



Sweetfields' Candied Pansies Receive sofi Gold Award at the Fancy Food Show

Jamul, California (July 28, 2008) – Sweetfields' Wild Strawberry SweetCrystal PLUS Pansies has been named winner of the 2008 sofi™ Gold Award for Outstanding Shelf-Stable Foodservice Product by the National Association for the Specialty Food Trade (NASFT) in New York. The sofi awards recognize excellence in specialty foods and beverages in 32 categories, and are considered a coveted industry honor. “sofi” stands for specialty outstanding food innovation.

Sweetfields is a family-owned and operated business located in Southern California that grows edible flowers organically on its 33-acre farm and then coats them in its patent-pending finishes: SweetCrystal™, SweetGlaze™, SweetDust™, and SweetCustom™. The end result is beautiful candied flowers that are edible, non-perishable and create a beautiful accent to any appetizer, entrée, dessert, cake or even beverage. The SweetGlaze and SweetDust flowers are waterproof. The basic SweetCrystal flowers are lightly sugar coated but will break down when exposed to moisture. The PLUS adds a coating of Confectioner's Glaze so that the flowers will withstand extended periods of time in the refrigerator or freezer. This is a very important feature for foodservice operations and is a nominal price increase from the SweetCrystal flower.



The sofi Awards are open to members of the NASFT, a non-profit trade group established in 1952. “The winners of this year's sofi awards are evidence that our members continue to create distinctive products that delight consumers,” said Ann Daw, president of the NASFT. “That is part of why our industry remains resilient in this challenging economy,” she added.



This year's contest was the most competitive yet, with a record of 2,191 entries. The field was narrowed to 150 Silver Finalists over four days of judging this spring by an independent panel of specialty food experts. Gold winners were selected by more than 250 retailers and foodservice buyers attending the Summer Fancy Food Show in New York earlier this summer. Winners were presented with their sofi trophy, a gold statue of a chef, at the show by noted chef Jacques Pepin in a special ceremony. For information on the NASFT and the Fancy Food Shows, visit specialtyfood.com. For additional information on Sweetfields, visit sweetfields.com.

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