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Blooming Greetings™



Penang Nursery Inc.



The USA Bouquet Company

ADVERTISING SUPPLEMENT



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Presenting this **FLORAL BUSINESS** Masters of Merchandising supplement is on target with our mission to “INITIATE INDUSTRY IMPROVEMENT.” The sponsors have combined promotion and education to help retailers sell more floral items. With plenty of photos for inspiration, the following pages show and tell the stories of the card vase, table top gardens and fresh-cut flower bouquets and arrangements. Keeping in mind retail profitability, the idea is to help supermarket executives consider the right products and the best steps for floral teams when it comes to merchandising fresh flowers, plants and floral department products.

Want to sell more bouquets? Try offering your customers the new greeting card vase, which can be easily merchandised in or next to the floral cooler. The Blooming Greetings™ card vase offers consumers convenience and fun because they can select a card with the appropriate sentiment, grab a bouquet and pay for their purchase. If rushing back to the office from lunch hour, the gift giver signs the card, unfolds it into a vase and then adds the water and flowers. This means no rushing around with breakable glass or heavy ceramic vases. A whimsical yet substantial gift from the floral department is that easy! To make merchandising convenient for retailers, several display options are available – everything from floor spinners to a rack for cooler side panels.

The popularity of bringing the outdoors in is captured in photos published in consumer magazines featuring home décor tips and DIY gardening projects. Table top gardens are all the rage for home decoration, as thoughtful, long-lasting gifts and as planters to enjoy in the workplace. Decorate your floral department with lucky bamboo, tillandsia, pachira and other indoor plants that consumers want for their homes. Penang Nursery offers tips and suggestions on how to display the table top gardens to increase your floral department sales.

Looking beyond the floral department for increased floral rings is suggested by The USA Bouquet Company with the newest additions of its Essential Living Program. Designed with cross merchandising in mind, the national distributor of fresh-cut flower bouquets and arrangements offers Cool Quenchers and Sweet Treats. Retailers appreciate this promotional program because the bouquets offers recipe cards promoting products from other departments including produce and bakery.

Retailers, take advantage of our offers to send you a PDF of this supplement or printed copies of this guide (while supplies last) to pass along to store managers. If you are a floral vendor and would like to see your category in the next **FLORAL BUSINESS** Masters of Merchandising supplement, please contact me, E. Shaunn Alderman, Floral Department Marketing Strategist, **FLORAL BUSINESS**, 561-703-4010, SAlderman@phoenixmedianet.com.

E. Shaunn Alderman
FLORAL BUSINESS



FLORAL BUSINESS Masters of Merchandising is an advertising supplement in **PRODUCE BUSINESS**. In addition, **FLORAL BUSINESS** — a magazine providing important how-to information on topics such as pricing, labor, space-to-sales, seasonal promotions, care and handling, value-added services, etc. — is published and inserted into **PRODUCE BUSINESS** in the March, June, September and December issues.

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CARD VASE

SELL MORE FLOWERS WITH THE VASE THAT SAYS IT ALL.

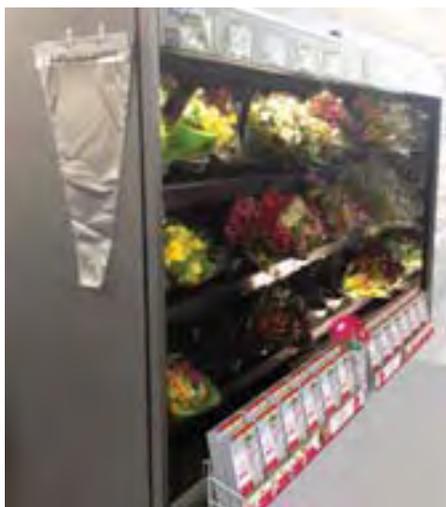
Treat your customers to a greeting card and vase all rolled into one so they can easily and innovatively spread the joy of receiving flowers. The blooming greetings™ card vase incorporates the gesture of a greeting card with the gift of flowers.

Your customers will be captivated by the convenience of being able to upgrade their own selection of flowers. They will select the card vase by choosing from the everyday product line which includes 14 sentiment categories such as Birthday, Love, Anniversary, Baby, Get Well, etc. The retail packages are color coded and list the sentiment category at the top of the package to help consumers locate their category of interest. As a greeting card, blooming greetings™ offers consumers an array of designs and messages for many occasions. As a vase, blooming greetings™ will hold a full bouquet of flowers – twice as many as other temporary vases.

