



**WILD  
HIBISCUS**  
*Flowers in syrup*

A Beautiful and Unique product -  
Serve our exquisite Wild Hibiscus  
Flowers as a garnish in Champagne at  
your next special occasion,  
celebration or dinner party!

Also good as an excuse to crack open  
some bubbly, the little flower sits in  
the bottom of the glass, all the  
bubbles stream off and subtly unfurl  
the flower, at the end of the drink  
you can eat the flower - it has a  
delicious raspberry & rhubarb flavour.



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## THE WILD HIBISCUS STORY:

The Wild Hibiscus Flower Company is a small family owned & operated firm run by a passionate team in Sydney, Australia. Wild Hibiscus Flowers in Syrup are the original creation of Lee Etherington who invented the product 11 years ago in 1997.

Wild Hibiscus Flowers are unique in all the world and are now sold in 30 countries across the globe through retailers as prestigious as Harvey Nichols in London, Citarella in New York & Galerie Lafayette in Paris.

Our creation is found in upscale bars and restaurants and prestigious retail stores in 16 countries worldwide, from the posh Dorchester Hotel in London to gourmet grocer Citarella in New York.

We're delighted to read regular media reports of encounters between celebrities - and regularly feature in joint promotions at launch parties and premiers with Moet & Chandon.



## HOMEGROWN AND HANDMADE

As our product has grown in popularity, The Wild Hibiscus Flower Company has remained a family-owned and operated business. We believe that to earn "gourmet" status, a product must be made with individual care and attention to the highest standards. As the Wild Hibiscus Flowers in Syrup blossomed, we made a conscious decision not to mechanize or outsource the production - a growing trend in the high-end food market - but to continue creating the product by hand, the best way we know how.

Lee researched how to grow the Wild Hibiscus, who could grow it, where to grow it, how to harvest it, how to manage it after harvest so the hibiscus remained in peak condition, and, most importantly, how to consistently process the fresh flowers into the Wild Hibiscus Flowers in Syrup. To that end, Lee devised a natural preservative - a mix of spring water and Australian cane sugar - that keeps the flowers fresh for up to 24 months.

Our staff is trained to treat each Hibiscus flower with care. The flower they're holding is destined for a discerning consumer who appreciates and expects a premium product, whether it's a bride on her wedding day, a celebrity, a mother celebrating a special occasion or a group of women enjoying a big night out.

Under our supervision, contracted growers in tropical northern Australia produce and hand pick the crops of flowers, 25 percent of which are certified organic. The fresh flowers are individually picked, deseeded, cleaned and packed into jars entirely by hand at our factory in the tiny village of Kurrajong, in the foothills of the Blue Mountains. Hibiscus flowers grow in several different shapes, so we place them in predetermined positions in the jar according to shape, to ensure that none are squashed.

We export to 30 countries, including the UK, Germany, the USA, Canada, Belgium, Japan, New Zealand, Singapore, South Africa, Spain, Austria, Switzerland, The Netherlands, France and The Philippines.

We operate as an ethical business, working towards HACCP accreditation for food safety, and we do our best to work in a sustainable way. This year we planted around 90,000 Hibiscus bushes to support our operations. After flowering, the Hibiscus plants are plowed back into the ground, helping to improve and regenerate the soil.

# COCKTAIL Ideas...



WILD HIBISCUS ROYALE



WILD HIBISCUS DAIQUIRI



INAUGURAL CHEER



SUGAR DADDY



WILD HIBISCUS MOJITO



ADAM & EVE MARTINI

# WILD Hibiscus in the MEDIAS...

## New York Fancy Foods Show June 29 - July 1st 2008.

This year we debuted 'The Bubble Bar' at New York Fancy Foods Show to great acclaim. Our stall featured giant glowing bubbling columns filled with water at the entrance to our booth. Picture below shows company founder Lee Etherington ready to welcome retailers and the media. At times we were 7 people deep! This event was our first in partnership with Banfi Vitners and their Maschio Brut Prosecco.



## USA TIME Magazine #2 in the 12 Tastiest New Foods - July 2008

*"Ever tasted hibiscus? This Australian product packs 11 gorgeous red flowers and a sweet syrup into a little jar. Though the flowers are at their most sultry at the bottom of a champagne flute, they're edible and make an elegant topping for berry desserts."*



## Kind Bud Review! – July 2007



If you had to choose between a bouquet of flowers and a bottle of champagne from your sweetie, it would be a toss up (beauty or buzz?).

