddle jalapeños with agave nectar. Then add remaining ingredients. Shake and double strain into a martini glass. Garnish by slicing a thin piece of jalapeno and float it like a lilly pad on top of the cocktail.

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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