



edible

frontline focus

week of 11/10/2025

united states

PRODUCT RECOMMENDATIONS

Selling Message of the Week

This week, we're highlighting our November flowers on the web! To support this initiative, you can recommend products such as the Sweet Appreciation Flowers & Fruit Bouquet Gift, the Treats & Pumpkin Cheesecake Platter with Bouquet Gift Set or the Autumn Blooms & Bites Bundle, for those in-store guests looking for the perfect floral pairing.



PROMOTIONS

"Black Friday" Flash Sale

This Flash Sale was created to rebuild momentum and capture lost sales opportunities following the recent site outage. Promotion details are available below:

- **Offer:** 20% Off Sitewide* (some exclusions apply)
- **Valid Dates:** 11/12/25 – 11/14/25
- **Promo Code:** BF20

We encourage you to use seasonal assets from the Marketing Toolkit to promote this on your local store social channels. As a reminder, these are located under Current Local Social Content at: Toolkit Hubs > Store Social Media Toolkit.

**Please note: All promotions are subject to change, as we strive to optimize sales and conversion.*

World Kindness Day In-Store Promotion

- **Offer:** Buy One Get One Free (BOGO) single treat "one to keep, one to give"
- **Valid Dates:** 11/13/25 – 11/14/25
- **Code:** KIND25
- **Promo-Eligible SKUs:** Chocolate Dipped Fruit Cone (Any Fruit), Indulgent Dessert Cup, Decadent Triple Layer Brownie, Solo Fruit-Topped Cheesecake, Single Signature Cupcake, Chocolate-Dipped Pineapple Pop, and Single Signature Cookie
- **Restrictions:** Limit redemption to one per customer. Must purchase one eligible SKU from above list in order to receive one free SKU of similar or lesser value. Cannot be combined with other offers. Valid in-store only. NOT valid on the web.

**Please always honor the offer for every guest driven in-store by national marketing. This is critical to creating a positive guest experience, increasing brand affinity, and ultimately driving business growth.*

TRAINING UPDATES & REMINDERS

Review the New Edible.com Catering Launch Information

As a reminder:

- Catering orders placed through Edible.com now allow customers to select a one-hour delivery window for their order.
- There are no same-day delivery options. Delivery windows begin one hour after store opening and end one hour before store close.

FUNDING UPDATE

Upcoming Veterans Day Holiday

This is a reminder that Tuesday, 11/11/25 is Veterans Day, a federal holiday in the United States. As a result, store funding will be delayed until Wednesday, 11/12/25.



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SYSTEM UPDATE

MyTickets System Update: Transition to New Portal on MyEdible.com

Effective Monday, 11/17/25, the current MyTickets system will be retired on nCompass and replaced by the new MyTickets Portal located on the MyEdible.com landing page.

What's Changing

- The old MyTickets program and links on LiveWall will be shut down on 11/17/25.
- The new MyTickets Portal now lives on the MyEdible.com landing page.
- The new portal is a knowledge and communication hub that includes:
 - Corporate updates and key documents.
 - A link to submit new support tickets.
 - Access to view your open tickets.

All open or pending tickets will be automatically transferred to the new system — no action is required.

How to Access the New Portal

1. Go to [MyEdible.com](https://myedible.com).
2. Click on the MyTickets Portal link on the landing page.
3. To submit a new ticket, use the "Submit a Ticket" option.
4. To view your open tickets, click your User Icon and select "My Tickets."

Next Steps

Please begin using the MyTickets Portal on MyEdible.com starting 11/17/25.

If you need assistance accessing the new system, contact the Store Support Team. Thank you for your cooperation as we move to a more efficient and connected support platform.

HOLIDAY PREP

Order Eyeball Sentiments for Thanksgiving

Eyeball Sentiments are available to order through Marketplace. Usage will increase in the coming weeks with Thanksgiving products being heavily promoted, so be sure to restock now to support holiday sales.

UPCOMING EVENT

Register Now: Final Edible Nation Webinar of the Year

Our final Edible Nation webinar of the year is scheduled for Thursday, 11/20/25 at 2:00 PM ET. Join us as we reflect on the year's successes, discuss strategies to close out the quarter strong, and preview what's ahead in the new year.

Register now via the link below:

<https://events.teams.microsoft.com/event/47202da3-95a8-4688-9034-beebdd125dec@8b28ecb3-d178-4c99-9f1f-5b7e88bef2d7>

Should you have any questions that you would like the team to address on the topics outlined above, please submit them below.

<https://forms.monday.com/forms/0ad9b3422e687e8cb25080b390fe3367?r=use1>