



Mother's Day Message from 1-800-FLOWERS.COM®

To help streamline your production efforts during the week of the Mother's Day holiday, 1-800-FLOWERS.COM® will once again reduce the number of holiday products/sku's available for purchase by consumers as we get closer to the peak days of the holiday.

Our simplified Mother's Day line will include more generic hard goods, less labor intensive arrangements, and the most readily available fresh floral varieties. Our goal is to maintain a differentiated and compelling product assortment that will continue to drive consumer demand, while at the same time simplify holiday production for all BloomNet Florists.

The first Mother's Day product/sku reduction will occur on the evening of Thursday 5/10, with subsequent product/sku reductions scheduled for Friday 5/11 and Saturday 5/12.

Should you have any questions, please contact BloomNet Customer Service at 1-800-BloomNet (1-800-256-6663). Thank you for your continued support and we wish you a very successful Mother's Day holiday!



**1-800-FLOWERS®
CAFE BOUQUET™ FOR MOM**

- #100214 S \$39.99 7"H x 5"L
- #100214 M \$44.99 7.5"H x 6"L (shown)
- #100214 L \$49.99 8"H x 7"L

VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	S	M	L
HARDGOODS						
BloomNet	Pink Tin Mug - Mom Rules Kit PC #97132 - Codified		Each	1	1	1
BloomNet or Local Wholesale	Floral Foam Brick PC #25091		Each	0.33	0.33	0.33

FLOWERS

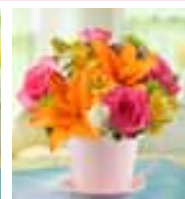
Rose Hot Pink 50 cm	Rose Hot Pink, Orange or Yellow 50 cm	Stem	3	4	5
Asiatic Lily Orange	Any Lily Orange or Yellow	Stem	1	1	1
Alstroemeria Yellow	Alstroemeria White, Pink or Yellow	Stem	2	3	4
Athos Pom	Button Pom Green	Stem	2	2	2
Waxflower Pink	Heather or Calcynia	Stem	1	1	1
Monte Casino White	Solidago	Stem	1	1	1
Variagated Pittosporum	Green Pittosporum or Salal	Stem	1	1	1

NEW CODIFIED PRODUCT

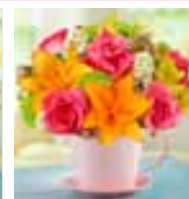
START DATE: Live
END DATE: Open
SEASON: Everyday
DESIGN: All Around Arrangement



#100214 S



#100214 M



#100214 L



**1-800-FLOWERS®
FOR ALL SHE DOES™**

- #100215 \$44.99 7.5"H x 6"L
- #100215 WM \$49.99 7.5"H x 6"L (shown)

VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	M	MWM
HARDGOODS					
BloomNet	Pink Tin Mug - Mom Rules Kit PC #97132 - Codified		Each	1	0
BloomNet	Pink Tin Mug with Mom Rules Magnet - Mom Rules Kit PC #97132 - Codified		Each	0	1
BloomNet or Local Wholesale	Floral Foam Brick PC #25091		Each	0.33	0.33

FLOWERS

Rose Hot Pink 50 cm	Rose Hot Pink, Orange or Yellow 50 cm	Stem	4	4
Asiatic Lily Orange	Any Lily Orange or Yellow	Stem	1	1
Alstroemeria Yellow	Alstroemeria White, Pink or Yellow	Stem	3	3
Athos Pom	Button Pom Green	Stem	2	2
Waxflower Pink	Heather or Calcynia	Stem	1	1
Monte Casino White	Solidago	Stem	1	1
Variagated Pittosporum	Green Pittosporum or Salal	Stem	1	1

NEW CODIFIED PRODUCT

START DATE: Live
END DATE: 5/16/12
SEASON: Mother's Day
DESIGN: All Around Arrangement



#100215



#100215 WM (with magnet)

2012 Mother's Day Design Resource Guide Supplement

Mother's Day is just one month away! To help drive orders into your shop, we have 3 EXCITING announcements:

(1) 1-800-FLOWERS.COM® National TV Commercial will begin airing Monday, 4/30th, featuring our BEST SELLING Pink Lemonade Bouquet arrangement, which will be sold as "Mother's Embrace" (PC 90248) thru the Mother's Day selling period. Take advantage of this marketing exposure & STOCK UP on the CODIFIED White Ceramic Pitcher (PC 92786) at BloomNet Products today!

