



Sur La Table Now Offers Sweetfields' SweetCrystal Mini Roses

In An Effort to Expand Edible Flower Product Portfolio

Jamul, CA (April 2008)- Sweetfields, the leading producer of real candied edible flowers, is now supplying Seattle based Sur La Table, the premier retailer for creative cooking and artful entertaining, with its SweetCrystal Mini Roses. To date, Sur La Table has only offered Sweetfields' SweetCrystal Violas and Pansies via their catalog, web site and retail stores nationwide. The roses are available at www.surlatable.com and are scheduled to appear in the May 2008 catalog.

"The success of the SweetCrystal Violas and Pansies with our customer base made it clear that we needed to offer more varieties. The mini roses seemed like the most logical choice with the spring season here and Mother's Day right around the corner. Now our customers can give mom the gift of flowers that never wilt and that can be enjoyed as a delectable treat to satisfy that unique craving," states Sur La Table's Specialty Buyer, Kathy Grocott.

Grown organically on Sweetfields' 33-acre farm, the mini roses are harvested and then immediately crystallized with Sweetfields' patent-pending process to preserve the flower in its most desirable state; freshly picked. At the end of the process, the flowers are flavored to compliment their sugary finish. Sur La Table is offering the Mini Roses in packs of ten.

"There are so many ways in which the SweetCrystal Mini Roses can be used. They create such a beautiful accent to any appetizer, entrée, dessert or cake. Being a product of nature, no two roses are alike in size or color making them truly unique and special. With smaller desserts such as cup cakes and petit fours, the smaller roses make a perfect topper," adds Shanna Johnson, Owner and CEO of Sweetfields.

About Sur La Table

Sur La Table provides inspiration, tools and techniques for those who wish to enhance their lives through creative cooking and artful entertaining. Founded in 1972, the Seattle-based company currently employs more than more than 1,700 employees nationwide. It operates more than 65 retail locations throughout the country, many with culinary class programs, a direct-mail division and an e-commerce site. Sur La Table shops the world for new products providing the unexpected and a sense of discovery, whether you step into one of its stores nationwide, open the pages of its catalog, or visit surlatable.com.

About Sweetfields, Inc.

Sweetfields is a family-owned and operated business located in Southern California that grows flowers and transforms them into edible works of art. All of the flowers originate on the company's 33-acre farm in Jamul and are grown with organic principles. Sweetfields offers Violas, Pansies, Giant Pansies, Snap Dragons, Mini Roses, and Rose Petals with the following innovative, patent-pending finishes: SweetCrystal™, SweetGlaze™, SweetDust™, or SweetCustom™. For more information, visit www.sweetfields.com or call 877-98-SWEET.

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