Consumers find the vase very easy to assemble and the directions on the package are simple to follow. Just fold out to form the vase and then add water and flowers! The product is 100% water-tight and the outer vase is coated for water resistance.

We've made merchandising blooming greetings™ card vases easy by offering a line of fixtures that best fit your floral department. We recommend the 3-foot 40 design wire rack which can be positioned as a shelf fixture or placed in the floral cooler for those reach-in purchases. Displayed POP material will

explain how to use the card vase or your customers can see an assembled card vase permanently displayed on the rack. Additional options to showcase the everyday line and seasonal selection of blooming greetings™ include a spinner rack, side panel and a countertop display kit.



Our card vase is the unique, innovative, convenient product you've been waiting for to help stimulate your floral bouquet sales. Men like the convenience – the DIY assembly of the vase and the ease of selecting the right sentiment. Ideal for busy moms, blooming greetings™ offers portability, style and innovation. Great for an office gift, for visiting a sick friend, or even as a welcoming gift for a new neighbor, our card vase will help you sell more flowers!



Front Package

ENVIRONMENTALLY FRIENDLY

Your customers will be happy to know blooming greetings™ is environmentally friendly. The paper materials used come from well-managed forests and comply with environmentally friendly FSC grade standards.

The blooming greetings™ card vase is:

- Recyclable
- Biodegradable
- Requires less fuel and energy than traditional glass and ceramic vases.



EASY TO DISPLAY

- 3 sizes of shelf wire racks
- Pegboard
- Small and large countertop
- Spinning Rack





Focusing On Floral Throughout the Year

Dear Supermarket Floral Executive:

For nearly 30 years PRODUCE BUSINESS has been building meaningful relationships in the floral, produce and foodservice arenas. You've seen our award-winning magazine every month and you've been a part of our success. As we head toward our 30th year, we would like to thank you for your support and offer assurance we will continue to provide you with information needed to effectively market, merchandise, procure and manage the dynamics of your floral departments.

This FLORAL BUSINESS Masters of Merchandising is one of our many efforts to present you and your floral teams with valuable information to help you merchandise floral products to greater success. In addition, the quarterly issues of FLORAL BUSINESS distributed in the March, June, September and December issues of PRODUCE BUSINESS offer you and your teams continued support with articles about floral sustainability, consumer buying trends, marketing, merchandising and inventory management. Based on your feedback and participation, we will continue the popular Retail Profiles where we photograph your floral department and publish a Q & A interview – giving readers insight to the challenges and triumphs your store experiences every day. Go to www.FloralBusinessMagazine.com to see past profiles and let us know if you are interested in having us visit your floral department.

We know your day starts early, frequently ends late, and often there seems to be little time to stay in-the-know with industry happenings. From what you tell us, this is why you appreciate receiving posts and news from the Floral channel of our www.PerishableNews.com. With a free subscription, you can select the delivery frequency – daily, weekly, etc., and also click on the Archives to view news stories, announcements and other posts from the past. And if you have announcements, we are happy to help spread your news by posting your press release on the Floral channel of our [PerishableNews.com](http://www.PerishableNews.com).

Because of our relation to the produce department and all the intricacies that side of the business entails, witnessing and documenting industry changes through the years enables us to view the floral side of the supermarket industry from a matchless position. We know our role is to help you build, improve and make your floral operation profitable. Thank you for your readership, feedback, participation and continued interest in our floral coverage.

Sincerely,

Ken Whitacre
Publisher/Editorial Director



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TABLE TOP GARDENS

For more than 30 years, Penang Nursery Inc. has been a grower and distributor of foliage and home décor gardens across North America. We are located in Apopka, Florida, the Indoor Foliage Capital of the World. We continue to develop trend setting and creative foliage décor products at an exceptional value. Penang offers products ranging from Lucky Bamboo, Bonsai, and Table Gardens to Terrariums and Air Plants.



