

2026

spring playbook

Employee Appreciation Day, St. Patrick's Day,
Eid, Easter, Mother's Day, Graduation



edible®

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Introduction

Evergreen- launching 3/2/26

Matcha

We will be expanding our menu with MATCHA! This on-trend flavor reinforces our commitment to freshness, quality, and elevated gifting experiences, and it pairs beautifully with our white chocolate and fruit selection. The global matcha market is valued at over \$2bil and has been growing exponentially. Rising awareness regarding the health benefits of matcha coupled with the popularity of antioxidant-rich beverages is projected to boost its growth even more in 2026.

We will have a curated menu that includes locally-sourced matcha powder, which will be mixed into our white chocolate and Green Dream smoothie. We will have boxes with dipped berries, bananas, and pineapples, TPA-exclusive cups, and a cheesecake topped with a dipped matcha berry. The dipped matcha berries, bananas, pineapples, and cheesecake with dipped matcha berry will also be added to the Create Your Own offers on the web.



Graduation

We will be updating the box, platter, and arrangements to read "2026."



Depletion of Wander + Found

Please note we will be discontinuing the Wander + Found non-alcoholic wines. It will be removed from Marketplace once current inventory has been depleted, and we will be pulling it off the web on 5/31. Stay tuned for updates on the future of the non-alcoholic wine category!

Introduction

Spring season LTOs

Candy-Filled Arrangements

We are very excited to showcase a brand-new container launching this Spring! The arrangements will be built in the center of a custom-made double wall container (similar to our customizable container), with the outer band getting filled with SKITTLES® or pastel M&M'S®. We have selected these two candies because they are core portfolio products for Mars that range in core consumers and have a strong brand awareness and following. Marketing will be focused on the pastel M&Ms® during the Easter timeframe, then shift into more support for the Skittles® sizes through the summer.

The base arrangements inside these containers will be new SKUs, but are based on existing top-sellers:



Key Lime Cheesecake with lime sentiment LTO

We're excited to introduce the Key Lime Cheesecake & Half Lime Sentiment as a spring-summer Limited Time Offer, bringing a refreshing, citrus-forward flavor to our premium dessert lineup. This bright and tangy cheesecake offers a smooth, creamy texture with a zesty lime finish, delivering strong visual and flavor appeal during key seasonal moments.

This LTO helps expand our growing premium dessert category by tapping into a popular and seasonally relevant flavor profile that resonates with guests looking for something fresh, vibrant, and indulgent. Its distinctive color and texture make it a standout addition to bake-shop boxes, boards, and platters.



Product Details:

Available from March 2 - July 31 to support spring and early summer gifting occasions. Included in/on boxes, board, and platters and select seasonal bundles

Introduction



Key Lime Cheesecake & Chocolate Dipped Fruit Box



Triple Delights Dessert Box- new size!

Spring/Summer Cookies & Cupcakes

Our Spring/Summer bakery lineup features three bright and refreshing flavors designed to celebrate the season and keep guests engaged across gifting and everyday occasions.

Coconut Lime – A tropical-inspired combination of coconut and bright, zesty lime zest that brings a refreshing, sunny flavor profile to the lineup.

Dirt Cake – A playful, nostalgic flavor featuring rich chocolate notes topped with a “dirt”-style crumb and gummy garnish, delivering a fun treat guests of all ages will enjoy.

Lemon Lavender – Light, floral, and perfectly balanced. This citrus-and-botanical pairing taps into global flavor trends highlighting floral and aromatic desserts, offering guests a modern and elevated seasonal option.

Introduction

These premium seasonal flavors will be available in both cookies and cupcakes as part of “Create Your Own” boxes, bundles, and add-ons.

Please refer to the Step-by-Step Instructions documents on LiveWall under Important Docs for all clickable sourcing links and instructions.



Easter

We had a strong Easter performance in 2025, so there will not be a ton of new changes this year. Each store saw around 44 transactions totaling \$3100 for Easter SKUs. The top selling SKU by revenue was Easter Bunny Celebration® with Easter Berries (\$925 per store), and the top selling SKU by units was the Easter Bunny Daisy® Arrangement (12.3 per store).

