



DRESS THE DRINK SWEETFIELDS EDIBLE CRYSTAL VIOLAS PAIRED WITH BINDI USA
FOR THE PERFECT SPRING AND SUMMER DESSERT

March 25, 2010 - Las Vegas, NV - Dress The Drink, announces Italian based Bindi Dessert Service Inc. USA division has created and launched the most unique, beautiful and delicious dessert for the spring and summer season, The Blood Orange Mascarpone Mousse. Created by Bindi's USA pastry master, the Blood Orange Mascarpone Mousse features Sweetfields Edible Crystal Viola which adorns a feather light blood orange, mascarpone mousse with a heart of blood orange marmalade, all nestled on a tender sponge cake. All of this would not be possible without the passion that is the core philosophy of both Dress the Drink and Bindi USA.

Nina Dorsett, Brand Manager of Bindi USA, comments, "Sweetfields Edible Crystal Viola added just the touch of elegance we were looking for to embellish our new Blood Orange Mascarpone Mousse dessert. Bindi USA distributes directly in the New York, New Jersey, Connecticut, Boston and Los Angeles markets through their own branches as well as specialty food distributors throughout the country".

Shanna Johnson, CEO of Sweetfields, comments, "We have nature's palette at our hands and with the appropriate lead time, we can grow and crystallize violas, pansies, snap dragons, mini roses, and rose petals in a wide array of colors. For Bindi, we were able to grow a blend of exquisite purple violas to adorn the Blood Orange Mascarpone Mousse dessert. All of the flowers are grown organically and are 100% edible. Let the creative team at Dress the Drink help you create a masterpiece that will awe the most discerning of critics!"

Diane Svehlak, President for Dress The Drink, comments, "The vibrant violas, pansies, snapdragons and marigolds Sweetfields grows on their 33-acre farm offer not only a vision for the eyes - they're delicious, too. Bindi USA customized selection of the SweetCrystal voila is the perfect pairing accessory for their ultra gourmet spring and summer Blood Orange Mascarpone Mousse. We had so much fun working with Nina creating the perfect color edible voila to accent their spring-summer dessert creation".

About Bindi Dessert Service Inc.:

Bindi Dessert is a name that means quality, creativity, and elegance. Quality is achieved by using the best raw materials available on the market. Followed by a meticulous control during the manufacturing process and a careful and reliable distribution service. Their longtime success is based on Bindi's mission to be innovative and a professional partner within the restaurant business worldwide.

About Dress the Drink LLC:

Dress the Drink is a Specialty Products Company that is the sales and marketing arm of Sweetfields. Dress The Drink is located in Las Vegas, Nevada and focuses on unique exclusive drink and dessert garnishments, mixology, events, branding, sales and marketing for the Food and Beverage industry. By combining the company's unique luxury offerings into the broad commercial markets, customers will experience an unparalleled creative inspiration with a 100% satisfaction guarantee.

For more information on Bindi Dessert Service Inc., please go to: www.bindiusa.com

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