

Valentine's Day Collection Notes & Backups

As we prepare for Valentine's Day 2025, please ensure you purchase enough inventory according to your projections and reports pulled via SMS to cover your location's needs. Below are details on the backups for each Category.

Collection Dates:

- 2/12/26: Optional Collection Day
- 2/12/26: Shipping Stores – Collection Day
- 2/13/26: All Stores Collection Day
- 2/14/26: All Stores Collection Day
- 2/15/26: Optional Collection Day

**You can opt-in to the 12th OR the 15th as optional, but not both.*

Backup Fruit Plan

If you are still receiving strawberries but have been pro-rated by your fresh distributor, follow these steps:

- Keep the best-looking strawberries for fresh berries in the recipe. Dip berries that are good but not visually perfect.
- If you are not receiving enough berries to run your full production for the day, use half the count of the strawberries for each size arrangement and the other half of the strawberries will be replaced with pineapple hearts.
- Evenly distribute the strawberries and orange half slices throughout the arrangement.
- If your store runs out of green grapes, please use red grapes as the backup.

Backup Bakeshop Plan

Product	Backup 1	Backup 2
Heart Cheesecakes	Original Cheesecakes	Brownies
Original Cheesecakes	Heart Cheesecakes	Brownies
Brownies	Original Cheesecakes	Heart Cheesecakes

Backup Shelf Stable Plan

Product	Backup 1	Backup 2
Mini Heart Sprinkles	Pastel Mini Sequins Sprinkles	Graffiti Sprinkles
Graffiti Sprinkles	Pastel Mini Sequins Sprinkles	N/A
Astor Chocolate Heart Box	Astor Chocolate 12pc Private Label	Submit Ticket to Turn off
W + F Non-Alcoholic Cuvee Wine	W + F Non-Alcoholic Rose Wine	Submit Ticket to Turn off
Happy Valentine's Day Balloon	I Love You Balloon	Smiley Face Balloon
I Love You Balloon	Happy Valentine's Day Balloon	Smiley Face Balloon
Mini Heart Balloon	Submit Ticket to Turn Off	N/A
Mini Happy Birthday Balloon	Submit Ticket to Turn Off	N/A
Bobbi Bear	Submit Ticket to Turn Off	N/A

Back Up Flowers

Product	Backup 1	Backup 2
Flower tote Bag	Hand delivery box	Submit Ticket to Turn off
Trumpet Vase	Submit Ticket to Turn off	N/A
Pink Vase	Arcadia Vase	Submit Ticket to Turn off
Customizable Vase	Arcadia Vase	Submit Ticket to Turn off
Valentine's Day Assorted Roses	Submit Ticket to Turn off	N/A
Vibrant Valentine's Day Flowers	Submit Ticket to Turn off	N/A
Preserved Rose	Submit Ticket to Turn off	N/A

Back Up Hard Goods

Product	Backup 1	Backup 2
1 <3 U Insert	Signature Insert	Submit Ticket to Turn off
Large Dipped Fruit Box	2 Small Dipped Fruit Boxes	Submit Ticket to Turn off
Small Dipped Fruit Box	2 Petite Treat Boxes	Small Treat Box w/ Brown Tray
Small Treat Box	3 Petite Treat Boxes	Submit Ticket to Turn off
Medium Treat Box	Large Window Box w/ 6ct Insert	2 Small Treat Boxes
Bud Vase	Submit Ticket to Turn off	N/A
Geo Mug	#4 Round Tin	Submit Ticket to Turn off
Customizable Container	#6 Round Tin	Submit Ticket to Turn off
Festival Tin	#6 Round Tin	Customizable Container
#4 Round Tin	Geo Mug	Submit Ticket to Turn off
#6 Round Tin	Customizable Container	Submit Ticket to Turn off
Medium Dessert Board	Submit Ticket to Turn off	N/A
Small Dessert Board	Submit Ticket to Turn off	N/A
12" Platter	Locally Purchased 12" Platter	Submit Ticket to Turn off

Miscellaneous Scenarios:

- If you run out of the **Brown Tray** > and the box **DOES NOT HAVE** brownies
 - 1.) Use the clear cheesecake tray OR
 - 2.) Use a measured piece of parchment paper to line the bottom of the medium treat box.
- If you run out of the **Brown Tray** > and the box **HAS** brownies > Use a measured piece of parchment paper to line, the bottom of the medium treat box. Place the berries in souffle cups.