



Table Sampling – Talking Points:

*Hawaii's Choice™* Li Hing Candy

A: Cool Lemon Peel

B: Li Hing Roselle

C: Li Hing Sour Plum

D: Li Hing Plum  
Tablets

E: Li Hing Mango  
Tablets



### Product Talking Points

- *Hawaii's Choice™* Li Hing flavored candies, 5 varieties.
  - Cool Lemon Peel, Roselle Chewy, Sour Plum hard candy, Plum & Mango flavored tablets
  - Li Hing Plum tablets used to be known as “Valiente’s Li Hing Candy”, changed to *Hawaii's Choice™*
- (A): Tablets are like a light compressed Li Hing powder into a tablet for like a sweet tart. Pleasant taste, not as hard & bitter tasting as the Li Hing Mui from Asia so easier suck on while reading, working. Tablets are packed convenient container easy to carry around; fits in purse or pocket; great for travel while on a plane or while driving.
- (B): Aside from the original Li Hing Plum flavor is the Li Hing Mango. Less messy than sprinkling powder on mango. Tablets are good to suck on before speaking presentations so you’re not constantly clearing your throat. Helps a dry throat as it makes your mouth water. Each tablet has around 50 mg sodium which is same as salt tablets used by runners. When you exercise, you lose ‘electrolytes’ so runners take sodium tablets and drink water to hydrate themselves.
- (C): Individually wrapped pieces 3 flavors. Sour Plum, Roselle Chewy & Cool Lemon Peel. Sour Plum is a hard candy (like a Halls or Lifesaver) but with a tangy sour plum taste. In an office, leave the wrapped candies in a tray for customers. Li Hing Sour Plum candy has a deeply refreshing flavor of light plum to suck on and a great alternative to the original sweet-salty plums found in Asia and S. America.
- (D): Li Hing Roselle is a chewy candy and is different from the Sour Plum which is a hard candy. “Roselle” is a plant, a member of the “Hibiscus” family. Roselle juice extracted from the plant for therapeutic purposes. Look it up on the Internet where some articles say it’s used to treat colds, toothaches, even hangovers. Plant grows in West Africa and has natural anti-oxidants. Some use Roselle plant to make the “Ribena drink”. Our candy has roselle extract mixed with Li Hing flavor. Suck till it softens then chew on it.
- (E): Cool Li Hing Lemon Peel is our newest candy. It has the ICE cool menthol effect with Li Hing and lemon peel flavor. Try breathing in after tasting, you can feel the cooling effect in your mouth.

### Contest

Go to the website: [HawaiiChoice.com](http://HawaiiChoice.com) (no apostrophe and it’s Hawaii with an “s”). Starting February, there’s a contest to enter: Win an Amazon Gift Card by uploading a fun picture tasting our candy with your favorite Li Hing Mui story.