



2013 WINTER/EVERYDAY DESIGN RESOURCE GUIDE SUPPLEMENT

In an effort to further promote sales, 1-800-FLOWERS.COM® is introducing a new codified Winter arrangement, Shimmering Bright Holiday Gift Box, PC # 107905 featuring Napco's Red Glitter Gift Box. Additionally, eight NEW CORE products will be introduced in December with live dates as early as 12/2/13.

Items Live 12/2/13

- Shimmering Bright Holiday Gift Box (PC#107905)
- 1-800-FLOWERS® It's My Birthday™ (PC#105651)
- 1-800-FLOWERS® Sure Cure™ (PC#105652)
- 1-800-FLOWERS® It's A-Dog-Able!™ (PC#105650)
- 1-800-FLOWERS® Happy Birthday in a Rectangle Vase (PC#105657)
- 1-800-FLOWERS® Love Pup (PC#95161 HER)
- 1-800-FLOWERS® A Toast to Love™ (PC#105225)

Items Live 12/30/13

- 1-800-FLOWERS® Rose Elegance™ in Marquis by Waterford® Vase (PC#107334)
- 1-800-FLOWERS® Marquis by Waterford® with Red Rose and Lily Bouquet (PC#107598)

The following codes are being bundled with Local Wholesale 8 oz box of sweet treats of candy and go live on 12/2/13.

- (PC #91576 SCB, MCB, LCB) It's Your Day Bouquet® Happy Birthday \$54.99, \$59.99, \$64.99
- (PC #91457 SCH, LCH) Shades of Pink and Red™ Premium Long Stem Roses \$89.99, \$99.99
- (PC #91356 SCH, MCH, LCH) Make Lemonade™ in a Vase \$54.99, \$64.99, \$74.99
- (PC #98924 SCH, MCH, LCH) Fields of Europe™ for Christmas Basket \$54.99, \$64.99, \$74.99

The following has a corrected retail price

- (PC #95285 SL) Blooming Love™ Premium Red Rose in a Red Vase \$64.99, \$89.99

The following have Correct Codes and no longer have "ALSO AVAILABLE AS ITEMS"

- (PC #90274) Santa Paws™
- (PC #98930P) Santa's Best Reindeer™
- (PC #98394P) Santa Paws and His Best Reindeer™

Should you have any questions, please contact BloomNet Customer Service at 1-800-BloomNet (1-800-256-6663). Thank you.



VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	S	M	L	XL
HARDGOODS							
BloomNet	Acrylic Margarita Glass with Liner - Codified		Each	1	1	1	1
BloomNet or Local Wholesale	Floral Foam Brick		Each	0.15	0.15	0.15	0.15
BloomNet or Local Wholesale	Crystal Accents Sapphire Blue		Each	1	1	1	1
BloomNet	Happy Birthday Felt Pick - Codified		Each	1	1	1	1
BloomNet	Birthday Blowers		Each	0	2	2	2

FLOWER							
	Asiatic Lily Orange	Asiatic Lily Pink	Stem	1	1	2	3
	Carnation Hot Pink	Carnation Orange	Stem	2	3	4	5
	Button Pom Green	Athos Pom	Stem	0.5	1	2	3
	Cushion Poms Yellow	Daisy Pom Yellow	Stem	0.5	1	2	3
	Variegated Pittosporum	Leather Leaf or Salal	Stem	0.5	1	1	1

NEW CODIFIED PRODUCT

START DATE: 12/2/13
END DATE: Open
SEASON: Birthday
DESIGN: All Around Arrangement

DESIGN TIP: Dimensions do not include pick



#105651 S

#105651 M

#105651 L

#105651 XL

**1-800-FLOWERS®
IT'S MY BIRTHDAY™**

#105651 S	\$39.99	12"H x 7"L
#105651 M	\$49.99	12"H x 8"L
#105651 L	\$59.99	13"H x 8.5"L (shown)
#105651 XL	\$69.99	14"H x 9"L



VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	S	M	L	XL
HARDGOODS							
BloomNet	Acrylic Margarita Glass with Liner - Codified		Each	1	1	1	1
BloomNet or Local Wholesale	Floral Foam Brick		Each	0.15	0.15	0.15	0.15
BloomNet or Local Wholesale	Crystal Accents Emerald		Each	1	1	1	1
BloomNet	Get Well Soon Felt Pick - Codified		Each	1	1	1	1
Local Wholesale	Curly Ribbon (Yellow)		Each	1	0	0	0

FLOWER							
	Rose Yellow 50 cm	Rose Green 50 cm	Stem	2	3	4	5
	Mini Gerbera Daisy	Gerbera Daisy Yellow or Mini Gerbera Daisy White	Stem	0	2	3	4
	Alstroemeria White	Alstroemeria Yellow	Stem	1	2	3	3
	Bupleurum		Stem	1	1	1	1
	Solidago		Stem	1	2	3	4
	Variegated Pittosporum	Leather Leaf or Salal	Stem	0.5	0.5	1	1

