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Sweetfields Launches SweetDust Finish for Candied, Edible Flowers in time for Valentine's Day

SweetDust Finish Uses Patent Pending Technique to Deliver Flowers Dusted in 24 Karat Gold or Sterling Silver

JAMUL, CA --(BUSINESS WIRE)— SWEETFIELDS, INC. introduces SweetDust flowers, the only candied, edible flowers available on the market that are dusted with 24-karat gold, sterling silver, or a custom selection upon request. They are the perfect accent for any cake, entrée, dessert or beverage and keep for years without losing their natural beauty or edibility.

The SweetDust line is 100% waterproof allowing the flowers to be displayed in a bowl of water as a centerpiece or placed in the cocktail of your choice. "Our customers are raving about the ability to float a SweetDust flower in a glass of champagne or martini to give it that special attraction. And there is no better way to surprise that Valentine of yours next month than with gold or silver Mini Roses that will last forever," said Diane Richards, Vice President of Customer Relations for Sweetfields.

"I couldn't be more excited about this new line of flowers," said John Clemons, President and Founder of Sweetfields. "Through a technique I have been developing for about two years now, I am able to take the natural beauty of a flower and couple it with the sparkle of our earth's finest elements to provide our customers with a true piece de resistance."

The SweetDust flowers are becoming a huge hit in the wedding industry as they provide a special flair that brides strive to achieve for their cake or champagne toasts. Cup cakes are now a popular alternative to the traditional wedding cake and a single gold or silver SweetDust flower is the perfect topper for their size. With the flowers being non-perishable, many brides and grooms are purchasing an extra package to decorate their cake top with on their one year anniversary celebration.

Sweetfields flowers are on the front cover of Sur La Table's January catalog, have been in The New York Times, on The Martha Stewart Show, and served at a Presidential Dinner.

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, Snap Dragons, Mini Roses, and Rose Petals with the following innovative, patent-pending finishes: SweetCrystal, SweetGlaze, or SweetDust. For more information, visit www.sweetfields.com.

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