Returning:

Easter Bunny Daisy® Arrangement (Petite & Regular)

Easter Bunny Celebration® with Confetti Berries (Small, Regular, & Large)

Chocolate Dipped Easter Dessert Board (Small & Medium)- swapped in the new Premium Celebration Cookie (Medium); swapped the brownie for a cheesecake (Small)

Berry Bunny Platter (OS – 12”) - added back the dipped pineapples recipes

Easter Feaster Box (6ct & 12ct)

Easter Bunny’s Bakeshop Box- added a Key Lime Cheesecake size!



Introduction



St. Patrick's Day

St. Patrick's Day is not a huge holiday, but Edible had a great one in 2025 regardless! Revenue per store grew 38%! Each store saw about 12 St. Patrick's Day related transactions, up from 9 per store in 2025. Our top seller (once again) was the Shamrock Daisy Arrangement (4 units/store).

We will be streamlining to just bases for St. Patrick's Day, as only 10% of St. Patrick's Day sales were bundles. We will leverage the Build Your Own Gift platform with St. Patrick's Day products to give an option to our guests if they'd like to make their own, or the St. Patrick's Day balloon will be on the add-on page.

Returning in 2026, we have:

Shamrock Daisy® Arrangement (Petite & Regular)

Shamrock Celebration (Small, Regular, & Large)

St. Patrick's Day Platter (OS - 12") - added dipped pineapples

Lucky Shamrock Dessert Board (Small)



Introduction

Mother's Day- launching 413/26

Edible had a fantastic Mother's Day 2025! On average, each store saw around \$50k in total sales, representing a 6.5% year-over-year increase. Looking ahead, we're elevating our Mother's Day 2026 collection with a mix of returning favorites and fun new additions. You'll notice that many of the core products are coming back this year, which helps us streamline production and maintain operational efficiencies.



We're introducing a light pink sprinkle to replace the previous peach sprinkle, adding a fresh and festive touch to the collection.

Thank you again for continuing to deliver exceptional experiences to our guests. We're looking forward to another amazing Mother's Day season together! Here are some new products we will be introducing.

Introduction

Flowers

In 2025, Mother's Day week floral sales were \$2.9M which was about \$4.2K per store (+4.5% vs 2024). We are continuing to lean heavily into flowers this year for Mother's Day by offering both a Premium Mother's Day Bouquet as well as the everyday May Bright Bouquet. The Premium Mother's Day Bouquet is set for fulfillment between 5/4 & 5/11. The everyday May Bright Bouquet will be available all of May however, Mother's Day specific bundles with flowers will end on 5/11.

Premium Mother's Day Bouquet:



May Bright Yellow Bouquet:



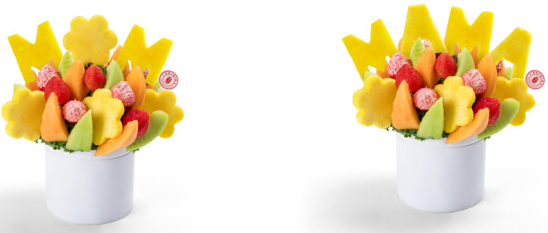




Flower pop-up card

We are introducing a premium paper pop-up card that looks like a bouquet of flowers, but will last much longer! This card comes in a custom-designed envelope that is a perfect add-on for Mom. Pop-up cards are a trending product with a ton of growth potential thanks to their eye-catching display and being a memorable, low-cost keepsake. It will be sold in bundles and on the add-on page as an LTO. Printable will still be offered during this time, and the pop-up card will serve as a more premium offer.





Mother's Day Collection Lineup

Product	Name
	<p>Fresh Cut Daisies & Blooms Arrangement</p>
	<p>#1 Mom Fruit Arrangement</p>
	<p>Mother's Day Celebration Arrangement</p>
	<p>Mother's Day Deluxe Celebration Arrangement</p>
	<p>Mother's Day Centerpiece Arrangement</p>

Mother's Day Collection Lineup

Product	Name
	<p>Mini Berry Arrangement-Chocolate Confetti Berries</p>
	<p>Mom's Chocolate-Covered Strawberries Platter</p>
	<p>Mom Deserves it Dessert Board</p>
	<p>Mother's Day Premium Bouquet</p>
	<p>Yellow May Flowers</p>

