

Sweetfields

to the press



Real Flowers...

Edible & Non-Perishable...

Decorative & Delicious!

So beautiful you can taste it.™



www.sweetfields.com
877-98-SWEET



to the press

The art of crystallizing flowers has been around for hundreds and hundreds of years. Anyone who has experience with this art form can probably attest to the fact that it consumes a lot of time. There are many people and businesses that do not have the time, resources, or skill to yield quality crystallized flowers but would love to have them at their finger tips to garnish desserts, entrees, cakes or beverages with. That is where Sweetfields comes in!

Our President and Founder, John Clemons, has perfected both the art and science to take flower crystallization from a very manual process into mass production. John's technique enhances the natural beauty of the flower while enabling a much more even application of the solution than traditional methods. Upon identifying the components of the perfect recipe and steps to achieve a picture-perfect, mouth watering crystallized flower, John applied for both domestic and international patents. Two years later, John amended the patent to include glazed flowers, dusted flowers, and some completely new concepts that will be introduced to the market at a later date.

Today, Sweetfields is a family owned and operated business that delivers beautiful candied, edible flowers to customers around the globe both large and small. All of the flowers originate on our 33 acre farm in the foothills of Jamul, California where they are grown with organic principles then transformed into edible works of art. Sweetfields offers Violas, Pansies, Snap Dragons, Mini Roses and Rose Petals with the following innovative, patent-pending finishes: SweetCrystal™, SweetGlaze™ or SweetDust™. Also offered are custom hand-decorated flowers (SweetCustom™) to meet specific, unique needs.

Sweetfields flowers are slightly fruit flavored and are non-perishable. All of our finishes keep for years without compromising the natural beauty or edibility of the flowers. Just keep them stored at room temperature, away from moisture and preferably out of sunlight to prevent premature fading. And please remember to: EAT THE FLOWERS!!! The following pages give more information about our finishes as well as some pictures of our flowers. We hope you enjoy!

The Sweetfields Partners:

John Clemons, President & Founder

Shanna Johnson, CEO

Diane Richards, Vice President

Baby Chase Johnson, Future CEO





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SweetCrystal™

Once the flowers are harvested from the farm, they all undergo the SweetCrystal finishing technique. From there, they will remain as SweetCrystal flowers or move on to become SweetGlaze, SweetDust or SweetCustom flowers. Our SweetCrystal flowers, also referred to as our traditional sugared or candied flowers, look like a shimmer of snow has landed on each and every petal. They are fruit-flavored and provide the softest look of our variations. We recommend our SweetCrystal flowers if you are striving for a delicate appearance to your creation or if you are looking for the most cost effective candied flower variety. Below is a picture of our SweetCrystal Violas, Pansies, Snap Dragons, Mini Roses and Rose Petals.





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SweetCrystal™ Flowers in Use

Our SweetCrystal Flowers are commonly used to garnish appetizers, entrees, desserts and cakes. Below to the left you see our SweetCrystal Violas on cup cakes. The size of the Viola makes it a perfect topper for a cup cake. Cup cakes have become very popular alternatives to the traditional wedding cake. Sweetfields often fulfills orders for bridal occasions including both showers and weddings. The non-perishability is a huge selling point to brides as they can order their flowers weeks or months before their wedding and for a destination wedding not worry about transportation time. Our SweetCrystal Mini Roses are also great toppers for cup cakes.

Below to the right, you see a spinach salad topped with our SweetCrystal Snap Dragons. These flowers provide a nice sweet accent to the salad and their slight raspberry flavoring is complimentary to the raspberry vinaigrette dressing served with the salad.





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SweetGlaze™

The SweetGlaze flowers start with our crystallization process, then have a finish applied to enhance the natural brilliance of the fresh flower and give it a glass-like appearance. Extremely durable, they are also one hundred percent waterproof allowing you to place them in a bowl of water or your beverage of choice. Float a SweetGlaze flower in a glass of champagne to bring your toast to a new level of elegance. Below is a picture of our SweetGlaze Violas, Pansies, Snap Dragons, Mini Roses and Rose Petals.



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SweetGlaze Mini Rose Wedding Cake



SweetGlaze Viola & Pansy Centerpiece



SweetGlaze Mini Rose & Viola High Tea



SweetGlaze Pansy Martini



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SweetDust™

Truly unique, there's no other way to describe these exquisite flowers. Combining their natural beauty with the sparkle of our earth's finest elements, we're able to provide you with a true piece de resistance. These flowers have been crystallized, semi-glazed, and then dusted with either 24 karat gold, sterling silver, or a custom color upon special request. One hundred percent waterproof, they can be placed in water or in a favorite beverage. Below are pictures of our SweetDust Violas, Pansies, Snap Dragons, Mini Roses and Rose Petals in 24 karat gold (left) and sterling silver (right). Under the right lighting (natural or spot) these flowers truly sparkle like diamonds.



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**SweetDust Mini Roses in Champagne Flutes,
SweetDust Rose Petals Scattered on Table**



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SweetCustom™ Hand Decorated

The custom hand decorated flowers take the customer's ideas and Sweetfields' expertise to create a masterpiece that meets specific needs. One example is to press 24 karat gold onto the edges of the flower as shown on the pansies below. Fruit flavoring can also be customized according to palate preference. The SweetCustom hand decorated flowers are waterproof.





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Sweetfields Packaging Options

Sweetfields offers a wide variety of packaging options and sizes to meet the needs of various customers both large and small. Individuals can order directly from Sweetfields in which the flowers ship in plastic clam shell trays. Businesses can order from Sweetfields on a wholesale and wholesale bulk level in which case the flowers also ship in plastic clam shell trays. In the Spring of 2007, Sweetfields launched a new retail packaging line as shown in the picture below to the right. This elegant packaging not only protects the flowers and displays them elegantly but it also helps educate the end user of all the applications for these flowers that are completely new to the marketplace.



Some of Sweetfields' Customers

2 Sweet Kidz	Herbal House
Adams Fair Acre Farms	Jean-Georges
Best Flowers	Marriott
Blissful Brownies	Passion Flowers
Blue Hydrangea Bake Shop	Pfeil & Holing
California Specialty Farms	Piedmont Grocery
Draeger's Markets	Some Place in Time
Earthy Delights	Sur La Table
Fancy Flours	The Everglades Club
French Gourmet	The Silver Spoon
Hans and Harry's	Vintage Rose Collection
Hawaiian Candies & Nuts	Von Design Company

Sweetfields flowers have also been:

- Served at a Presidential Dinner
- On The Martha Stewart Show and MTV's My Sweet 16 Show
- Featured in The New York Times, The San Diego Union Tribune, and various newspapers across the nation
- Spoken about on multiple radio talk shows