

## **FruitFlowers® Best Practices for In-Store Bouquet Care and Handling**

To preserve the longevity and beauty of our flower bouquets, and to ensure our Guests are receiving the freshest and prettiest bouquets possible, please review and implement immediately these critical “Best Practices for In-Store Bouquet Care and Handling.”

### **1. DAY OF ARRIVAL**

1. Our flowers have traveled a long distance and are very thirsty. Unpack and hydrate all flower bouquets as soon as possible. **DO NOT PANIC** if they appear wilted or limp. It may take up to 24 hours, but with proper hydration flowers will recover beautifully.
2. Using a clean and sanitized large green bucket, add approx. 4” of cool to room temperature water.
3. Do not cut the bouquets. Simply drop them into the bucket, and place lid on the bucket.
4. Allow the bouquets to hydrate for a few hours, then place bucket in the cooler.
5. Place a “Date (Received)” label on bucket lid.
6. If you are unable to unpack flowers immediately upon arrival, be sure to place in the cooler asap, then hydrate at your earliest opportunity.
  - Remember: Flowers must be placed on the lowest point (floor or bottom shelf) in the cooler. Fruit produces ethylene gas which is harmful to flowers and accelerates their aging. Since ethylene gas rises, storing flowers at the lowest point possible is critical.

### **2. CARE THROUGHOUT THE WEEK**

1. Check the water level in the buckets daily. Add water to maintain 4” depth.
2. Using the in-store sanitizing solution, disinfect the green bucket and display vase(s) weekly.

### **3. UNSOLD BOUQUETS**

1. Edible continues to reimburse any unsold bouquets from the weekly Smart Shipped case of eight bouquets.
2. Bouquets older than 10 days should never be used to fill guest orders.
3. If these bouquets are still pretty, use them as a donation or promotional item to “Brighten Someone’s Day!” or to tell our guests Edible now sells flowers! Else you must compost or discard them.
4. This will ensure old unsold bouquets are rotating out of your cooler to make room for the new freshest bouquets, and most importantly our guests will receive the prettiest flowers available.

Should you have any questions, please contact your FBC or submit a ticket to Innovation.