Mother's Day Collection Lineup

Product	Name
	<p>Chocolate Covered Strawberry Cheesecake Box</p>
	<p>Sprinkle Berry Birthday Box</p>
	<p>Chocolate Dipped Strawberries Box</p>
	<p>White Chocolate Dipped Strawberries Box</p>
	<p>Mother's Day Delights Dessert Box</p>
	<p>Mother's Day Assortment Berry Box</p>

Mother's Day Collection Lineup

Add-Ons:

Mother's Day Premium Bouquet (Single, Single with Janes Garden Pitcher)

Yellow May Flowers (Single, Single with Clear Vase)

6ct Mother's Day Chocolate-Covered Strawberries Box

NEW Floral Pop-Up Card

Edible® 12pc Chocolate Truffles

Foil Balloon - Mother's Day (1 or 3)

Foil Balloon - Birthday (1 or 3)

Bobbi the Bear

Vases alone - Clear Trumpet, Jane's Garden Pitcher, Custom (Signature, ILU, Bday)

Marketing 2026 Key Dates, Occasions & Promotions

March

Ramadan/Eid al Fitr (2/17 - 3/20)
Employee Appreciation Day (3/6)
International Women's Day (3/8)
St. Patrick's Day (3/17)
March Madness (3/17 - 4/6)

April

April Fool's Day (4/1)
Passover (4/2 - 4/9)
Easter (4/5)
Administrative Professional's Day (4/22)
Prom Season (April - May)

May

Dia de las Madres (5/10)
Mother's Day (5/10)
Teacher Appreciation Week (5/4 - 5/8)
Nurse Appreciation Day (5/6)
Memorial Day Weekend (5/22 - 5/25)
Eid al-Adha (5/26 - 5/27)
Graduation Season (Late April - Mid June)

Spring Product Launches

NEW Green Dream Smoothie with Matcha (3/2)
NEW Matcha Berry Bliss Box (3/2)
NEW Mixed Fruit Matcha Box (3/2)
NEW LTO Key Lime Cheesecakes (3/2)
NEW Mars Partnership - M&Ms® & Skittles® Arrangements (3/2)
NEW Spring LTO Cupcakes (3/2)
NEW Spring LTO Cookies (3/2)
Easter Product Line (3/2)
St. Patrick's Day Product Line (3/2)
Mother's Day Product Line (4/13)
NEW Pop-Up Flower Card (Add-On) (4/13)

National Web Promotions

Spring National Web Promotion information to be shared in the Monthly Brand Updates.

Marketing 2026 Key Dates, Occasions & Promotions

National Store Promotions (In-Store-Only)

To drive in-store traffic and local sales, we have developed the following exclusive in-store-only promotions for you to execute in your community.

Note: Store Execution Guides will be shared in the Monthly Brand Update and on Marketing Toolkit.

National Sibling's Day

Promo Date: 4/10/26 - 4/11/26

Offer: 15% off Select Products

- Chocolate Dipped Indulgence Platter
- Mini Chocolate Dipped Indulgence Platter
- Mini Chocolate Dipped Indulgence Dessert Board

Code: SIBSDAY

Dip-loma (Graduation)

Promo Date: 4/27/26- 6/17/26

Offer A (Graduates & Teachers): One (1) free Dipped Fruit Cone (aka "Dip-loma") to graduating students (with proof of graduate status) and to teachers (with valid ID) who visit in-store to redeem.

Code: DIPLOMA2026

Offer B (Gifters): 20% off Graduation Products

- Graduation Celebration
- Class of 2025 Chocolate Covered Strawberries
- Class of 2025 Dessert Platter and Balloons Gift Set

Code: GRAD2026

Nurse Appreciation Day

Promo Date: 5/6/26

Offer: One (1) free treat for nurses who visit in-store and show valid Nurse ID

Code: NURSEDAY

LTO Key Lime Cheesecake Launch

Promo Date: 5/25/26 - 5/29/26

Offer: One (1) FREE single Key Lime Cheesecake to guests who visit in-store

Code: KEYLIME

Marketing - Seasonal Message Thematic

Spring Arranged

Spring is a season of renewal, color, and optimism. Customers are shedding the weight of winter and embracing fresh starts, finding joy in small, beautiful moments as the world comes alive. Nature's bloom sparks self-expression energizes connection with loved ones and inspires acts of gratitude within their communities.