PROMOTIONAL/ ADVERTISING IDEAS

It's not always about what is the latest and greatest. Often, it's as simple as getting potential customers to pause at your product display because they want to see something that catches their eye. To draw customers' attention, highlight key items with color themes and use interesting shelving fixtures. Enticing everyday shoppers to take a step closer will persuade them to give your product a second look.



DISPLAY CARE AND HANDLING

No one knows a product better than the supplier who spends weeks or months preparing an order and nurturing his/her plants. Ask your supplier to put an instruction sheet in the box that will be seen immediately when the box is opened at its destination for any products with special handling or care requirements. Be sure to instruct store personnel who receive the product to keep an eye out for any special instructions. Pass that information onto customers who purchase the product.



CROSS-MERCHANDISING OPPORTUNITIES

When merchandisers construct a themed or holiday display from multiple categories, it inspires customers to decorate their homes with related products. This not only generates increased sales in the floral department but can increase sales of related items from other categories.



QUICK TIPS:

- Showcase Lucky Bamboo or Bonsai plants as an ideal "living" gift item.
- Promote indoor gardens such as Table Gardens or Terrariums for cold winter months.
- Price points are key — make sure you are catering for customer demographics.
- Match your products to seasons, focusing around holidays.

FRESH CUT FLOWER BOUQUETS AND ARRANGEMENTS

The USA Bouquet Company is a leading national distributor of fresh-cut flower bouquets and arrangements. The partnering of the best growers worldwide assures delivery of variety, quality and competitive pricing while at the same time mitigating supply risk encountered by single origin suppliers.

We source more than 200 million stems annually with a vast choice by variety. Product is procured from several source countries and a large percentage is purchased from U.S. domestic growers. Our market-driven model allows us to offer a global variety of products and offer our customers the security of consistent supply.

Innovation in marketing, manufacturing and logistics is vital to our leadership role in helping our customers drive sales outside the lines. Cross merchandising, cause marketing, category management and vendor-managed inventory are just a few of the innovative initiatives USA Bouquet brings to customers to improve both their top-and bottom-line performances.

CROSS-MERCHANDISING

Reach floral customers beyond the floral department with our many market-driven promotion programs. Our cross-merchandising ideas help supermarkets drive sales not only in floral but other



departments. Our Essential Living Program joins seasonal fruit and produce with floral bouquets that promote recipe ideas. USA Bouquet's newest collections for cross-merchandising include Cool Quenchers and Sweet Treats. Cool Quenchers tie-in fruit and other supermarket items to make a refreshing drink. Sweet Treats are a creative way to sell cupcakes from the baked goods department or encourage home baking. These bouquet lines include recipe cards which are a hit with consumers! Marketing our category outside the traditional box will lead to long term floral customers.

CAUSE MARKETING

Consider cause marketing as a successful step to generate sales and connect with customers. National, regional or local causes give customers the opportunity to give back. A shopper

who does not normally buy flowers may do so for a united cause such as American Cancer Society, Autism Speaks, American Forestry and American Heart Association. The USA Bouquet Company is involved in several cause marketing programs. Cause Marketing is our company's way of spreading awareness about a variety of environmental and social issues and partnering with organizations to help make a positive impact in the world.



SOCIAL AND ECOLOGICAL RESPONSIBILITY

Assure your customers the flowers you offer from The USA Bouquet Company are grown in an environmentally friendly and socially responsible manner. Certifications are in place to ensure all flowers grown and harvested meet specific social and environmental standards. We promote participation in the Rainforest Alliance Certification Program and we partner with Fair Trade Certified farms. The farm workers are given the opportunity to invest in the development of their communities, better schooling for their children and work in an environment which uses sustainable farming methods.

NATIONAL DISTRIBUTION

Our national manufacturing and distribution footprint enables our team of more than 500 employees to expertly serve our customers. The USA Bouquet Company is the only major floral distributor with full-service locations in six of the country's main ports of entry — Miami, FL, Atlanta, GA, Cresskill, NJ, Chicago, IL, Dallas, TX, and San Diego, CA. Each of the company's locations attend to all aspects of the retail industry with expert services ranging from basic farm-made bouquets and high-end hand-tied bouquets to elaborate wedding designs. This forward distribution model has established the company as a leading partner in the e-commerce arena to the world's most recognized brands.





