

CREATE ARTFUL & DELECTABLE DETAILS EFFORTLESSLY

SUGARVEIL®

C O N F E C T I O N E R Y P R O D U C T S

PATENT PENDING

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Digital images available upon request

Excellent photo and video opportunity,
behind the scenes and live

Here Comes the Bride Wearing an All Sugar Bridal Gown A Spectacular Event Not to be Missed!

Hot New Products Unveiled: Industry Breakthroughs SugarVeil Confectionery Icing & Dispenser

Kansas City, MO—A one of a kind, all sugar bridal gown, will be created and presented on a live model at the 2005 National Restaurant Association Restaurant (NRA), Hotel-Motel Show at McCormick Place Chicago. The gown, made entirely of SugarVeil Confectionery Icing will be created by Michele Hester, sugar artist, President and inventor of SugarVeil Icing.

The SugarVeil Bride will make you lick your lips and take your breath away; the dress that moves like satin and tastes like heaven will make two captivating appearances; **Sunday May 22 and Monday May 23 from 9:45 a.m.-11:15 a.m. in booth 6584 in the North Hall, level three. Join the reception, meet the bride, and toast our Hot New Product innovation.** Watch as decorative sugar accessories are applied to the model's body with the SugarVeil Icing Dispenser, an air-powered tool for drawing delicate lines and pearls, demonstrating the amazing potential of SugarVeil's icing.

SugarVeil Confectionery Icing is the ultimate vehicle for artistic expression in pastry art. Using it on a live model highlights the flexible nature of the icing, illustrating that SugarVeil pushes the boundaries of royal icing and fondant. "The most compelling part of the gown project has been pushing the boundaries of what is possible texturally to render in sugar, from smooth satin fabric to dimensional brocade, fine veiling to Venetian lace and gold filigree," Hester said of her sugar designed gown, "the adaptability of this product is unmatched in the industry. It is an industry breakthrough."

SugarVeil represents a new genre of icing; a marriage of attributes from all the current icing groups - there is nothing else like it.

The NRA show runs from Saturday, May 21, 2005, to Tuesday, May 24, 2005, from 9 am to 5 pm each day. For the latest information, please visit the show web site at www.restaurant.org/show. For more on SugarVeil Confectionery Products please visit www.SugarVeil.com.

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SugarVeil Confectionery Icing represents a new genre of icing; it is unique in the field due to its flexible nature and capability of finely detailed design. It is the ultimate vehicle for artistic expression in pastry art and is available to the public. SugarVeil is a registered trademark, patent pending, OU Kosher approved icing.



SUGARVEIL™