Edible arranges the effortless Mother's Day flex

Mother's Day is one of our most important cultural and commercial moments, second only to Valentine's Day in driving revenue, but how people want to show up is changing. Consumers want gifts that do something: make life easier, create a real moment, and show unmistakable care. Culturally, moms are dropping the filter and being honest about what they want, even if they have to get it for themselves. Edible is built for this shift. When we show up, it's not just thoughtful, it's confident, joyful, and unmistakable. It's the effortless flex, the reliable cheat code that makes gifters feel like they nailed it, and moms feel genuinely celebrated, on their terms.

Customer Reasons to Believe

Always keep these four core messages in mind as you engage local store marketing strategies, as they are the value we provide to customers and therefore the messages that will attract customers to purchase.

1. **We are the champion of connection.** Celebrating the moments that matter is center to who we are.
2. **We offer a range of solutions** to serve all your gifting, entertaining and self-indulgent needs.
3. **We offer ultimate convenience with the luxury of delivery options** (next-day, same-day, and <1 hour). We guarantee quality, convenience, and delivery speed so you don't have to choose.
4. **We're crafted locally.** When you buy from our locally owned and operated Edible store, you're supporting an entrepreneur in your neighborhood.










SPRING 2026 STORE LOCAL MARKETING ASSETS

- On the Marketing Toolkit you will find the following assets available to support this season's key events and occasions (specific creative assets available vary by occasion):
- Spring Local Store Marketing Guide
- Organic Social Media Posts
- Product Guides
- Print Ads
- 3UP Flyers










For custom marketing materials needed for your local marketing initiatives, fill out the **Creative Request Form** and submit it in a HelpDesk Ticket to the attention of Marketing.

Custom creative requests may take up to 5 business days to complete, so please submit requests well in advance of when you need them. Please reach out to your RDO with any questions.










Everyday/Easter/St. Patrick's Day/Graduation Bases

Image	Name	Status	Size	Container	Web Start Date	US SKU	US Price
	Key Lime Cheesecake & Chocolate Dipped Fruit Box	New	O/S	Med Treat Box w/Signature Wrap	3/2	10383	\$44.99
	Triple Delight Dessert Box	Change	BDay Berries Swizzle Berries Key Lime Cheesecake	Med Treat Box w/BDay Wrap Med Treat Box w/ Signature Wrap	3/2	9205	\$49.99
	Easter Bunny's Baked Goods Box	Change	Celebration Cheesecake Key Lime Cheesecake	Med Treat Box w/Signature Wrap	3/2	9541	\$49.99
	Easter Feaster Box	Return	O/S	Large Dipped Fruit Box w/ Signature Wrap	3/2	6009	\$54.99
	Easter Bunny Celebration w/Confetti Berries	Return	Small Regular Large	# 6 Metal	3/2	4938	\$95.49 \$109.99 \$124.49
	Easter Bunny Daisy Arrangement	Return	Petite Regular	Geo Container #4 Round Tin	3/2	4950	\$59.99 \$69.99
	Berry Bunny Platter	Change	O/S	12" Platter w/Lid	3/2	6000	\$74.99
	Chocolate Dipped Easter Dessert Board	Change	Small Medium	9" Dessert Board 12" Dessert Board	3/2	9002	\$59.99 \$69.99
	Shamrock Celebration	Return	Small Regular Large	#6 Metal	3/2	1237	\$87.99 \$99.99 \$119.99




Everyday/Easter/St. Patrick's Day/Graduation Bases

Image	Name	Status	Size	Container	Web Start Date	CA SKU	CA-Price
	St. Patrick's Day Platter	Change	O/S	12" Platter w/Lid	3/2	5194	\$79.99
	Shamrock Daisy Arrangement	Change	Petite Regular	Geo Container #4 Round Tin	3/2	4316	\$69.99 \$89.99
	Lucky Shamrock Dessert Board	Return	O/S	9" Dessert Board	3/2	7208	\$74.99
	Graduation Celebration Platter	Change	O/S	12" Platter w/Lid	3/2	5329	\$79.99
	Class of 2026 Chocolate Covered Strawberries	Change	O/S	Large Dipped Fruit Box w/ Congrats Wrap	3/2	6976	\$66.99
	Class of 2026 Dessert Platter	Change	O/S	9" Platter w/Lid	3/2	6978	\$66.99
	Graduation Celebration	Change	Small Regular Large	Customizable Container w/ Congrats Insert	3/2	5504	\$116.99 \$132.99 \$138.99
	Happy Birthday Berries Arrangement with M&Ms®	New	O/S- M&M's® Pastel	Customizable Candy/Light Container	3/2	7586	\$89.99
	Happy Birthday Berries Arrangement with Skittles®	New	O/S-Skittles®	Customizable Candy/Light Container	3/2	7594	\$89.99







