



## Fact Sheet

Founder & President: Tracy Hayward

Founded: 1988

Description: The Perfect Purée of Napa Valley is the leading U.S. producer of premium fruit and vegetable purees and concentrates. Since 1988, The Perfect Purée has introduced more than thirty exceptional flavors, ranging from staple flavors like raspberry, strawberry and banana to the exotic lychee, passion fruit and pink guava. All purees and concentrates are natural and contain no artificial additives, preservatives or colorings. The fruits are harvested at the peak of season, pureed and packed frozen to maintain the ultimate in fresh flavor and color.

All Perfect Purée products have consistent Brix levels within the range of perfectly ripened fruits or vegetables. The Brix level of each crop is measured and the amount of sugar adjusted to maintain an optimum Brix level from jar to jar which ensures consistent results and allows the vibrant flavor of the fruits and vegetables to come through.

Products: The Perfect Purée of Napa Valley offers its products in foodservice and retail size formats. The product line is Culinary Traditions. Food service: 30 oz. jar and 30 lb. pail; zests available in 38 oz. jars  
Retail: 15 oz. jar (\$8.99 - \$14.99 MSRP)

Flavors: Purees (\*Retail size available):  
Apricot  
Banana  
Black Currant  
Blackberry  
Blueberry  
Cherry  
Coconut  
Fruit of the Cocoa (new)  
Ginger  
Green Apple

Pink Guava  
Kiwi  
Lychee  
Mango\*  
Papaya  
Pear  
Prickly Pear\*  
Red Mixed Berry (new)  
Red Raspberry\*  
Roasted Red Pepper  
Strawberry\*  
Tamarind  
White Peach\*

Concentrates:  
Blood Orange\*  
Carmelized Pineapple (new)  
Citrus Sensation (new)  
Key Lime  
Mandarin/Tangerine (new)  
Meyer Lemon  
Passion Fruit\*  
Pomegranate\*

Zests:  
Lemon  
Orange

Headquarters: The Perfect Purée of Napa Valley, LLC.  
2700 Napa Valley Corporate Dr., Suite L  
Napa, CA 94558

Toll Free: 800.556.3707  
Tel: 707.261.5100  
Fax: 707.261.5111

Email: [info@perfectpuree.com](mailto:info@perfectpuree.com)

Website: [www.perfectpuree.com](http://www.perfectpuree.com)

Media Contacts: Deborah Kwan, DKPR  
415.586.4885 or [PR@perfectpuree.com](mailto:PR@perfectpuree.com)  
Michele Lex, Director of Marketing, TPPNV  
800.556.3707 ext.30 or [mlex@perfectpuree.com](mailto:mlex@perfectpuree.com)