



## FOR IMMEDIATE RELEASE

Christopher Muir, General Manager

[chris@Wildhibiscus.com](mailto:chris@Wildhibiscus.com)

1-800-499-8490

Joseph Singerman, Public Relations Manager

[joe@Wildhibiscus.com](mailto:joe@Wildhibiscus.com)

1-514-501-9919

## Award Winning Australian Family Company returning to Chicago with Forward Thinking, Creative Tastes & Natural Colors. Wild Hibiscus Flower Company Doubles its Product Offerings

### WILD HIBISCUS FLOWER COMPANY to Exhibit at The National Restaurant Association Show, May 20-23, 2023, Booth # 10523

**Wild Hibiscus Flower Company, Chicago, June 20th, 2023 - Wild Hibiscus** will showcase its all-natural, delicious flowers and colorful extracts including their color changing and award winning B'Lure used for both cocktail and plate applications at The National Restaurant Association Show. As an exhibitor at the event, bringing together more than 51,000 foodservice professionals from 112 different countries and representing over 900 product categories, **The Wild Hibiscus Flower Company** states they are looking forward to connecting with the industry to learn from fellow trade, while also showing the versatility of their products for front and back of house in the restaurant business. Get wild behind the bar or in the kitchen with Wild Hibiscus!

Coming on the heels of winning the prestigious **FABI AWARD**, the **WILD HIBISCUS FLOWER COMPANY** is excited to demonstrate the magical color changing qualities of the companies **B'Lure Butterfly Pea Flower** extract which moves from deep blue to royal purple and lavender on the color spectrum when introduced to citrus. Most cocktails or salads include citrus in the restaurant setting, so their extract creates a talking point in any beverage or plate application. Chris Muir General Manager for North America comments "B'Lure is a time saver for staff, being in extract form, not a lot of liquid extract is required to create a fun, wow factor experience for the restaurant customer," and "as B'Lure comes with a dropper it is fast, easy and accurate to use at the bar, table side service or in the kitchen on a plate." He added that "our butterfly pea flower extract helps drive sales in the restaurant business, especially front of house when customers see the color change magic in person, as another customer is served, they will want that drink or at least talk about it to friends and family or post on social media."

"We're excited to be back at the NRA show at the McCormick Center and able to re-connect with so many of our loyal and creative customers and their distributors," says Chris Muir. "Since our last appearance in Chicago, we have doubled our product offerings and are excited to showcase our new, all-natural and award-winning products."

**The National Restaurant Association** considers **B'LURE** to not only be a most innovative product, but a significant contribution to changing the food and cocktail sector. The **FABI Award** presented to the **Wild Hibiscus Flower Company**, celebrates creative tastes that are driving trends, delighting customers, and delivering expanded menu offerings across the industry focused on increasing productivity.

Wild Hibiscus encourages attendees to visit BOOTH 10523, to discover cocktails & mocktails to plating ideas. Food and beverage managers will be particularly surprised to discover year-round menu ideas. Both Chris & Joe will be happy to demonstrate the many colorful and creative food and cocktail applications at our booth at the **National Restaurant Association Chicago Show**.

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“We’re pleased to welcome **The Wild Hibiscus Flower Company** as exhibitor at the 2023 Show,” said Tom Cindric, President of Winsight Exhibitions. We were so pleased to honor the **WHFC** with the **FABI Award for innovation and creativity** and encourage attendees to visit and experience foods, teas, and all-natural botanical products only available from Australia,”

Mr. Cindric added, “The annual event showcases the latest in foodservice innovation and continues to inspire menus, revitalize beverage programs, initiate equipment investments and pioneer groundbreaking technology. We are thrilled to bring together start-ups, niche brands and the biggest names in the industry to help foodservice professionals solve for today’s biggest challenges including workforce shortages, labor costs and overall operational efficiency.”

As the global restaurant and hospitality industry’s premier trade show, the National Restaurant Association Show is the place to explore everything that is happening in the hospitality industry, from the latest food and beverage trends to emerging technology. For more information, visit [nationalrestaurantshow.com](http://nationalrestaurantshow.com)

### **About the Wild Hibiscus Flower Company**

***We are a family company that is vertically integrated, farm to supply shipping domestically in Australia and internationally for 20 years, producing from hibiscus, butterfly pea, rose flowers and lotus roots. Over the past 15 years our National Restaurant Association customers have driven an ever-increasing demand for our products, especially with the current trend in restaurants to create an experience or wow factor for their customers. Our company creates and produces only the finest quality products for consumers, retail, wholesale and bulk ingredients to fellow manufacturers. Supply details and pricing will be available at our booth.***

