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Magic in the Air: The Perfect Purée of Napa Valley & Charbay Distillery Raise More Than $15,000 for Petaluma's Una Vida and Active 20-30

Solbar takes First Place while Fern Bar wins the People's Choice Award for the second year

NAPA, California (Nov. 9, 2026) — Wine Country raised its glasses and a record amount of money at this year's sold out Wizards of Elixirs Cocktail Competition, a spirited night of creativity and community hosted by The Perfect Purée of Napa Valley and Charbay Distillery. The eighth annual event brought together Wine Country's top bartending talent and 400 guests to raise more than $15,000 for Una Vida, a grassroots nonprofit organization reducing food and resource insecurity in Petaluma. Fifteen teams conjured cocktails from a prescribed potion of Charbay Meyer Lemon Vodka paired with their choice of The Perfect Purée's culinary-inspired craft fruit syrups, fruit purées, blends and Tastecraft® Freeze-Dried Fruit. The creativity extended well beyond the cocktails. Guests arrived in an array of elaborate Halloween costumes for the evening's contest including Dolly Parton, the Queen of Hearts, a skeleton couple, Colonel Sanders and his chicken, a pair of gnomes and many more.

Alexis Duenas, a member of the board of Petaluma Active 20-30, which raises money for Una Vida, said the need has never been greater for small businesses to come together in support of nonprofits serving their communities. Duenas said Petaluma Active 20-30 is grateful to have been selected as a beneficiary for the second year in a row. "Because of everyone's generosity, we are able to further our mission of helping underserved youth in our community, which we feel is so important now more than ever," Duenas said.

Una Vida Director of Development April Lofgren said the professionalism and fun-loving attitude of everyone involved impressed her. "Wizards of Elixirs brings together an enchanting combination of delicious cocktails, creative costumes and spirited Halloween festivities, but the real magic lies in its impact on our community," Lofgren said. "Una Vida is incredibly grateful to The Perfect Purée of Napa Valley and Charbay Distillery for creating such a wonderful celebration of generosity and community spirit. Their support helps us provide free food, clothing and essential resources to our neighbors in need, reminding us of the magic we can create when we come together for a great cause."

The Oct. 27 competition brought together talented cocktail creators from across Napa and Sonoma counties for an evening celebrating creativity, craftsmanship and Halloween spirit. "Year after year, we're blown away by the creativity the competitors bring to this event. They continually raise the bar, not just with their drinks, but with their costumes and decorations, making this event exciting and entertaining on

many levels. They are a class act, and we're proud to see the talent and camaraderie they bring to this competition, all while supporting organizations doing meaningful work for families and children in our community," said The Perfect Purée Director of Marketing Montia Garcia.



Cash prizes ranging from $500 to $1,000 gave bartending teams extra incentive to compete for the judges' top honors and the People's Choice Award. First place and $1,000 went to Solbar's "Clearly for the Caterpillar," crafted by Carly Hiebert and Nathan Colby in Alice in Wonderland costumes (left). On paper, the winning cocktail from Calistoga sounded almost scary: Charbay vodka, The Perfect Purée Thai Basil & Black Pepper blend, Plum Gochu Syrup and Chai Cardamom Syrup layered with Szechuan peppercorn tincture, milk and lime juice. In the glass, the unconventional combination came together in a clarified cocktail designed to balance fruit, spice, herbaceous notes and acidity. "The Meyer Lemon Vodka is so intensely flavorful so we needed the other flavor components to be able to compete with that," Carly said. "We loved the Plum Gochu Syrup but felt like it needed some support in order to compete with the Meyer Lemon so we leaned into its Asian inspiration. Thai Basil seems like a no brainer here and the hard baking spices in the Chai syrup complement Plum. To keep it from seeming too sweet and to help push the Gochuchang along, we amped up the pepperiness with a house-made Szechuan Peppercorn Tincture. Lime is for balance and acid intensity. A milk wash helps soften the edges and integrate everything nicely."

