



## Culinary Alliances

Creating Unique Partnerships for Food Service Professionals

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Dear Customers,

We are excited to introduce to you our new creation, Wild Hibiscus Flowers in Rose Syrup. This limited edition is exclusively available to Specialty Food Retailers like yours and is AVAILABLE NOW!



The side label of the product reads:

*A tribute to the eternal romance of the rose, this jar contains the natural essence of two dozen Bulgarian roses and 15 hand picked Wild Hibiscus Flowers. Simply place a whole Wild Hibiscus Flower in the bottom of a champagne flute, pour in some rose syrup and fill up with your favourite bubbly. A gloriously feminine indulgence bursting with Joie de vivre!*

*After 3 years of research and development, Lee (founder of Wild Hibiscus) has sourced the most exquisite Rose essence in the world from a tiny valley in Bulgaria (eastern Europe). The families in this valley have been making rose oil for thousands of years where it has been used to make the most exclusive & sensually divine products on earth!*

*Lee has married this rose oil to our most premium Wild Hibiscus Flowers to make a truly indulgent product which is still 100% NATURAL and HAND MADE.*

Whilst you and your customers will be familiar with our trade mark branding and how to use the product, there are some special things that are a little different....

- Firstly, the label is white with silver foiling and roses in the background which emulates the quality, femininity and exclusiveness of this product;
- Secondly, the jar is taller to distinguish it from our original product on the shelf & contains 15 whole hibiscus flowers & the essence of 2 dozen roses
- Thirdly, once the jar is opened the senses are tantalised with the pleasant bouquet of roses which takes you to a special place and commands interest from others in the room, the effervescence in sparkling wine is truly delightful, the taste is unique & exquisite.

Lee believes this product is an embodiment of the French phrase "Joie de vivre"  
*Wiki: "a cheerful enjoyment of life; an exultation of spirit. Joie de vivre can be a joy of conversation, joy of eating, joy of anything one might do... And joie de vivre may be seen as a joy of everything, a comprehensive joy, a philosophy of life, a joy that involves one's whole being."*

Price per unit	Call your local distributor
Number Flowers	15 per jar
Unit weight	12.3oz (net)
	21oz (gross)
Units per case	12
Case weight	16.2lb
Case size	10.6" long x 8" wide x 5.5" high