(2) Based on the feedback of BloomNet Florists, 1-800-FLOWERS.COM® created (6) NEW products using the Tower Box Kit.

(3) What's more, the 1-800-FLOWERS.COM® Merchandising Team created 2 high impact Retail Visual Merchandising Concepts to highlight the selling option for the Tower Box Kit & High Heel Shoe at Retail!



**TOP
SELLER**

AS SEEN ON TV

**1-800-FLOWERS®
MOTHER'S EMBRACE**

#90248 S	\$44.99	16"H x 12"L
#90248 M	\$49.99	17"H x 14"L (shown)
#90248 L	\$54.99	18"H x 16"L

VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	S	M	L
	HARDGOODS					
BloomNet	7.75" H White Ceramic Pitcher PC #92786 - Codified		Each	1	1	1
Local Wholesale	#9 Ribbon (Satin Pink)		Yard	1	1	1

FLOWERS

Rose Pink 50 cm	Any Pink or Pastel Color	Stem	2	3	4
Asiatic Lily Pink	Any Pink or Pastel Color	Stem	1	2	3
Carnation Pink		Stem	4	3	3
Waxflower Pink	Heather or Calcynia	Stem	1	1	1
Variegated Pittosporum	Green Pittosporum or Salal	Stem	1	1	1

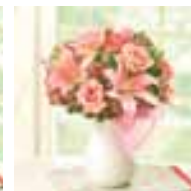
ALSO AVAILABLE AS: 1-800-FLOWERS® Pink Lemonade Bouquet

CODIFIED PRODUCT

START DATE: Live
END DATE: 10/1/12
SEASON: Everyday
DESIGN: All Around Arrangement



#90248 S



#90248 M



#90248 L

To help support the sell-thru of the Tower Box Kit (PC 97047/97136), 1-800-FLOWERS.COM® has created Six (6) NEW Product Offerings using each of the three Tower Kit boxes in a unique way:

Candlelight Night in Paris™ with Keepsake Gift Box (95158MB)

- Our EXCLUSIVE keepsake frosted glass votive with a hand-crafted arrangement of lush red roses, hand delivered in a medium, elegant keepsake box

Pleasantly Pink™ (PC 99230)

- Our popular, EXCLUSIVE keepsake frosted glass votive redesigned for Mother's Day with a hand-crafted arrangement of pink roses.

Pleasantly Pink™ with Keepsake Gift Box (99230MB)

- Our popular, EXCLUSIVE keepsake frosted glass votive redesigned for Mother's Day with a hand-crafted arrangement of pink roses, hand delivered in a medium, elegant keepsake box

Add on 10 oz. Truffle Keepsake Gift Box (PC 99067SB)

- A box of sumptuous assorted Fannie May® chocolate truffles to accompany any of our truly original arrangements, hand delivered in a small, elegant keepsake box

Stepping Out™ with Keepsake Gift Box (PC 95223MB)

- Our EXCLUSIVE keepsake black and white high heel ceramic shoe and compact arrangement of mini carnations, hand delivered in a medium, elegant keepsake box

Expressions of Pink with Keepsake Gift Box (PC 99068LB)

- Our highly popular, truly original arrangement of pink roses and white lilies, hand delivered in a large, elegant keepsake box

In addition, based on the feedback provided by BloomNet Professional Florists, in order to provide additional sell-thru support, we're lowering the retail of Fashionista Mom™ (PC 95222) to \$119.99 to help make this product more appealing to consumers, while ensuring that shops continue to earn a great margin.