Thanks to the Wild Hibiscus Flower Company, you can have both. Just drop a bud into a glass of bubbly and watch the magic happen.

The bright red flowers are grown in Australian fields, where they are picked, deseeded, and cleaned by hand. Then they are gently packed in their own crimson syrup without preservatives, additives, or artificial colors or flavors.

Drop one into a champers-filled flute and watch tiny bubbles stream off the opening petals. Down your drink, and you're left with a beautiful bloom you can eat. (Really. It tastes like raspberry and rhubarb.)

You can also put them in cocktails, soda water, lemonade, or the office punch bowl. Or use them to garnish your world-famous dessert.

That's what we call flower power.

DINING & WINE Review: By FLORENCE FABRICANT - Published: January 23, 2008

"There are flower teas that gently unfurl in a glass pot. Now exotic flowers can adorn your Champagne, kir or cosmopolitan, or even replace a maraschino cherry in your Manhattan."

Europe: Beautiful Weddings Magazine April 2007

**RUBY & ID**  
When you're looking for photos taken on the morning of your wedding or when you're getting dressed up in a glamorous, honeymoon, you don't want to wear your gunky old slippers. Your wedding is the perfect excuse to indulge yourself with some gorgeous satin-heeled slippers from the fabulous Ruby & Ed. Available in black, white or beautiful pink, they'll certainly make you feel like a princess and your feet will love them too! £40, call 01664 452906 for more information.



**WV RETREAT & SPA MALDIVES**  
If you dream of getting married overseas but your family want the wedding at home, consider the island paradise of W Retreat & Spa Maldives. The resort is now offering a range of commitment ceremony packages, called the 'Wow Vow', which on the perfect follow-up to a civil service at home. You can have the whole island for a cool US\$1.5 million (around £742,000) for you, your partner and 100 of your closest friends and family, for five nights, including the ceremony, transfers, full board, spa treatments and water activities. If you don't have that sort of cash, consider W Fed - available for just the two of you.



**PERFUME**  
A beautiful bride needs a subtle scent and Estée Lauder have obliged with a sensual new fragrance, Beautiful Love, which builds on their original Beautiful perfume. Beautiful Love is a sophisticated blend of waxy Cardamom, Mango Wood and radiant Baccarat de White Freesia. Available for £32 (50ml) at Estée Lauder counters or at [www.esteelauder.co.uk](http://www.esteelauder.co.uk).



**QUETNA GREEN**  
Quetna Green has long been associated with romance and weddings, but now it's had a handy £5 million makeover. Set in a new boutique hotel and a gorgeous place to start married life, holiday in Champagne and chocolate draped hills, and enjoy in your posthoneymoon that includes a relaxing bath! Find out more at [www.quetnagreen.com](http://www.quetnagreen.com)



**FLORAL TREAT**  
Give your toast an extra special touch with these unique wild hibiscus flowers. A box of luxury twined with the rustic, simply slip the flower into an empty glass and drizzle a little of the syrup over the top. Then add your bubbly and watch as the little flower gently opens and sets the champagne pink. A set of 50 flowers is available for £27.25 + p.p. from Porter Foods, tel: 01279 501 711 or visit [www.porterfoods.co.uk](http://www.porterfoods.co.uk)



**Beautiful BUYS**

Europe: Perfect Wedding Magazine March 2007

**Want it now!**  
For fab retro crockery and linen check out the designs at [www.susiewatsondesigns.co.uk](http://www.susiewatsondesigns.co.uk). With prices starting at £12.50, it's easy for your guests to choose an item that will suit their pocket. To set up a wedding list, call 01672 520 604.



**COCKTAILS WITH A TWIST**  
Try the latest craze and pop a hibiscus flower into your drinks - after quaffing the champagne you can eat the flower, which has a rhubarb and raspberry flavour. To get your hands on this delectable delight visit [www.porterfoods.co.uk](http://www.porterfoods.co.uk). £22.75 for a jar containing 50 flowers.



**GET PACKING**  
Turn heads on your honeymoon with the new Sophisticated range of luggage from Uppercase. It was designed with brides in mind - with bags and cases of all sizes you can pack everything, from your sexy lingerie to your dancing shoes. The collection starts at £140 for a vanity case and other colours are available. See the full range at [www.uppercaseonline.com](http://www.uppercaseonline.com).



