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The Perfect Purée of Napa Valley Introduces Two NEW Purées & Tastecraft Pure Freeze-Dried Fruit at Winter Fancy Food Show

— Visit Booth #2504 for Bagels, Crostini and Non-Alc Cocktails with Camu Camu, Soursop and Tastecraft Pure Freeze-Dried Fruit —

Napa, California (Jan. 13, 2025) — [The Perfect Purée of Napa Valley](#) brings two new soon-to-be-released flavors, Camu Camu and Soursop, plus Tastecraft, a new line of pure freeze-dried fruit to the 2025 [Winter Fancy Food Show](#), Jan. 18-20 at the Las Vegas Convention Center.

As the leading U.S. producer of premium fresh purées for specialty food and beverage industry professionals, The Perfect Purée of Napa Valley, now in its 37th year, continues to ensure customers consistent, high-quality pantry staples like Mango, Passion Fruit and Red Raspberry. It responds to evolving tastes with innovative blends such as Chipotle Sour, Mango Passion Fruit, Yuzu Luxe Sour and Thai Basil & Black Pepper — all available for sampling at the show.

Not Your Typical Tropics

The Perfect Purée gives chefs and bartenders two ways to bring novelty to the table in 2025 with its new Camu Camu and Soursop purées, available via foodservice distribution in March. Sample them both for the first time at the Winter Fancy Food Show.

Michele Lex, President of The Perfect Purée of Napa Valley, says **Camu Camu Puree** and **Soursop Puree** are the newest additions to The Perfect Purée's line-up that reflects the diversity of American palates and requirement for authentic flavors. "We're excited to offer new purées in 2025 that are vibrant. While Soursop is a delightful familiar favorite, Camu Camu is a rare, exclusive flavor we are excited to share with those already familiar and to new fans. Both are incredibly versatile, and are perfect for beverages, culinary dishes, and desserts. Professionals and enthusiasts will have a lot of fun playing with these new tropical flavors," Lex says.

Camu Camu Puree is a vibrant superfruit crafted from the nutrient-rich berries of the Amazon rainforest. Bright tartness and subtle citrus undertones make Camu Camu a

versatile rising star for both culinary and beverage innovation. Camu Camu is Kosher, vegan and non-GMO.

Soursop Puree captures the lush, tropical essence of this sensational fruit, also known as guanabana. With its distinctive harmony of sweet and tangy notes, Soursop adds exotic aromatics to every creation, from beverages to desserts. Soursop is Kosher, vegan and non-GMO.

The Freeze-Dried Difference

The Perfect Purée expands its flavor portfolio in 2025 with [Tastecraft](#), an innovative line of freeze-dried fruit that offers the flavor, shape and nutritional value of just-picked fruit with the convenience of shelf stability. Offered in partnership with German company Döhler.

Tastecraft is available in January via foodservice distributors. Its seven flavors include: Dragon Fruit Crumble; Strawberry Slices; Pineapple Pieces; Whole Raspberries; Lime Slices; Orange Slices; and Lemon Slices. All flavors are produced with non-GMO fruit. All except Raspberry are kosher and vegan.

Tastecraft is a dynamic, multi-application ingredient designed to enhance a variety of recipes by adding texture, flavor and visual interest. It appeals to chefs and bartenders alike with lightweight stay-fresh resealable packaging and a shelf life of up to 24 months. Lex says Tastecraft's authentic flavor and creative possibilities complement The Perfect Purée's goal of making just-picked fruit flavor convenient and efficient. "Tastecraft supports our commitment to offering chefs and bartenders premium ingredients that make their jobs easier."

Freeze-dried as opposed to dried or dehydrated fruit preserves the fruit's structure, color and flavor, resulting in a light, airy and crispy rather than chewy texture. Freeze-dried fruit has a longer shelf life than dried fruit due to its extremely low moisture content. Also because of its low moisture content and crisp texture, freeze-dried fruit can be ground into a powder and added to liquids for flavor.