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



VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	S	L
HARDGOODS					
BloomNet	Frosted Glass Votive PC #97041 - Codified		Each	1	1
	Medium Tower Box, Paper Shred, Ribbon		Each	0	1
FLOWERS					
	Rose Red 40 cm		Stem	6	6
	Waxflower Pink	Heather or Calcynia	Stem	1	1
	Variegated Pittosporum	Green Pittosporum or Salal	Stem	2	2

NEW CODIFIED PRODUCT

START DATE: 3/30/12
EARLIEST DELIVERY DATE: 3/30/12
END DATE: 5/16/12
SEASON: Mother's Day
DESIGN: All Around Arrangement



#95158



#95158 MB

**1-800-FLOWERS®
 CANDLELIGHT NIGHT IN PARIS™
 WITH KEEPSAKE GIFT BOX**

#95158 \$44.99 8"H x 8"L
 #95158 MB \$59.99 8"H x 8"L (shown)



**1-800-FLOWERS®
PLEASANTLY PINK™**

#99230 \$44.99 8"H x 8"L

VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	QTY
HARDGOODS				
BloomNet	Frosted Glass Votive PC #97041 - Codified		Each	1
FLOWERS				
	Rose Light Pink 40 cm		Stem	6
	Waxflower Pink	Heather or Calcynia	Stem	1
	Variegated Pittosporum	Green Pittosporum or Salal	Stem	2

NEW CODIFIED PRODUCT

START DATE: 3/30/12
EARLIEST DELIVERY DATE: 3/30/12
END DATE: 5/16/12
SEASON: Mother's Day
DESIGN: All Around Arrangement



**1-800-FLOWERS® PLEASANTLY
PINK™ WITH KEEPSAKE GIFT BOX**

#99230 MB \$59.99 8"H x 8"L

VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	QTY
HARDGOODS				
BloomNet	Frosted Glass Votive PC #97041 - Codified		Each	1
	Medium Tower Box, Paper Shred, Ribbon		Each	1
FLOWERS				
	Rose Light Pink 40 cm		Stem	6
	Waxflower Pink	Heather or Calcynia	Stem	1
	Variegated Pittosporum	Green Pittosporum or Salal	Stem	2

NEW CODIFIED PRODUCT

START DATE: 3/30/12
EARLIEST DELIVERY DATE: 3/30/12
END DATE: 5/16/12
SEASON: Mother's Day
DESIGN: All Around Arrangement



**1-800-FLOWERS® ADD ON:
10 OZ. TRUFFLE KEEPSAKE GIFT BOX**

#99067 SB \$24.99 10 oz.

VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	QTY
	HARDGOODS			
	Small Tower Box, Chocolate Fill, Ribbon		Each	1

NEW CODIFIED PRODUCT

START DATE: 3/30/12
EARLIEST DELIVERY DATE: 3/30/12
END DATE: 5/16/12
SEASON: Mother's Day
DESIGN: All Around Arrangement



**1-800-FLOWERS®
STEPPING OUT™ WITH
KEEPSAKE GIFT BOX**

#95223 \$34.99 6"H x 7"L
 #95223 MB \$49.99 6"H x 7"L (shown)

VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	S	L
	HARDGOODS				
BloomNet	Black and White Ceramic High Heel with Tealight - Codified		Each	1	0
BloomNet	Medium Tower Box, Black High Heel and Tealight, Paper Shred, Ribbon		Each	0	1
Local Wholesale	Iglu Oasis Holder		Each	1	1
Local Wholesale	Waterproof Tape		Yard	0.1	0.1

FLOWERS

	Mini Carnation Light Pink	Any Rose Pink 50 cm	Stem	1	1
	Waxflower Pink	Heather or Calcynia	Stem	0.2	0.2
	Seeded Eucalyptus	Variegated Pittosporum, Green Pittosporum or Salal	Stem	0.1	0.1
	Variegated Pittosporum	Green Pittosporum or Salal	Stem	0.1	0.1

DESIGN TIP: Dimensions is on arrangement only/keep design compact.

NEW CODIFIED PRODUCT

START DATE: 3/30/12
EARLIEST DELIVERY DATE: 3/30/12
END DATE: 5/16/12
SEASON: Mother's Day
DESIGN: All Around Arrangement



#95223



#95223 MB



**1-800-FLOWERS®
EXPRESSIONS OF PINK™
WITH KEEPSAKE GIFT BOX**

#99068 \$59.99 9"H x 9"L
#99068 LB \$79.99 9"H x 9"L (shown)

VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	S	L
HARDGOODS					
	Large Tower Box, Black Diamond Organza, Pack All Box, Liner, Ribbon		Each	0	1
BloomNet or Local Wholesale	5" H x 5" D Clear Cube Vase		Each	1	1
BloomNet or Local Wholesale	Floral Foam Brick		Each	0.5	0.5
BloomNet	Ti Leaf Ribbon PC #92716		Yard	0.5	0.5

FLOWERS					
	Rose Light Pink 50 cm		Stem	8	8
	Stargazer Lily White		Stem	3	3
	Variegated Pittosporum	Green Pittosporum or Salal	Stem	1	1

DESIGN TIP: Dimensions is on arrangement only/keep design compact.

