



Sweetfields' SweetCrystal™ Violas Win NASFT Award for Outstanding Foodservice Product

JAMUL, CA - Sweetfields Inc., the leading producer of candied edible flowers, received the 2007 sofi™ Silver in the Outstanding Foodservice Product category for its SweetCrystal™ Violas. The award was granted at The National Association for the Specialty Food Trade's 2007 Summer Fancy Food show which took place in New York City.

The SweetCrystal™ Violas are similar to what is commonly referred to as traditional sugared, candied or crystallized flowers. The difference is that Sweetfields' patent-pending finishing process enables the company to output thousands of flowers an hour with a more even coating than commonly used hand methods. In addition, they are infused with a slight fruit flavoring making them quite delicious.

"When people get our flowers in their hands they do not believe they are real flowers grown by Mother Nature," commented Diane Richards, VP Customer Relations. "People often think the flowers are manufactured consisting solely of sugar and maybe some icing and flavoring. The reality is they are real flowers with their beauty enhanced by our technique. We can take a flower and preserve it at that moment in time indefinitely. The best part is that no two flowers are exactly the same like their 'manufactured' counterparts."

John Clemons, Sweetfields' President and Founder, added: "The award is a true testament to how innovative our flowers are given the fact that about 1,500 entrees were submitted to NASFT and evaluated by industry professionals. Whether it is an appetizer, entrée, dessert, or cake that needs a special accent, the SweetCrystal™ Violas are a perfect and unique solution."

Sweetfields has packaging solutions to meet the needs of foodservice operations and retail stores alike. The SweetCrystal™ Violas are very popular particularly in the foodservice industry as they are the most cost effective flower Sweetfields offers. A baker, caterer or restaurant can order ten flowers for \$8.43 or a thousand flowers for \$507.60; the larger the quantity the better the price point per flower. If there is not an immediate use, with the flowers being non-perishable, they can be placed on a shelf and pulled as needed. The retail packaging, currently available at Sur La Table stores and specialty grocers nationwide, is a very elegant solution that displays the flowers beautifully.

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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