NEW CODIFIED PRODUCT

START DATE: 12/2/13
END DATE: Open

SEASON: Get Well
DESIGN: All Around Arrangement



#105652 S

#105652 M

#105652 L

#105652 XL

**1-800-FLOWERS®
SURE CURE™**

#105652 S	\$39.99	12"H x 7"L
#105652 M	\$49.99	12"H x 8"L
#105652 L	\$59.99	13"H x 8.5"L (shown)
#105652 XL	\$69.99	14"H x 9"L



1-800-FLOWERS®
IT'S A-DOG-ABLE!™

#105650 G \$59.99 12"H x 10" L
#105650 B \$59.99 12"H x 10" L (shown)

VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	G	B
HARDGOODS					
Local Wholesale	5" H x 5" D Glass Cube Vase - Clear		Each	1	1
BloomNet or Local Wholesale	Floral Foam Brick		Each	0.5	0.5
Local Wholesale	Floral Tape		Yard	0.5	0.5
BloomNet or Local Wholesale	Dog Face Kit: Kit Contains: 2 eyes, 1 nose		Each	1	1
BloomNet	Baby Foam Insert - Codified		Each	1	1
Local Wholesale	#3 Decorative Ribbon (Pink)		Yard	0.15	0
Local Wholesale	#3 Decorative Ribbon (Blue)		Yard	0	0.15

FLOWERS

	Carnation White		Stem	13	13
	Delphinium Light Blue	Delphinium Blue	Stem	0	3
	Athos Pom	Button Pom Green	Stem	0	2
	Mini Carnation Light Pink		Stem	3	0
	Gypsophila	Statice Purple	Stem	1	1
	Solidago		Stem	2	0
	Variegated Pittosporum		Stem	1	1
	Salal	Pittosporum or Seeded Eucalyptus	Stem	2	2

NEW CODIFIED PRODUCT

START DATE: 12/2/13
END DATE: Open
SEASON: New Baby
DESIGN: All Around Arrangement



#105650 G

#105650 B



1-800-FLOWERS®
HAPPY BIRTHDAY IN A
RECTANGLE VASE*

#105657 \$44.99 11"H x 10"L

VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	QTY
HARDGOODS				
BloomNet	6" H Rectangle Glass Vase - Codified		Each	1
BloomNet	Happy Birthday Felt Pick - Codified		Each	1

FLOWERS

	Rose Orange 40 cm	Spray Rose Hot Pink or Rose Orange 50 cm	Stem	3
	Alstroemeria Pink	Alstroemeria Yellow	Stem	2
	Athos Pom	Button Pom Green	Stem	2
	Solidago		Stem	1
	Statice Purple	Monte Casino Purple	Stem	1
	Salal	Pittosporum or Seeded Eucalyptus	Stem	3

***ALSO AVAILABLE AS:** PC #105657 HB: 1-800-FLOWERS® Happy Birthday in a Rectangle Vase with 18" Happy Birthday Mylar (\$49.99)

NEW CODIFIED PRODUCT

START DATE: 12/2/13
END DATE: Open
SEASON: Everyday
DESIGN: All Around Arrangement



1-800-FLOWERS®
LOVE PUP

#95161 HER \$54.99 11.5"H x 10"L

VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	QTY
HARDGOODS				
BloomNet	a-DOG-able® Kit - Kit Contains: Peeled Willow Dog Bed with Liner, 2 Eyes, 1 Nose		Each	1
BloomNet or Local Wholesale	Floral Foam Brick		Each	0.5
BloomNet	#3 Satin Ribbon (Red)		Yard	1
FLOWERS				
	Carnation White		Stem	13
	Rose Red 40 cm		Stem	1
	Mini Carnation Red	Mini Carnation Pink	Stem	2
	Statice Purple	Monte Casino Purple	Stem	1
	Waxflower Pink	Heather or Calcynia	Stem	1
	Variiegated Pittosporum	Green Pittosporum or Salal	Stem	2

CODIFIED PRODUCT

START DATE: 12/2/13
 END DATE: 2/28/14
 SEASON: Everyday, Valentine's Day
 DESIGN: One Sided Arrangement



1-800-FLOWERS®
A TOAST TO LOVE™

#105225 S \$39.99 13"H x 6"L
 #105225 M \$49.99 13.5"H x 6.5"L
 #105225 L \$59.99 14"H x 7"L (shown)
 #105225 XL \$69.99 14.5"H x 7.5"L

VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	S	M	L	XL
HARDGOODS							
BloomNet	Acrylic Margarita Glass with Liner - Codified		Each	1	1	1	1
BloomNet or Local Wholesale	Floral Foam Brick		Each	0.33	0.33	0.33	0.33
BloomNet or Local Wholesale	Crystal Accents Bright Ruby		Each	0.5	0.5	0.5	0.5
BloomNet or Local Wholesale	Crystal Accents Sapphire Blue		Each	0.5	0.5	0.5	0.5
BloomNet and Local Wholesale	Poly Mesh (White)		Yard	0.5	0.5	0.5	0.5
Local Wholesale	Fern Pins		Each	3	3	3	3
FLOWERS							
	Rose Red 50 cm		Stem	3	4	6	8
	Dendrobium Orchid Purple		Stem	0	2	3	4
	Lisianthus Purple	Carnation Purple	Stem	1	2	2	3
	Waxflower Pink	Heather or Calcynia	Stem	1	1	1	2

