



FAQ's FruitFlowers®

Q – My flowers arrived with brown spots or mold!

A- Send in help desk ticket with pictures of the damages so we can get a replacement in route.

Q – The flowers are dead!

A – The flowers are shipped dry packed (out of water), so they may have the appearance of being dead. Place box in the cooler, as they become chilled the bouquets will firm up. Flowers can be dry packed for up to 7 days and kept in the cooler on the bottom shelf. If they look extremely dry, and if your area's regulations allow, you can hydrate them following the care and handling procedures in nspire

Q – Customer: What am I supposed to do with the flowers?

A – There should be a care card inside the box, but if it is missing you can cut the flowers at a 45-degree angle and place in a vase with room temperature water.

Q – Where do your flowers come from?

A - Flower bouquets are shipped direct from a farm in South America. They are packed and shipped direct to our stores. This eliminates the middleman and allows the recipients the freshest arrangements that last.

The bouquets are created with the freshest flowers in the fields that day and we want the freshest flower in your bouquet. The bouquets are created with 2 looks, one with bright colors for more of the celebration occasions and a more natural look for sympathy or a more elegant look for the appropriate occasion.

Q- Where do I find the report that will show me how many FruitFlowers® I have sold?

A- You can find the report in SMS under Sales Summary Report

Q - How do I order more flowers?

A- Bouquets can be ordered in Marketplace through Berry Direct

Q - How do I order more FruitFlowers® outer boxes?

A- Boxes can be ordered in Marketplace through Berry Direct

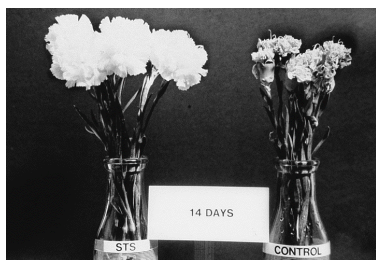
Q - Why am I getting gel packs when I have refrigerated trucks?

A – Gel packs should be used when making delivers to non-residential locations. This will keep the flowers cool until they can be taken to their final destination by the recipient.

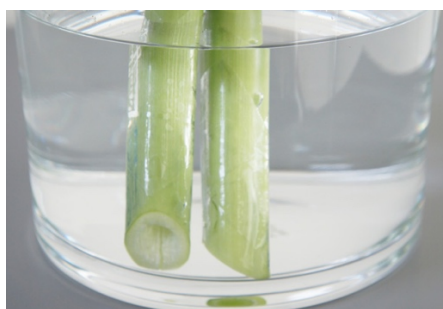


FruitFlowers® Care and Handling Procedures for Stores:

1. Bouquet shipments need to be checked upon arrival for damages such as... crushed or brown leaves from being over exposed to heat. If they are looking a little wimpy that is ok, the box should be placed on the bottom shelf of the cooler. As they cool, they will firm up. Take a Date label and write the date they arrived on the end of the carton. The bouquets arrive dry packed, (out of water) we want to keep them this way for up to 7 days. Dry packed means the flowers are in a dormant state and are perfectly fine in that state for 7 days in the cooler. If they arrive damaged, take a picture and submit a help desk ticket to the Grow Team including the picture.
2. Bouquet Shipment boxes need to be placed on the bottom shelf of the cooler. REASON: Fruit produces ethylene gas and that gas rises. Ethylene gas is harmful to flowers and this will prevent that from happening placing them below the gas level in the cooler.



3. If bouquets have not been sold upon the 7th day in the cooler. They must be hydrated!! Depending on the number of unsold bouquets, fill your flower buckets with room temperature water to about 4 inches of water. Take the bouquet and cut the end of the stems about 1 to 1 ½ inches from the bottom of the stem at a 45-degree angle and immediately place them in the bucket of water. Please DO NOT cut all the bouquets, then place them all in the bucket of water. When you cut the stem of a flower it goes into defense mode and the cells at the bottom of the stem begin to close, so if you wait to put them in the water, the cells have closed on the end of the stem and will not drink causing them to die more rapidly. We also cut the end of the stem at a 45-degree angle, because if you cut them straight when placed in the bucket the flat surface of the bucket and the flat surface of the stem does not allow water to reach the end of the stems and the flowers cannot drink and will die. You can look at your FruitFlowers® tickets sold for that day and you can hydrate only those bouquets first thing in the morning and they will be perked up and ready for delivery for that day.



