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WILD HIBISCUS OFFERS CUSTOMER-FRIENDLY
ADAPTABLE—STRIP, COUNTER, FLOOR—RETAIL DISPLAY PROGRAM

For Immediate Release...

The Wild Hibiscus Flower Company, an all-natural, Australian-produced premium cocktail/culinary garnish, is offering retailers exciting new, adaptable store displays—counter/shelf, strip and floor style—that provide consumers with a range of helpful, easy to execute recipes developed by chef/mixologist and cookbook author Kathy Casey, plus product use tips.

The bold crimson red and black displays bring attention to this festive garnish and cooking condiment with beautifully detailed food images showcasing the wild hibiscus flower in its classic form (served in champagne), as a dessert topping and in several savory food applications. Recipe brochures and postcards accompany displays that pack a generous supply of product.



“We felt it was important to support our retailers with a stylish, highly informative display campaign that helps their customer understand and appreciate Wild Hibiscus’ versatility in cooking and entertaining. In our daily contact with retailers and consumers, we discovered that they not only enjoy Wild Hibiscus in cocktails, but are eager to do more with the flower and delicious syrup. We realized it was in everyone’s interest to convey the product’s adaptability with these stand-out displays.”

Strip and counter displays are available for this holiday entertaining period and year-round. Floor displays can be special ordered in advance, now, and all are free with product purchase.

Sales inquiries for retail/foodservice can be directed to: Chris Muir, WILD HIBISCUS FLOWER CO., 1-800-499-8490 or chris@wildhibiscus.com. Website: www.wildhibiscus.com. P.O. Box 246, Richford VT 05476. Fax 450-242-1883