

**Battman Studios to Present Dress the Drink & Dessert's Sweetfields Edible Flowers at  
The 5<sup>th</sup> Annual Great Gathering of Chefs**

October 8th, 2009 – Las Vegas, NV – Dress The Drink, LLC. and Sweetfields, Inc – At the Fifth Annual “The Great Gathering of Chefs” on October 18<sup>th</sup> at New York’s Mandarin Oriental Hotel, 150 of the world’s most celebrated chefs and hundreds of attendees will get to sample Dress the Drink & Dessert’s Sweetfields SweetCrystal™ Violas in addition to the already spectacular agenda of the evening. President of Dress the Drink, LLC Diane Svehlak comments, “We couldn’t be in better company for this exciting venue. The event will afford guests a totally unique opportunity to see and taste our beautiful natural flower creations that make excellent culinary and beverage garnishes.”

The first portion of the evening will consist of all attending chefs signing the newly launched books “Small Things Sweet” and “Small Things Savory.” These are the two latest books in Alan Battman’s stunning series of brilliantly photographed food with participating influential chefs such as Emeril, Daniel, Nobu, and Jean-Georges, to name a few. While speaking with the chefs, guests will be served beverages, hors d’oeuvres, and the SweetCrystal Violas will circulate the room for sampling.

For the remainder of the evening, there will be a wine pairing by David Bowler Wines and tasting from 20 of New York’s best restaurants. They include Nobu, Gilt, Sushi Samba, Avoce, Blue Smoke, Asiate, Adour Alain Ducasse, Union Square Cafe, Jean Loius Dumonet, Rouge Tomate, Aureole & Dovetail, The Harrison, and more to be announced closer to the event.

Shanna Johnson, CEO of Sweetfields, Inc. adds, “The SweetCrystal Viola has been a flagship product of ours because it is a smaller sized flower with ample opportunity for garnishment and it is a cost effective way to dress up any creation. In 2007, it received the sofi™ Silver at the Fancy Food Show in the Outstanding Foodservice Product category. We look forward to offering this delectable treat to the chefs and guests at such an exquisite event.”

Proceeds of the book signing will raise money for “Action Against Hunger,” an international network committed to saving the lives of malnourished children and their families while ensuring access to safe water and sustainable solutions to hunger. The network operates in over 40 countries and reaches approximately five million people each year.

**About Alan Battman:**

Battman (whom on occasion is addressed by his given name Alan Batt) is a native New Yorker born in Brooklyn. He is probably the most recognized photographer in New York. He's renowned for capturing the best of the city which has been published on greeting cards and in books for over 25 years. He has been photographing the New York City Firefighters Calendar since 1996, is the lead photographer for Macy's Thanksgiving Day Parade and is the only photographer with a permanent exhibition at the Empire State Building. His clients include NYC & Co., The U.S. Virgin Islands, Crain's New York, The empire State Building, The Times Square Alliance and Lincoln Center. His work has been published in magazines worldwide.

For more information on Alan Battman, please go to [www.battmanstudios.com](http://www.battmanstudios.com)

For more information on "The Great Gathering of Chefs," please go to:

[www.thegreatgatheringofchefs.com](http://www.thegreatgatheringofchefs.com)

**About Sweetfields, Inc. and Dress the Drink LLC:**

Sweetfields flowers are delicious and create a beautiful accent for any cake, entrée, dessert, or beverage. Grown with organic principles, their flowers will not perish or lose their beauty for years to come. Sweetfields is a family-owned and operated business located in Southern California. All of their flowers originate from their 33-acre farm in Jamul. Dress the Drink is a Specialty Products Company located in Las Vegas, Nevada who focuses on unique exclusive drink and dessert garnishments, mixology, retail packaging, glassware, bar accessories, and branding, marketing and sales for the Food and Beverage industry. By combining both companies unique luxury offerings into the broad commercial markets customers will experience an unparalleled creative inspiration with a 100% satisfaction guarantee.

For more information on Sweetfields, please go to: [www.sweetfields.com](http://www.sweetfields.com)

For more information on Dress the Drink, please go to: [www.dressthedrink.com](http://www.dressthedrink.com)

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