

**FOR IMMEDIATE RELEASE**

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## **The Perfect Purée of Napa Valley Enters a New Era with Shelf-Stable Syrups Designed for Beverages and Beyond**

**Visit Booth #734 at The Bar & Restaurant Expo to sample the category-bending NEW line of six culinary-inspired flavors including 2026 FABI Award winner Plum Gochu Syrup**

**WHO/WHAT:** [The Perfect Purée of Napa Valley](#) debuts its full collection of six new shelf-stable syrups at the Bar & Restaurant Expo, March 24-25 in Las Vegas. The bespoke line of culinary-inspired syrups is available starting March 16 in six flavors — Plum Gochu, Yuzu Juniper Thyme, Honeysuckle Orange Blossom, Chai Cardamom, Passion Fruit and Blood Orange. Inspired by the tradition of handcrafted syrups, each syrup guarantees true-to-fruit flavor in an offering curated for full-menu integration — from sauces, vinaigrettes and glazes to coffee, cocktails and non-alcoholic beverages.



All syrups are shelf-stable until opened, non-GMO, Kosher, vegan and gluten-free. While The Perfect Purée’s legacy products remain the basis of its role as the leading fruit foundation of modern flavor, its new direction reflects its desire for products that lead flavor with flexible formats and a culturally relevant viewpoint. Select varieties in the lineup incorporate botanical ingredients, trend perspectives and global flavors, reflecting the company’s heritage as a trusted authority for modern chefs and bartenders.

As a 2026 FABI Favorite, Plum Gochu Syrup has already been recognized by the National Restaurant Association for its bold fusion of fresh plum juice and savory gochu flavors. Plum Gochu’s blend of sweet-tart fruit, subtle heat and umami inspired the French-Korean bakery café chain [Paris Baguette](#) to feature it in its fresh mint lemonade as part of its spring Korean BBQ menu.



Michele Lex, CEO of The Perfect Purée, says the syrups represent a strategic evolution for the company. “Syrups represent the next evolution for The Perfect Purée,” Lex says. “With the introduction of Tastecraft Freeze-Dried Fruit in 2025, and now shelf-stable syrups and refrigerated Perfect Fruit Foams™ later this year, we will have a true fruit system that provides operators a foundation of flavor and a world of creative possibility. And we’re only just beginning.”

## **Chefs agree, these syrups are the next best thing**

Kitchen professionals have been overwhelmingly enthusiastic about the new fruit format. Aaron Davis, pastry lead at Chateau Luxe in Phoenix, has been using the syrups in desserts and cocktails. “The bold flavors showcase the versatility I’ve come to know and love from The Perfect Purée, playing as beautifully with desserts and savory bites as they do with cocktails,” he says.

For Chef Bradford Kent, co-founder of Original Sunshine, the impact is as much about efficiency as it is about flavor. He notes that a small amount goes a long way in recipe development and execution. “I love it that the new line of Perfect Purée syrups has such clean and concentrated flavors that range from floral to spicy,” Kent says. “You don’t need much to make a real impact, which makes them incredibly efficient in a professional kitchen.”

Juliana Stuertz, pastry sous chef at New York City’s Manhattan, says the syrups maintain the integrity of the fruit. “The flavor stays vibrant and true, making them a versatile product that pushes creativity in pastry applications and beyond,” Stuertz says.

**Availability:** Order syrups starting March 16 via foodservice, produce and spirit distributors in the United States, Mexico and Canada. Request a distributor list [here](#). **Complimentary samples are always available to qualified foodservice professionals.**

## **Also at Booth #734, exclusive previews of Perfect Fruit Foam™**

Perfect Fruit Foam™ is a new dimension of flavor and texture in a groundbreaking new dairy-free product category that lets bar and restaurant professionals add fruit-forward flavor, color and texture to all menu parts. Sample Mango Perfect Fruit Foam™. Four additional Perfect Fruit Foam™ flavors — Strawberry, Passion Fruit, Coconut and Yuzu Fruit Foam™ — will be available with the line’s official launch in 2026.

**WHERE:** Booth #734 in the Las Vegas Convention Center South.

**WHEN:** Experience Flavor in Action

**Tuesday, March 24, 11 a.m.-6 p.m.**

- **Korean BBQ Meatballs with Plum Gochu BBQ Sauce** (Meatball topped with BBQ sauce made with Plum Gochu Syrup)
- **Passion Fruit Tea** (Passion Fruit Syrup, Tastecraft Dragon Fruit Crumble, Mango Fruit Foam, unsweetened tea)
- **Try samples of all new syrups and get an exclusive sneak peek of select Perfect Fruit Foams™**

**Wednesday, March 25, 11 a.m.-4 p.m.**

- **Killer Brownie Bites topped with Red Raspberry Puree**
- **Honeysuckle Orange Blossom Mini Spritz** (Honeysuckle Orange Blossom Syrup, Tastecraft Lime Slice, mineral water)
- **Try samples of all new syrups and get an exclusive sneak peek of select Perfect Fruit Foams™**

### **About The Perfect Purée of Napa Valley**

The Perfect Purée is a premium fruit ingredient portfolio for culinary and beverage professionals that empowers creativity across the menu — from savory to sweet, dishes to desserts, and cocktails to coffee. For nearly 40 years, the brand has been a trusted industry partner known for the unmatched quality and consistency of its products, as well as its diversity of flavors — including signature staples like Strawberry, Red Raspberry and Tangerine, alongside specialty varieties like Lychee, Soursop, and Tamarind. The leading U.S. producer of premium fruit purées, The Perfect Purée's portfolio includes its signature frozen fruit purées and concentrates, Tastecraft® Freeze-Dried Fruit, culinary-inspired craft fruit syrups, and Perfect Fruit Foams™, a groundbreaking new product category. Together, these formats offer chefs and bartenders a flexible, fruit-forward system that supports experimentation, efficiency, and creative expression without compromise. With foodservice distribution throughout the United States, Canada, and Mexico, The Perfect Purée is relied upon by restaurants, hotels, bars, bakeries, brewers and manufacturers alike. For more information, visit [www.perfectpuree.com](http://www.perfectpuree.com) or follow @theperfectpuree on Instagram and Facebook.

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