Chris Baker of San Rafael's Bartenders Unlimited took second place and $750 for "The Eclipse" with Soursop and Lychee purées and Tastecraft® Freeze-Dried Dragon Fruit Crumble. Third place and $500 went to Kira Kimberly and Cody Adams of the Waterhawk Lake Club in Rohnert Park for "Dead & Berried" featuring The Perfect Purée Blackberry, Red Raspberry and Tastecraft® Freeze-Dried Whole Raspberries. Jake Carlson and Jesse Dalton of Fern Bar won the $500 People's Choice Award for "Mr. Chai Guy," featuring The Perfect Purée Chai Cardamom Syrup, Plum Gochu Syrup and Tastecraft® Freeze-Dried Lemon Slice.

WINNING RECIPES

First Place: Clearly for the Caterpillar by Carly Hiebert & Nathan Colby of Solbar



Ingredients:
- 1 oz. Charbay Meyer Lemon Vodka
- 1 oz. Charbay Clear Vodka
- 1 oz. The Perfect Purée Thai Basil & Black Pepper
- ¾ Tbsp. The Perfect Purée Plum Gochu Syrup
- ¾ Tbsp. The Perfect Purée Chai Cardamom Syrup
- 1 oz. milk
- ¾ oz. lime juice
- ⅛ oz. Szechuan peppercorn tincture
- Tastecraft® Freeze-Dried Strawberry Slices for garnish

Ingredients for Szechuan peppercorn tincture:
- 1 tsp. Szechuan peppercorns
- 8 oz. Everclear

Method:

1. For the Szechuan peppercorn tincture, combine Szechuan peppercorns with Everclear or another high-proof neutral grain spirit. Infuse for 24 hours in a cool, dry place. Strain and bottle.



2. To make the cocktail, combine all ingredients except milk in a container and stir. Pour milk into a separate container. Pour the cocktail mixture into the milk and allow it to curdle for 1-2 hours. Strain through a fine strainer and coffee filter to clarify. Pour over ice in a dainty teacup and garnish with Tastecraft® Freeze-Dried Strawberry Slices.

Second Place: The Eclipse by Chris Baker of Bartenders Unlimited
Ingredients:
• 1 ½ oz. Charbay Meyer Lemon Vodka
• ¾ oz. The Perfect Purée Soursop
• ¼ oz. The Perfect Purée Lychee
• ½ oz. house-made ube-infused coconut cream
• ½ oz. Pedro Ximénez sherry wine reduction
• ¼ oz. lemon juice
• 5 dashes lemongrass extract
• 2 dashes vanilla extract
• black sesame foam for garnish (black sesame, simple syrup, squid ink, yuzu juice, gel agent)
• Tastecraft® Freeze-Dried Dragon Fruit Crumble for garnish
• dehydrated blood orange slice for garnish

Method:

Add all ingredients to a bar shaker and shake for 15–30 seconds. Double strain into a tulip or hurricane glass over pebble ice. Garnish with black sesame foam, dehydrated blood orange slice and a sprinkle of Tastecraft® Freeze-Dried Dragon Fruit Crumble.

Third Place: Dead & Berried by Kira Kimberly & Cody Adams of Waterhawk Lake Club



Ingredients:
• 1 ½ oz. raspberry-infused Charbay Meyer Lemon Vodka
• ½ oz. The Perfect Purée Blackberry
• ½ oz. The Perfect Purée Red Raspberry
• 1 oz. basil-infused Dolin Blanc-Fords Gin mixture
• ¼ oz. Chareau Aloe Liqueur
• 1 oz. lemon juice
• ¾ oz. simple syrup
• ⅜ oz. whole milk (to clarify)
• dried rose petal for garnish
Ingredients for raspberry-infused Charbay Meyer Lemon Vodka:
• 200 mL Charbay Meyer Lemon Vodka
• 5 grams Tastecraft® Freeze-Dried Whole Raspberries
Ingredients for basil-infused Dolin Blanc-Fords Gin mixture:
• 100 mL Dolin Blanc Vermouth
• 400 mL Fords Gin
• 25 grams basil

Method:
1. For the raspberry-infused Charbay Meyer Lemon Vodka, combine vodka and freeze-dried raspberries and infuse overnight. Strain through a coffee filter.
2. For the basil-infused Dolin Blanc-Fords Gin mixture, blend vermouth, gin and basil with an immersion blender. Infuse for one hour, then strain through a coffee filter.
3. To make the cocktail, combine all ingredients. Add milk to clarify using a ratio of 4 parts cocktail to 1 part milk. Let sit until clear separation occurs. Double strain through coffee filters. Dilute with water equal to 10 percent of the total volume. Keg and carbonate. Serve on the rocks in a Collins glass and garnish with a dried rose petal.