Visit The Perfect Purées Winter Fancy Food Show booth #2504 to sample these new products and a flavorful line-up of food and beverage offerings:

Sunday, Jan. 18, 9:30 a.m.-1:00 p.m. — Crave-worthy Crostinis

- *Black Currant Finocchiona Crostini* featuring CaPeachio's water crackers, Point Reyes Cheese TomaTruffle, Brooklyn Cured LLC finocchiona and The Perfect Purée Black Currant Puree
- *Apricot Manchego Vegetarian Crostini* featuring CaPeachio's butter crackers, manchego cheese, apple slices and The Perfect Purée Apricot Puree

Monday, Jan. 19, 9:30 a.m.-1:00 p.m. — Bagels Gone Wild

- *Jalapeño Garden Bagel* featuring Red Jalapeño cream cheese on an Original Sunshine Bagel garnished with a coarse chopped herb salad tossed with fresh lime juice, olive oil & cracked black pepper
- *Orange Creamsicle Bagel* featuring featuring Orange Zest and vanilla bean cream cheese, on an Original Sunshine Bagel garnished with Tastecraft Dragon Fruit Crumble

Tuesday, Jan. 20, 9:30 a.m.-1:00 p.m. —Non-Alc Beverages & Perfect Chocolates

- *Picante Pineapple Fizz* featuring The Perfect Purée Carmelized Pineapple, The Perfect Purée Chipotle Sour, sparkling water and Tastecraft Pineapple Pieces
- *Ginger Sparkler* featuring The Perfect Purée Sweet Ginger, The Perfect Purée Meyer Lemon, ruby red grapefruit juice, sparkling water and Tastecraft Lime Slices
- An array of bite-sized bliss by Anjar Chocolatier: Chocolate Banana featuring The Perfect Purée Banana; Coconut featuring The Perfect Purée Coconut; Raspberry Crème Brulee featuring The Perfect Purée Red Raspberry; Lychee Caramel featuring The Perfect Purée Lychee; Dark Chocolate Jalapeño featuring The Perfect Purée Red Jalapeño; Guava Prickly Pear featuring The Perfect Purée Pink Guava & The Perfect Purée Prickly Pear; Hibiscus Cold Brew featuring The Perfect Purée Sweet Hibiscus; and Passion Fruit featuring The Perfect Purée Passion Fruit.

How to Buy: Order jars and cases of six directly from [the online store](#). Foodservice professionals and manufacturers can also purchase cases from The Perfect Purée's network of foodservice distributors throughout the United States, Canada and Mexico. Request distributor information [here](#).

[Complimentary samples](#) are always available to qualified foodservice professionals.

About The Perfect Purée of Napa Valley

For more than 35 years, The Perfect Purée of Napa Valley has indulged the culinary passion of chefs, mixologists and food enthusiasts with products that provide ultimate fresh fruit flavor minus the peeling, dicing and simmering required for making purées from scratch. The company's line-up of fruit purées, specialties and blends features 41 on-trend premium flavors ranging from pantry staples Red Raspberry, Strawberry and Banana to the tropical Lychee, Passion Fruit and Pink Guava. The fruits are harvested at peak ripeness, puréed and packed frozen to maintain optimal freshness, flavor and color no matter what the season. As the leading U.S. producer of premium fruit purées with foodservice distribution throughout the U.S., Canada and Mexico, The Perfect Purée of Napa Valley is revered in restaurants, hotels, bars, bakeries and catering kitchens for the just-picked taste and unmatched consistency of its products.

All flavors can be frozen for up to 24 months from date of manufacture. When thawed, the purées, concentrates and specialties last 7-10 days in the refrigerator, and blends for 21 days.

For more information, visit www.perfectpuree.com or follow on Instagram or Facebook @theperfectpuree.

About The Specialty Food Association

The [Specialty Food Association](#) (SFA) has been the leading trade association and source of information about the \$170.4 billion specialty food industry for 70 years. Founded in 1952 in New York City, the SFA represents manufacturers, importers, retailers, distributors, brokers and others in the trade. The SFA is known for its [Fancy Food Shows](#); the [sofi™ Awards](#) that have honored excellence in specialty food and beverage for 50 years; the [Trendspotter Panel](#) show reports and annual predictions; the [State of the Specialty Food Industry Report](#) and [Today's Specialty Food Consumer](#) research; the ecommerce-enabled [SFA Product Marketplace](#) where members showcase products and sell directly to qualified buyers; [SFA Feed](#), the daily source for industry news, trends and new product information; and [Spill & Dish: A Specialty Food Association Podcast](#).

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