**WALK TALL**  
Every bride wants to glide elegantly down the aisle and now the Englin National Ballet School has come up with six simple rules that will have you looking taller and slimmer:

1. STRETCH Special 10 minutes stretching will warm and tone stretches.
2. HYDRATE Counteract alcohol and dry central dehydrating by drinking lots of water.
3. DIVYEN Follow your stretch with a couple of minutes of relaxing deep breathing.
4. WALK Whenever you can, walk rather than sit.
5. ORGANISE YOUR DIET Being roughly happy with what you eat and STAY TALL You can feel great energy, look more easily and gracefully and miraculously, you

**Most wanted**  
Brighten up any table with a pretty PartyLite candle ([www.partylite.co.uk](http://www.partylite.co.uk)). The Clarify Three-Wick Tray (£17.95) from their 2007 collection is an elegant white candle on an understated glass dish and would make a classy centrepiece.



**Bridal News**

Europe: Your Kent Wedding Magazine April 2007

**Fab Freebies**  
Ingenious, delicious, inspiring... and FREE! A little tick is all it takes to grab yourself some perfect products!

**Wedding Bible**  
The Wedding Bible is the ultimate aid to arranging a wedding with style, sophistication and panache, guided by one of the UK's leading wedding consultants, Sarah Hayward. Drawing not only upon her own wealth of experience and knowledge, but that of 50 of the best-known names in the wedding industry, Sarah offers unrivalled, expert advice - whatever the size of your wedding and however much you have to spend. The Wedding Bible includes:

- Insider information from leading hotels, exclusive country houses and manor houses on creating a glamorous and stylish wedding reception.
- Interviews with the fashion famous and couturiers on choosing a wedding gown.
- Detailed advice and shopping tips from florists, photographers, videographers, celebrity hairdressers and make-up artists to inspire and the stars.
- Planning solutions with comprehensive and practical information - including the Wedding Bible's innovative 'A-Plan Timeline'.
- Easy-to-access, money-saving advice for brides and grooms on a budget.
- Handy checklists, shopping advice and experts' top tips.
- More than 170 inspirational and original images from newly married couples.

The Wedding Bible will patiently guide you through the wedding-planning process, whether you have weeks, months or years to plan your big day. It is your guarantee that, come the big day, everything will be in place leaving you free to really enjoy your celebration as a special, personal and unique event that is all your own.

Readers of Your Kent Wedding will receive a £5 discount (off the RRP of £36) with free p.p. when ordering on-line at [www.weddingbible.co.uk](http://www.weddingbible.co.uk). Personalised, signed copies are available for £20 each by sending an e-mail to the following address: [orders@weddingbible.co.uk](mailto:orders@weddingbible.co.uk).

**BLOOMING MARVELLOUS**  
Add a little oomph to your reception drinks, glam up your hen-night cocktails, celebrate your engagement in style, or simply use as an excuse to crack open the bubbly! Wild Hibiscus Flowers in Syrup are a simple but ingenious way to make a statement. Drop a flower into the drink and it will slowly unfurl, sending a cascade of bubbles streaming up the glass. Add a little syrup, which will add a delicious tang reminiscent of rhubarb/raspberries, and enjoy the taste as well as the spectacle. Of course, you can still drain your glass - the flowers are edible! These great products are available from [www.porterfoods.co.uk](http://www.porterfoods.co.uk) but we are giving you the chance to win a jar of Wild Hibiscus Flowers in Syrup - simply tick the box marked 'Hibiscus' on the giveaway form.



**BEST FOR GROOMS**  
KJ Beckett is a leading retailer of luxury accessories for men. Based in Bath, KJ Beckett strives to offer customers an amazing and unique shopping experience. Having sourced a wide range of funky and unusual products, KJ Beckett can provide you with everything from ties, belts and socks to wallets, cufflinks, to name but a few. All the products are of the finest quality, from stylish cufflinks crafted in England to fine silk ties from Italy. For more information or to view their extensive collection of designer ranges visit the website [www.kjbeckett.com](http://www.kjbeckett.com). KJBeckett are giving away three new fantastic cufflink sets worth £49. For your chance to win these cool accessories, tick the box marked 'KJBeckett' on the giveaway form.




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# WILD Hibiscus: Product Specifications

## For Retail:



### **Wild Hibiscus Flowers in Syrup - 8.8oz 11 flower jar**

A beautifully presented jar containing 11 Wild Hibiscus Flowers in Syrup with 8 page cocktail guide on the lid. You will love our Wild Hibiscus Flowers with their vibrant crimson color and delicious raspberry & rhubarb flavor, perfect for your next dinner party or special occasion (or just as an excuse to crack open the bubbly!) This size makes a perfect gift...