People's Choice Award: Mr. Chai Guy by Jake Carlson & Jesse Dalton of Fern Bar
Ingredients:
• 1 ½ oz. Charbay Meyer Lemon Vodka
• 1 oz. lemon juice
• ¾ oz. chai cardamom orgeat
• ½ oz. plum gochu liqueur
• ¼ oz. blackberry syrup
• Tastecraft® Freeze-Dried Lemon Slice for garnish
• cinnamon stick for garnish

Ingredients for plum gochu liqueur:
• Charbay Clear Vodka
• The Perfect Purée Plum Gochu Syrup
Ingredients for chai cardamom orgeat:
• The Perfect Purée Chai Cardamom Syrup
• almond milk
• 3 drops almond extract
• brown sugar, packed
• orange peel strips
• ⅛-inch-thick strips of ginger root
Ingredients for blackberry syrup:
• blackberries
• simple syrup
Method:
1. For the plum gochu liqueur, combine Charbay Clear Vodka and The Perfect Purée Plum Gochu Syrup in a 1:1 ratio. Infuse for at least 2 days.
2. For the chai cardamom orgeat, combine 8 parts almond milk, 1 part The Perfect Purée Chai Cardamom Syrup, 4 parts brown sugar and 3 drops almond extract in a pot. For every 8 parts almond milk, add 2 orange peel strips and 3 strips of ginger root. Simmer until reduced by one-third.
3. For the blackberry syrup, combine blackberries and simple syrup in a 1:1 ratio. Simmer for 10 minutes and muddle the blackberries. Continue simmering until reduced by half.
4. To make the cocktail, combine all ingredients in a shaker tin and shake vigorously until chilled. Dirty dump into a Collins glass over ice. Garnish with a Tastecraft® Freeze-Dried Lemon Slice and cinnamon stick.

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 Mandarin/Tangerine, alongside specialty varieties like Lychee, Soursop and Tamarind. The leading U.S. producer of premium fruit purées, The Perfect Purée's portfolio also 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, or follow @theperfectpuree on Instagram and Facebook.

About Charbay Distillery

The Karakasevic family is one of the early pioneers of the modern American artisan distillery movement; they began distilling in California in 1983 with alembic pot still brandy and haven't stopped since. Charbay's line-up includes whiskeys distilled from bottle-ready beer, brandies distilled from Napa Valley grapes, vodkas flavored with 100 percent real fruit or tea, and rum distilled from sugar cane

syrup. Marko Karakasevic is the thirteenth generation to carry on his family's European heritage of fermenting and distilling. His 25-year apprenticeship covered every category of distilling. For more information, visit charbay.com.

About The Petaluma Active 20-30 Club

The Petaluma Active 20-30 Club is a volunteer-led group of young professionals dedicated to improving the lives of underserved children in the Petaluma community. The club raises funds year round for back-to-school shopping trips and haircuts. It awards scholarships to local seniors and supports programs that uplift youth. As part of the Active 20-30 U.S. and Canadian network, the Petaluma club sponsors community service, leadership development and fun social events for a lasting impact.

About Una Vida

Una Vida is a Petaluma-based grassroots nonprofit organization founded in 1997 by Lynne Gordon Moquete. The organization is dedicated to meeting essential basic needs and building meaningful connections within the local community. Una Vida provides vital resources such as food, clothing, and household necessities to individuals and families. Volunteers are at the heart of this work, generously offering their time, energy, and care to help ensure support reaches those who need it most. Guided by a mission to empower, connec, and inspire a lifestyle of service, Una Vida works to create a stronger and more compassionate community for all. Email lynne@una-vida.org for more information.

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