CROSS MERCHANDISING

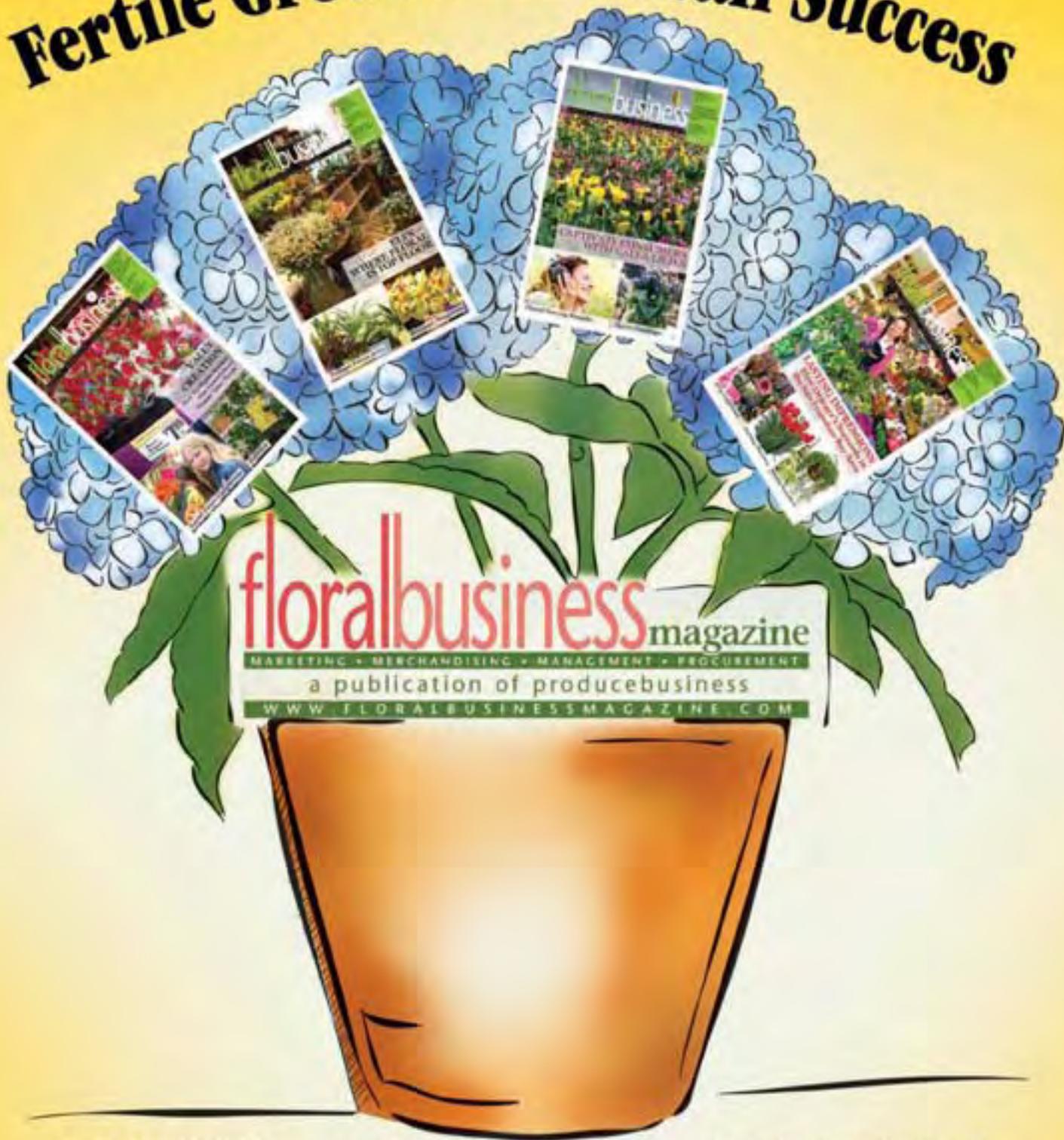
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Fertile Ground for Retail Success



FLORAL BUSINESS ... reaching floral executives making buying decisions for supermarket, mass market and club store floral departments.

The quarterly magazine is read by floral buyers and decision makers at EVERY supermarket chain, and by floral department buyers at regional chains, wholesalers and many independent retailers throughout North America.

For editorial inquiries, marketing strategy and advertising exposure, contact: E. Shaunn Alderman.

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