



*Wines for every moment*

**Australian Wild Hibiscus Flower Media Kit  
October 2007**

## **How the hibiscus made its way to australia**

Wild Hibiscus Flowers *Hibiscus sabdariffa* is not truly a native but has been adopted as a native in the tropics, having grown in Australia for thousands of years and originally thought to have been introduced by Indonesian fishermen.

It grows on the fringes of Rainforest or tall forest and is often found behind sand dunes in the tropical north.

There are several closely related Native Hibiscus such as the *Hibiscus hetrophyllus* or *Native Rosella* which grows all around Kurrajong.

## **How Australian wild hibiscus flowers are made**

They are organically grown, then picked on maturation. The flowers you see in the jar are actually the calyx or centre of the flower and contain a woddy seedpod which is removed by hand by growers.

They then travel to Sydney for processing. Here they go through 11 separate stages, which include being 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 colour and flavour 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.

Every jar contains only Wild Hibiscus Flowers, cane sugar & natural spring water. It is fully organic produce.

## **Uses of hibiscus flowers**

Wild Hibiscus has been spread throughout the world by people as they travel and migrate.

Used in tea, desserts, chutneys or eaten fresh, it is a good source of vitamin C and is used in many herbal remedies throughout the world. Originally it is thought to come from the Sudan in Africa but can now be found growing on every continent, proof of its wonderful flavour and appeal to people worldwide.

Despite this, there are several variations between countries. The Australian variety is slender, triangular and petite. The Asian one is thick, curled back and robust. The Chinese variety is round and small, the African variety is long and thin, they are all a little bit different & it just so happens that our unique Australian variety is perfect to serve as a garnish in a Champagne flute!



## Wild Hibiscus champagne

As the hibiscus is preserved in sweet syrup, it is best to choose a tart champagne. At first sip, the champagne tastes as it should, but over time, it will gradually become sweeter as the hibiscus flavours it.

In fact, you could tell simply by looking at the champagne. It will turn from a straw yellow to a delicious pink hue. That's when you should consume the hibiscus. Yes, it's edible.

## First in market

We are the first and only ones in Singapore to serve the hibiscus champagne, having sole distributorship of it in Singapore.

## Compliment any event

The hibiscus adds a special touch to any event, be it a wedding or company dinner. Very often it becomes the toast of any conversation. Ensure your guests remember your event by the novel drinks you serve!

## Enquiries

For purchase or partnership enquiries, please contact us at:

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Opening hours:

Mon – Wed: 1 PM to 10 PM

Thu – Sat: 1 PM to 12 Midnight (Usually 'til very very late)