

Selling, Merchandising, & Sampling

Unique Selling Proposition

It's important to arm yourself and your staff with talking points to be able to sell this product category to any Guests who come in or call in to your stores. Below are some key talking points:

- Our flowers are hand-picked and hand-tied into each bouquet.
- The flowers in our bouquets will vary week by week because we only pick what's freshest in season. (This means that the flowers a Guest sees on our website is not the exact bouquet they will receive.)
- The flowers ship straight from the farm to our stores, as opposed to other florists who get their flowers from a distributor or middle man. That means our flowers last longer and have more time to brighten your day with their fresh blooms.
- Our flowers are paired with fresh fruit dipped in real, gourmet chocolate, not some waxy chocolate-alternative coating. We only use the highest quality ingredients in our dipped fruit boxes.
- Our flowers arrive in a "sleeping" state. Once the Guest has cut them and put them in water, the blooms will start to "wake up". They make take up to 3 days for the blooms to fully "wake up".

Merchandising

To help you market the FruitFlowers™ in your stores, please see below for in-cooler and on-counter recommendations.

- Display at least 1 bouquet at all times to let in-store Guests know that flowers are available!
- Make sure to get a vase that is 10-12" high and 4-5" mouth opening. This way you will not have to cut the flowers before a Guest purchases. We recommend using a clear, polycarbonate plastic, that gives the appearance of glass but won't break if knocked over. Select a vase that is simple and elegant, not a bucket from the back of house.
- You may either keep the display flower bouquet in the stand-up cooler or on-counter.
- Always make sure to use your display flowers to fulfill your in-store orders or use them for the first order of the next day. This helps keep your display flowers fresh.



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Surprise & Delight Recommendations

Make sure to never throw out a flower bouquet if you can help it. As your flowers approach the end of their shelf life (approximately 7-10 days), while they are still in good condition, use the bouquets in your local marketing efforts.

Here are a few suggestions:

- Attach a bouquet with a FruitFlowers™ flyer to an outgoing order for a surprise and delight experience.
- Give bouquets to heroes in your communities: medical professionals, hospital staff, school staff, firefighters, police stations, etc.
- Drop off bouquets at local businesses who are likely to place orders in the future. I.e. real estate offices, nursing homes, car dealerships, gyms, locally owned shops/stores.

Always make sure to include a business card or customized flyers with your sampling bouquets. That way they know where to go to buy flowers in the future!

Care & Handling (Steps 4-9: After Buckets Arrive)

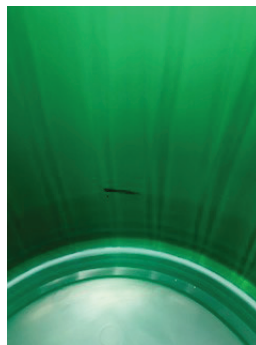
Please follow the below instructions, omitting steps 4-9 until you receive your green bucket. Upon receiving your green bucket in the coming months, you may follow the full set of directions. Until then, please leave the boxes in the cooler in a flat position.

1. When the case of flowers arrives, open the box and inspect the bouquets for damages or wilted flowers.



**If there are damages, you must photograph the shipping label and any damaged bouquets to receive a credit. NO CREDIT WILL BE GIVEN WITHOUT DOCUMENTATION. Please send in a help desk ticket with the photo documentation within 24 hours of receiving the flowers. Please check each bouquet, because not all bouquets could be damaged even if the box shows signs of damage.

2. Cut the straps and tape to open the box of flowers.
3. Cut the inner straps holding the bouquets in place.
4. Take your floral bucket and fill to a level of 3.5" of water. Use a ruler and measure up the side of the bucket to 3.5" and mark a fill line with a permanent marker, then fill.



5. Take the flower bouquets and place 6-8 bouquets (stem down) in the water. **Do not cut the stems.** The bouquet will hydrate and perk up while maintaining the shelf life.

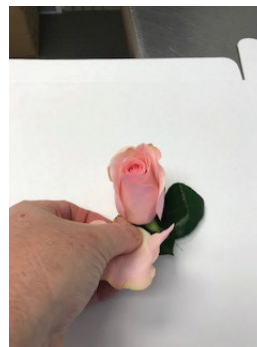


Care & Handling (Steps 4-9: After Buckets Arrive)

6. Place the matching lid on top of the bucket.
7. Place the closed bucket into the cooler at the lowest level possible (floor or bottom shelf)
8. Let the Flowers drink for at least 4 hours before use.
9. These bouquets are ready to be sold and can remain in the bucket until sell by date.
10. When a bouquet is needed, take the bouquet out of the bucket (“box” until buckets arrive) and hold it from the bottom. Hold the stems tightly and pull any protective netting off the blossoms. Be sure to use care so not to damage the flower head. Lightly shake the bouquet back and forth to separate and loosen flowers to fill out the bouquet.

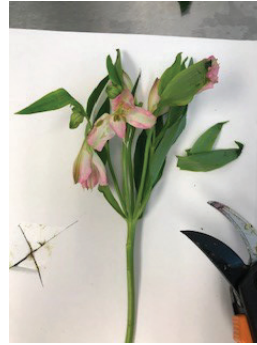


11. If the bouquet has any roses in them, check to see if any of the outside rose petals have been bruised in shipping. This is normal in shipping; they are called “guard petals” and should be gently removed. Use your thumb and index finger to gently snap the petal from the stem.



Care & Handling

12. Remove any bad petals or foliage that may not look fresh or wilted.



13. If the bouquet has a “Sale by Tag” note, please remove when selling the bouquet. This is your FIFO dating system.



14. Now the bouquet is ready to be placed in the FruitFlowers™ Box.

Additional Processes: The bucket will need to be cleaned (soap, rinse, sanitize) after 3 days and refilled with fresh room temp or cold tap water. **Never** use warm or hot water with flower prepping.

****Bucket cleaning should follow the same cleaning and disinfectant procedures as your other equipment.**