NEW CODIFIED PRODUCT

START DATE: 12/2/13
 END DATE: Open
 SEASON: Everyday
 DESIGN: All Around Arrangement



#105225 S



#105225 M



#105225 L



#105225 XL



**1-800-FLOWERS®
ROSE ELEGANCE™ IN MARQUIS
BY WATERFORD® VASE***

- #107334 S \$149.99 18"H x 12"L
- #107334 M \$174.99 20"H x 14"L (shown)
- #107334 L \$209.99 18"H x 12"L

VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	S	M	L
BloomNet	HARDGOODS Marquis by Waterford® Rainfall Vase PC #89901 - Codified		Each	1	1	1
	FLOWERS					
	Rose Red 60 cm		Stem	12	18	24
	Salal	Pittosporum or Seeded Eucalyptus	Stem	10	10	10
	Italian Ruscus		Stem	6	8	10

***ALSO AVAILABLE AS:** PC #107328 S/M/L 1-800-FLOWERS® Rose Elegance™ Yellow in Marquis byWaterford® Vase. (\$149.99 S, \$174.99 M, \$209.99 L)
 PC #107329 S/M/L 1-800-FLOWERS® Rose Elegance™ Pink in Marquis byWaterford® Vase. (\$149.99 S, \$174.99 M, \$209.99 L)
 PC #107330 S/M/L 1-800-FLOWERS® Rose Elegance™ Purple in Marquis byWaterford® Vase. (\$149.99 S, \$174.99 M, \$209.99 L)
 PC #107331 S/M/L 1-800-FLOWERS® Peach Elegance™ Peach in Marquis byWaterford® Vase. (\$149.99 S, \$174.99 M, \$209.99 L)
 PC #107332 S/M/L 1-800-FLOWERS® Rose Elegance™ Multicolored in Marquis byWaterford® Vase. (\$149.99 S, \$174.99 M, \$209.99 L)
 PC #107333 S/M/L 1-800-FLOWERS® Rose Elegance™ White in Marquis® byWaterford® Vase. (\$149.99 S, \$174.99 M, \$209.99 L)

**NEW CODIFIED
PRODUCT**

START DATE: 12/30/13
END DATE: Open
SEASON: Everyday
DESIGN: All Around Arrangement



#107334 S



#107334 M



#107334 L



**1-800-FLOWERS® MARQUIS BY
WATERFORD® WITH RED ROSE
AND LILY BOUQUET**

- #107598 S \$129.99 22"H x 16"L
- #107598 M \$144.99 22.5"H x 17"L (shown)
- #107598 L \$159.99 23"H x 18"L

VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	S	M	L
BloomNet	HARDGOODS Marquis by Waterford® Rainfall Vase PC #89901 - Codified		Each	1	1	1
	FLOWERS					
	Rose Red 60 cm	Rose Pink 60 cm	Stem	4	5	6
	Rose Pink 60 cm	Rose Red 60 cm	Stem	4	5	6
	Stargazer Lily Pink	Asiatic Lily Pink	Stem	3	4	5
	Lisianthus White	Lisianthus Pink	Stem	5	5	5
	Salal	Pittosporum	Stem	6	6	6
	Italian Ruscus	Myrtle	Stem	5	5	5

**NEW CODIFIED
PRODUCT**

START DATE: 12/30/13
END DATE: Open
SEASON: Everyday
DESIGN: All Around Arrangement



#107598 S



#107598 M



#107598 L

expressions of flowers
ESSENTIALS



**SHIMMERING BRIGHT
HOLIDAY GIFT BOX**

#107905 S	\$39.99	12"H x 7"L
#107905 M	\$49.99	14"H x 8"L (shown)
#107905 L	\$59.99	15"H x 9"L

VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	S	M	L
	HARDGOODS					
Napco Imported Inc.	Glitter Gift Box Medium PC #89842		Each	1	1	1
BloomNet or Local Wholesale	Floral Foam Brick		Each	0.33	0.33	0.33
Local Wholesale	Red Berries		Each	1	1	1

FLOWER						
	Rose Red 50 cm		Stem	3	4	6
	Mini Carnation Red		Stem	1	2	3
	Hypericum Red		Stem	1	2	2
	Boxwood		Stem	1	1	1
	Cedar Green		Stem	1	1	1
	Holly		Stem	1	1	1

START DATE: 12/2/13
END DATE: 12/30/13
SEASON: Holiday
DESIGN: All Around
Arrangement



#107905 S



#107905 M



#107905 L