

MEDIA ALERT

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Drink Trends Start Here: Bar Convent Brooklyn 2025

Be the first to experience cocktails crafted with The Perfect Purée's NEW tropical superfruits and Tastecraft Freeze-Dried fruit — including global flavors, Camu Camu and Soursop.

WHO/WHAT:

Sample exciting new cocktails from influential bartenders when The Perfect Purée of Napa Valley brings its newest flavors, [Camu Camu](#) and [Soursop](#), plus its new line of Tastecraft Freeze-Dried Fruit to BCB Brooklyn.

Meet Tassia Lacerda, Washington, D.C., brand ambassador for The Perfect Purée, expert on Season 9 of Bravo's reality series "Bar Rescue," and owner of Crème de la Crème Bartenders. Start a conversation with Erin Gabriella, bar director of [Thyme Bar NYC](#), or The Perfect Purée Atlanta Brand Ambassador De'Qustay Johnson, veteran mixologist, owner of [DeQustayJ Cocktails Inc.](#) and a 2024 Chilled 100 Spirits Awards judge.

As the bar and beverage industry's premier trade-only education and tasting event, [BCB Brooklyn](#) positions exhibitors and attendees to be the trend setters of tomorrow. The Perfect Purée of Napa Valley released Camu Camu and Soursop earlier this year in response to demand for global flavors.

Camu Camu is a tart red berry from the Amazon rainforest with exceptionally high Vitamin C content and powerful antioxidant properties. Soursop, also called graviola or guanabana, is a sweet, tangy tropical fruit high in fiber and Vitamin C. Both flavors give bar professionals the novel true-to-fruit flavors they're seeking for global cocktail themes and wellness appeal.

[Tastecraft](#) is The Perfect Purée's new line of freeze-dried fruits that offer the flavor, shape and nutritional value of just-picked fruit with the convenience of shelf stability. Tastecraft comes in seven fruits: Dragon Fruit Crumble, Strawberry Slices, Pineapple Pieces, Whole Raspberries, Lime Slices, Orange Slices, and Lemon Slices. All fruits are vegan and produced with non-GMO fruit.

WHEN/WHERE:

June 10-11, 2025
Booth #8B-759
Industry City, Brooklyn, New York

Tuesday, June 10, Noon-3 p.m.

Thai'd & Spicy, created and served by De'Qustay Johnson, The Perfect Purée Atlanta brand ambassador

- 1 1/2 oz. Charbay Clear Vodka
- 2 oz. The Perfect Purée Thai Basil & Black Pepper blend
- 1/2 oz. lime juice
- 1/2 oz. simple syrup
- Badger Bevs Ginger Beer
- Tastecraft Lime slice for garnish

Combine all ingredients except ginger beer in a shaker with ice. Shake and strain over rocks. Top with ginger beer and garnish with Tastecraft Lime.

3:30-6:30 p.m.

Brazilian Paloma, served by mixologist and educator Trish Rossiene of [Team Cocktail Guru](#)

- 1 1/2 oz. Tequila Tapatio Blanco
- 1/2 oz. The Perfect Purée Mango Passion Fruit blend
- 1/2 oz. lime juice
- Badger Bevs Sparkling Pink Grapefruit
- Tastecraft Lime slice for garnish

Combine ingredients except pink grapefruit into a shaker with ice. Shake and strain over rocks. Top with ginger beer and garnish with Tastecraft Lime.

Wednesday, June 11, Noon-3 p.m.

Camu Camu Collins, served by Erin Gabriella, bar director of Thyme Bar NYC

- 1 1/2 oz. Charbay Clear Vodka
- 1 oz. The Perfect Purée Camu Camu Puree
- 1 oz. simple syrup
- 1/2 oz. lemon juice
- Badger Bevs Tonic
- Tastecraft Dragon Fruit crumble for garnish

Combine all ingredients except tonic in a shaker with ice. Shake and strain over rocks. Top with tonic and garnish with Tastecraft Dragon Fruit.

3-6:30 p.m.

The Guava Paloma, created and served by Tassia Lacerda, Washington, D.C. brand ambassador for The Perfect Purée

- 1 1/2 oz. Tequila Tapatio Blanco
- 2 oz. The Perfect Purée Pink Guava Puree
- 1/2 oz. lime juice
- 2 drops saline
- Badger Bevs Sparkling Pink Grapefruit
- Tastecraft Dragon Fruit crumble for garnish

Combine all ingredients except pink grapefruit in a shaker with ice. Shake and strain over rocks. Top with pink grapefruit and garnish with Tastecraft Dragon Fruit.

**AVAILABLE BOTH DAYS Non-Alcoholic Soursop Sparkler, created by Bacardi Portfolio
Mixologist Manny Hinojosa**

- 1 1/2 oz. The Perfect Purée Soursop Puree
- 1 1/2 oz. simple syrup
- 5 oz. Badger Bevs Club Soda
- Tastecraft Lime slice for garnish

Combine all ingredients except club soda in a shaker with ice. Shake and strain over rocks. Top with club soda and garnish with a Tastecraft Lime slice.

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 43 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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