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The Perfect Purée of Napa Valley Debuts NEW Fruit Foam™ and Plum Gochu Syrup at the Winter FancyFaire*

Visit Booth #2118 for Fruit Foam™ cupcakes, Coconut Fruit Foam™ cold brew, and an exclusive tasting of Plum Gochu Syrup to preview a new line of craft syrups

Napa, California (Jan. 6, 2026) — [The Perfect Purée of Napa Valley](#) ushers in a new era in 2026 with the introduction of two new premium product lines offering foodservice professionals more creative ways to add fruit-forward flavor, color and texture to all menu parts. **Fruit Foam™**, a new dimension of flavor and texture, is a groundbreaking new dairy-free product category making its industry debut at Winter FancyFaire*, Jan. 11–13 at the San Diego Convention Center. Winter FancyFaire* attendees can be the first to try Strawberry Fruit Foam™ and Coconut Fruit Foam™. Three additional Fruit Foam™ flavors — Mango, Passion Fruit, and Yuzu — will be available for the line's official launch in 2026.

Designed as a versatile topper, Fruit Foam™ adds aromatic flavor, visual appeal, and light texture across applications — from desserts, breakfast bowls, and parfaits to cocktails, non-alcoholic beverages, coffee, milkshakes and smoothies. Look for Strawberry Fruit Foam™ in the Spotlight Shoppe across from registration in the convention center. All foams are vegan, gluten-free and Kosher.

On Sunday, Jan. 11, from 2-3 p.m., The Perfect Purée offers Winter FancyFaire* attendees an exclusive preview of **Plum Gochu Syrup**, the first in a new line of premium handcraft-inspired syrups available in six flavors this March. Curated for discerning palates, **Plum Gochu Syrup** is made with real plum juice and natural flavors, blending sweet-tart fruit with subtle heat and umami. The result is a multi-application syrup ideal for vinaigrettes, sauces, glazes, cocktails, and non-alcoholic beverages. All syrups are shelf-stable until opened, vegan, non-GMO, gluten-free, and Kosher.

“We’re looking forward to the Winter FancyFaire and to San Diego as the host city,” said Michele Lex, CEO of The Perfect Purée. “The Winter Fancy Food Show has long been a pivotal event for us, serving as a launch platform for innovation. It brings together a global community of specialty food leaders, tastemakers, and trendsetters, and we’re excited to unveil our new products for 2026.”

As the leading U.S. producer of premium fresh fruit purées for the specialty food and beverage industry, The Perfect Purée of Napa Valley approaches its 40th year with continued focus on its legacy products. Favorite high-quality pantry staples include Mango, Coconut and Red Raspberry purées, Blood Orange and Passion Fruit concentrates and nearly 40 more purées, concentrates, zests, and blends. These foundational products, combined with two distinctly different new product lines, give foodservice professionals the creative tools to build a layered fruit program with uncompromising flavor.



Plum Gochu Syrup is a plum and gochu-flavored syrup made with real plum juice and natural flavors. It's designed as a multi-application product to use as a base for vinaigrettes, sauces, and glazes as well as cocktails and non-alcoholic beverages. Plum Gochu Syrup is handcrafted at heart, naturally made, and curated for discerning palates who value convenience. The line will also include Yuzu Juniper Thyme, Honeysuckle Orange Blossom, Chai Cardamom, Passion Fruit and Blood Orange syrups. **Availability and Packaging:** All syrups are available this March via foodservice distribution in cases of six shelf-stable 16-oz. glass bottles. **Shelf life:** Store unopened below 85°F for up to 18 months. Once opened, refrigerate and use within three months.



Fruit Foam™ is similar to cold foam, but vegan and fruit-focused. Made with real fruit, it's designed as a multi-application dessert, culinary and beverage topper for cheesecake, pie, cupcakes, ice cream, sorbet, acai bowls, smoothie bowls, parfaits, cocktails, non-alcoholic beverages, coffee, milk shakes, and smoothies. Fruit Foam™ comes in five fresh flavors — Strawberry, Passion Fruit, Mango, Yuzu and Coconut. **Availability:** Fruit Foam™ is coming in 2026 via foodservice distribution.

Booth #2118 Sampling Schedule — San Diego Convention Center | Jan. 11–13, 2026

Sunday, Jan. 11 | 10 a.m.–2 p.m.

- Strawberry Fruit Foam™ Cupcake topped with Tastecraft Freeze-Dried Strawberry Slice
- Plum Gochu Syrup Exclusive Tasting 2–3 p.m.

Monday, Jan. 12 | 10 a.m.–2 p.m.

- Coconut Fruit Foam™ Cold Brew paired with a Chewy White & Dark Chocolate Chip Cookie made with Original Sunshine Gluten-Free Flour

Tuesday, Jan. 13 | 10 a.m.–2 p.m.

- Yuzu Lemon Bar-inspired Cookie made with Original Sunshine Gluten-Free Flour, topped with Tastecraft Freeze-Dried Dragon Fruit Crumble

HOW TO BUY: Order jars and cases of The Perfect Purée's legacy products 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

The Perfect Purée has been a staple for foodservice chefs, bartenders, bakers, brewers, and manufacturers for almost 40 years. Our vegan, gluten-free, Kosher, and non-GMO certified purées and concentrates add real, fresh fruit to menus and products, saving operators time, money, and reducing ingredient waste.

In 2025, The Perfect Purée expanded its offerings to include Tastecraft Freeze-Dried Fruit, offering all the benefits of fruit with the added convenience of shelf stability. In 2026, the company debuts a line of craft syrups alongside a groundbreaking new product category — Fruit Foams™.

The company's collection of fruit purées, specialties, blends, and zests 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](#) @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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