There are only 3 ingredients; Wild Hibiscus Flowers, cane sugar & water. This product is handmade in Sydney, Australia. Each flower is hand packed into the jar to preserve their quality and shape. There is a slightly different shaped flower for each part of the jar to minimize damage to the flowers. All color and flavor come just from the flower, they are cooked in the jar and vacuum sealed which gives them a long shelf life of 2 years from the date of manufacture.

**Product Name:**  
**Product Number:**

**Wild Hibiscus Flowers in Syrup**  
**WH250**

**Product Description:** 100% natural whole Wild Hibiscus Flowers, crimson colour with a raspberry & rhubarb flavour. Serve as a garnish in Champagne where the flower sits in the bottom of the glass, all the bubbles stream off and open up the flower. Eat the flower at the end of the drink.

**Retail unit:** 9349 5028 (GS1 compliant 8 digit code)

**Net Weight:** 250g (8.8 oz) Net

**Gross Weight:** 440g Gross

**Contains:** Approximately 11 whole flowers

**Ingredients:** Wild hibiscus flowers (38%), cane sugar, water

**Latin Name:** *Hibiscus sabdariffa*

**Shelf Life:** 2 years from date of manufacture, laser etched on lid

**Batch Code:** 8 digit number laser etched on lid

**Storage Conditions:** Shelf stable 2°C-30°C

**Pack Size:** 12 units

**Sell Size:** 12 units

**Pack Weight:** 5.4kg

**Pack Size:** 28cm long x 21.5cm wide x 9.0cm high

**Pack UPC:** 9 338520 000301 (GS1 compliant 13 digit number)

**Pallet Configuration:** 12 layers of 21 cartons (252 cartons total) of 12 units. 3024 units per

pallet

**Pallet Weight:** approx 1350kg

**Pallet Size:** 125cm x 1250cm x 110cm high (Australian standard pallet)



## For the Food Industry:

### *Wild Hibiscus Flowers in Syrup - 2.5lb 50 flower Party Pack jar*



This size is great for your functions and get togethers, bar or other group occasion. It is the same size that we sell to many exclusive bars, nightclubs and venues that is served to the rich and famous from London to Berlin, Paris, Las Vegas and of course beautiful Sydney where the idea originated.

These flowers are grown certified organic (although we don't advertise the fact) and are produced during April-May each year when our main crop of Wild Hibiscus is at its peak of condition and most consistent in shape and size.

Each jar contains exactly 50 whole premium flowers in sugar syrup. There are only 3 ingredients; Wild Hibiscus Flowers, cane sugar & water. This product is handmade in Sydney, Australia. All color and flavor come just from the flower, they are cooked in the jar and vacuum sealed which gives them a long shelf life of 2 years from the date of manufacture.

**Product Name:** Wild Hibiscus Flowers in Syrup  
**Product Number:** WH1100

**Product Description:** 100% natural whole Wild Hibiscus Flowers, crimson colour with a raspberry & rhubarb flavour. Serve as a garnish in Champagne where the flower sits in the bottom of the glass, all the bubbles stream off and open up the flower. Eat the flower at the end of the drink. Cocktail guide (8 recipes on side)

**Retail unit UPC:** 9 338520 00025 7 GS1 & UCC compliant  
**Net Weight:** 1.1kg (2.5lb) Net  
**Gross Weight:** 1.65kg (3.64lb) Gross  
**Contains:** Exactly 50 whole premium flowers  
**Ingredients:** Wild hibiscus flowers (38%), cane sugar, water  
**Latin Name:** *Hibiscus sabdariffa*  
**Shelf Life:** 2 years from date of manufacture, laser etched on lid  
**Batch Code:** 8 digit number laser etched on lid  
**Storage Conditions:** Shelf stable 2°C-30°C (35°F- 86°F)  
**Pack Size:** 4 units  
**Sell Size:** 4 units  
**Pack Weight:** 6.5kg (14.3lb)  
**Pack Size:** 20cm long x 20cm wide x 20cm high  
**Carton UPC:** 9 338520 000202 (GS1 compliant 13 digit number)  
**Pallet Configuration:** 6 layers of 25 cartons (150 cartons total) of 4 units. 600 units per pallet  
**Pallet Weight:** 1000kg approx 2204 lb  
**Pallet Size:** 125cm x 125cm x 110cm

