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Camu Camu and Soursop Bring Inspiration to The Bar & Restaurant Show, March 24-26 in Las Vegas

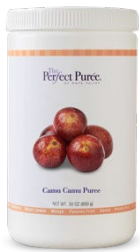
Visit Booth #528 for samples of Camu Camu Puree, Soursop Puree and Tastecraft Pure Freeze-Dried Fruit, plus giveaways and globally-inspired eats!

Napa Valley, California (March 3, 2025) — [The Perfect Purée of Napa Valley](#) introduces two exciting new tropical flavors and continues promoting its new line of pure freeze-dried fruit at the Bar & Restaurant Show, March 24-26 in Las Vegas. Visit Booth #528 in the Las Vegas Convention Center South Hall to sample Camu Camu Puree, Soursop Puree and the full collection of Tastecraft Pure Freeze-Dried Fruit featuring Dragon Fruit Crumble; Strawberry Slices; Pineapple Pieces; Whole Raspberries; Lime Slices; Orange Slices; and Lemon Slices.

Experience the full range of flavor from The Perfect Purée's collection of 43 purees, concentrates, zests and specialty blends. On Tuesday from 12-3 p.m., taste how Red Jalapeño Puree transforms ordinary mac & cheese to the extraordinary. Wednesday afternoon, try Lumpia, Chinese Indonesian and Filipino spring rolls, with a choice of Spicy & Sweet Tamarind sauce or Jeow Som sauce.

Three New Products, Endless Possibilities

Released on March 3, Camu Camu Puree and Soursop Puree reflect the diverse American palate and its demand for global flavors. Camu Camu is a super fruit crafted from the nutrient-rich reddish-purple berries of the Amazon rainforest. Revered by indigenous populations throughout South America for its medicinal properties, Camu Camu is harvested by boat from tall shrubs that grow in water part of the year. 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. Try it in [Camu Camu Caipirinha](#), [Citrusy Camu Camu Mignonette](#) or [Camu Camu Salad Dressing](#). Its tart, tangy flavor goes well with sweeter fruits like pineapple, mango, cherries and coconut. Camu Camu Puree is Kosher, vegan and GMO-free. **Recipe photos available upon request.**



Soursop Puree captures the lush, tropical essence of this sensational fruit, also known as guanabana or graviola. Native to the tropics, soursop is a large, aromatic fruit that grows on broadleaf evergreen trees and weighs 3-4 pounds when mature. Its spiky green skin reveals sweet, creamy white flesh whose flavor is compared to a mix of apple, pineapple, banana and strawberry. With its distinctive harmony of sweet and tangy notes, Soursop Puree brings captivating aroma to every creation from beverages to desserts. Soursop is Kosher, vegan and non-GMO. Try it in [Playa Paraiso](#) with or



without rum, [Soursop Curry Sauce](#) or [Soursop Flan](#). Soursop Puree is Kosher, vegan and GMO-free.
Recipe photos available upon request



Tastecraft, released in partnership with Döhler, is an innovative line of freeze-dried fruit that offers the flavor, shape and nutritional value of just-picked fruit in shelf stable, resealable pouches. Much more than a garnish, Tastecraft is designed to enhance a variety of recipes by adding texture, flavor and visual interest. Because of its low moisture content and crisp texture, Tastecraft can be ground into a powder and added to recipes for flavor.

Order all three products now via The Perfect Purée’s [network of foodservice distributors](#) in the United States, Canada and Mexico.

This year’s Bar & Restaurant Expo (formerly the Nightclub & Bar Show) tackles the big issues facing hospitality professionals with new strategies from influential industry voices. As the largest industry event for U.S. bar, nightclub, beverage and hospitality professionals, it’s where trends and solutions emerge. The Perfect Purée of Napa Valley Chief Executive Officer Michele Lex says her company’s new products offer creative possibilities in time-saving solutions with incomparable flavor.

“While Soursop is familiar to many, Camu Camu is a rare flavor,” Lex says. “Both flavors will inspire chefs and bartenders to transform their menus and, with Tastecraft, support our commitment to offering premium ingredients that make their jobs easier.”

Visit Booth #528 for Menu Inspiration

Tuesday, March 25, 12-3 p.m: Red Jalapeño Mac & Cheese featuring The Perfect Purée Red Jalapeño.

Wednesday, March 26, 12-3 p.m: Lumpia with two sauce options: Spicy & Sweet Tamarind Sauce featuring The Perfect Purée Tamarind or Jeow Som Sauce featuring The Perfect Purée Lime Zest and The Perfect Purée Key Lime Concentrate.



About The Perfect Purée of Napa Valley

For over 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 collection 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](#) @thepuree.

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