NEW CODIFIED PRODUCT

START DATE: 3/30/12
EARLIEST DELIVERY DATE: 3/30/12
END DATE: 5/16/12
SEASON: Mother's Day
DESIGN: All Around Arrangement



#99068

#99068 LB



**1-800-FLOWERS®
FASHIONISTA MOM™**

#95222 \$119.99 9"H x 9"L

VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	QTY
HARDGOODS				
BloomNet	Tower Box Kit PC #97136 Kit Contains: Paris Boxes S/3 with Liner and Ribbon, Black Diamond Organza, Chocolate Fill, White Paper Shred, Back and White Ceramic High Heel, Pack All Box and Tealight - Codified		Each	1
BloomNet or Local Wholesale	5" H x 5" D Clear Glass Cube Vase PC #29460B		Each	1
BloomNet or Local Wholesale	Floral Foam Brick PC #25091		Each	0.5
BloomNet	Ti Leaf Ribbon PC #92716		Yard	1

FLOWERS				
	Rose Light Pink 50 cm	Any Rose Pink 50 cm	Stem	8
	Stargazer Lily White	Any Lily White	Stem	3
	Variegated Pittosporum	Green Pittosporum or Salal	Stem	0.5

HOW TO: 1- Take Pack All Box and staple the side wings down. 2- Take Black Diamond Organza and put in box. 3- Put Rose and Lily Cube in Box over the Deco wrap. 4- Place in bag liner. 5- Put in large box and place lid on top. *Keep arrangement tight

DESIGN TIP: Dimensions is on arrangement only/keep design compact.

NEW CODIFIED PRODUCT

START DATE: 3/30/12
EARLIEST DELIVERY DATE: 3/30/12
END DATE: 5/16/12
SEASON: Mother's Day
DESIGN: All Around Arrangement



2012 Mother's Day Visual Merchandising Concepts from 1-800-FLOWERS.COM®

During the Valentine's Day holiday, many of our BloomNet Florists developed various creative uses for merchandising the 3 Tower Boxes as stand alone products at Retail with great success! The 1-800-FLOWERS.COM® Merchandising Team took a few of the terrific ideas provided by our BloomNet Florists and created these high impact Visual Merchandising concepts that your shop can leverage in your Retail Store this Mother's Day!





STEPPING OUT™ - LADIES SHOE SALE

- Organize a few of the Fashionista Mom™ Towers on a table top or set of the display tables.
- Display multiple Stepping Out™ arrangements through out the display and on top of the Tower Boxes, along with some of the other multiple uses for the Shoe Container such as- candle votive, cell phone holder, pearl necklace/jewelry holder, eye glass holder, through out the display.
- Incorporate the Mommy's Time Out floral martini arrangements into the vignette to convey a real VIP shopping experience.
- Showcase your unique "Designer's Choice" arrangements to add your signature look & appeal!



FASHIONISTA MOM™ - FROM PARIS WITH LOVE

- Dress up those Best Selling Plants for Mother's Day, such as Azaleas, Roses, Orchids, etc using the 3 sizes of Tower Boxes
- Incorporate the Black Organza Wrap or colorful bouquet wrap to create a real WOW factor for those plants.
- Showcase your breath-taking "Designer Choice" arrangements using the Tower Boxes to create a unique look.
- Incorporate some of your best selling Gift & Gourmet products such as - Chocolates, Stationary, Ceramic Gifts, Yankee Candles, etc., into the 3 Towers Boxes to create unique Gift Baskets for Mom that only your Shop can provide this Mother's Day!

Do you have a unique Visual Merchandising Display that is sure to WOW your customers this Mother's Day?

Share your ideas with your fellow BloomNet Florists and post your pictures to the BloomNet Fan Page on Facebook www.facebook.com/bloomnet.net !