4. Water in the flower buckets should be changed every 2 to 3 days and the bucket should be cleaned with an antibacterial cleaner. If you see the water turning or beginning to smell the water should be changed immediately and bucket cleaned.
5. If these procedures are followed it will give you a shelf life of at least 10 days for each bouquet to be sold.
6. If you have orders for FruitFlowers® and the bouquets are dry packed, you can hydrate them before delivery. You can check the number of orders for the next day and hydrate them in the morning first thing, that way they will be hydrated and in full bloom for the delivery that day.

7. When a bouquet is sold your team member should first check to see if any bouquets are in water and pull those first. With the bouquet in hand, fluff the plastic and kraft paper sleeve, look at the flowers and remove any broken or damaged petals or blossoms. If the bouquet contains roses, please check the outer petals because they may be bruised and these need to be removed. This is normal, these petals are called “guard petals” and protect the main blossom from damage during shipping. Once the bouquet is in perfect condition, place the bouquet in the bottom of the appropriate box. (Hand Delivery or Shipping Box). Fold the 2 cardboard flaps down to hold the bouquet in place. Please make sure the head of the bouquet has a 2-inch clearance from the end of the box. During delivery we do not want the flowers hitting the end of the box bruising the blossoms.
8. Take the cardboard tray and place it on the opposite side of the head of the bouquet. Lock it in place with the bottom tab. We do not want to block the view of the flowers. Add the appropriate dipped fruit box and place in the cardboard tray locking it in place with the pop-up tabs.
9. Close the FruitFlowers box and attach delivery information.
10. Upon delivery if the customer is not home, you can add a cool pack to the box. Open the box and remove the dipped fruit box. Pull up the tab to remove the tray. Place cool pack underneath the stems of the bouquet. Replace tray and lock the tab. Return the dipped fruit box to the tray and close the FruitFlowers® box.
11. The bouquets are created with the freshest flowers in the fields that day and we want the freshest flower in your bouquet. The bouquets are created with 2 looks, one with bright colors for more of the celebration occasions and a more natural look for sympathy or a more elegant look for the appropriate occasion.
12. The bouquets can be interchangeable if you are sold out of one type of bouquet.

For Customers:

1. When Flowers are received gather your favorite vase and fill with water and sprinkle the floral additive packet in the vase of lukewarm water.
2. Cut the bottom of the stems at a 45-degree angle and place the flowers in the vase. Feel free to arrange the flowers to your personal taste...so be creative or you can just cut the bottom of the bouquet remove the plastic and kraft paper and place in the vase of water. They bouquets do come pre-designed. Please pull any greenery leaves from the stem that would go into the water. They will only decay and cause the growth of bacteria in the water faster causing your flowers to die more rapidly.
3. You should change the water in the vase every 3 days to prevent bacteria growth.
4. You do not need the flower food if you change the water in the vase. The flowers have already absorbed the preservative.
5. The Flowers do not look like the picture! There is a disclaimer on the website that flowers will vary. The bouquets are created with the freshest flowers in the fields that day and we want the freshest flower in your bouquet. The bouquets are created with 2 looks, one with bright colors for more of the celebration occasions and a more natural look for sympathy or a more elegant look for the appropriate occasion.
6. The flowers lasted so long, how do you do that? Our farm grows most of the flowers we use in our bouquets, so we can grow the freshest flowers on the market. We also have the ability to import our accent flowers from around the world to create the signature edible bouquet look.