Everyday/Easter/St. Patrick's Day/Graduation Bases

Image	Name	Status	Size	Container	Web Start Date	CA SKU	CA-Price
	Confetti Berry & Chocolate Fun with M&M's®	New	O/S-M&M's® Pastel	Customizable Candy/Light Container	3/2	7589	\$89.99
	Confetti Berry & Chocolate Fun with Skittles®	New	O/S-Skittles®	Customizable Candy/Light Container	3/2	7590	\$89.99
	Candy in Bloom Arrangement with M&M's®	New	O/S-M&M's® Pastel	Customizable Candy/Light Container	3/2	7591	\$89.99
	Candy in Bloom Arrangement with Skittles®	New	O/S-Skittles®	Customizable Candy/Light Container	3/2	7592	\$89.99
	Create Your Own Cupcake Box	Return	6 ct. 12 ct.	Medium Treat Box w/2 cupcake inserts Large Treat Box w/4 cupcake inserts	3/2	7431	\$49.99 \$69.99
	Assorted Cupcake Box-3ct.	Change	3 ct.-Signature 3 ct.-Seasonal	Small Treat Box w/ 1 cupcake insert	3/2	7408	\$24.99 \$24.99
	Assorted Cupcake Box-6ct. or 12ct.	Change	6 ct. 12 ct.	Medium Treat Box w/2 cupcake inserts Large Treat Box w/4 cupcake inserts	3/2	7407	\$49.99 \$69.99
	Create Your Own Cookie Box	Change	6ct. 12ct.	Large Treat Box	3/2	7473	\$39.99 \$54.99
	Assorted Premium Cookie Box	Change	6ct. 12ct.	Large Treat Box	3/2	7311	\$39.99 \$54.99








Matcha Bases

Image	Name	Status	Size	Container	Web Start Date	CA SKU	CA-Price
	Green Dream Smoothie with Matcha	New	O/S	16 oz. Cup	3/2	7577	\$10.99
	Matcha Berry Bliss Box	New	Assorted Wraps	Large Dipped Fruit Box w/occasion wrap	3/2	7579	\$64.99
	Mixed Fruit Matcha Box	New	Assorted Wraps	Large Dipped Fruit Box w/ occasion wrap	3/2	7580	\$64.99





Everyday/Easter/St. Patrick's Day/Graduation Bundles

Image	Name	Status	Size	Container	Contents	Web Start Date	CA SKU	CA Price
	Chocolate-Dipped Easter Board Gift Set	Change	Small Medium	9 in./12 in. Desert Board; Clear Trumpet Vase	Easter Dessert Board; Single Bouquet-Bright Flowers	3/2	7213	\$153.57 \$208.57
	Berry Happy Easter Cupcake Gift Set	Change	3 ct. Signature 3 ct. Seasonal 6 ct. Assorted	12" Platter; Small Treat Box/Med Treat Box	Berry Bunny Platter; Assorted Cupcake Box (3ct signature/3ct seasonal/6ct); Foil Happy Easter Balloon	3/2	7212	\$112.97 \$112.97 \$137.97
	Graduation Celebration Bundle	Change	O/S	12" Platter w/Lid	Graduation Celebration Platter; Balloon Bundle-Foil Congrats Balloons	3/2	5780	\$100.99
	Graduation Delicious Celebration Gift Set	Change	Small Regular Large	#6 Round Tin Small Dipped Fruit Box w/Signature Wrap	Delicious Celebration Arrangement; Fruit Fix Box; Balloon Bundle-Congrats Foil Balloons	3/2	5781	\$166.98 \$186.98 \$196.98
	Class of 2026 Dessert Platter & Flower Gift Set	Change	Single Bouquet Single Bouquet w/ Clear Vase	9" Platter w/Lid; Clear Trumpet Vase; Floral Tote Bag	Class of 2026 Dessert Platter; Single Bouquet-Bright Flowers	3/2	6979	\$129.98 \$148.57
	Graduation Cupcakes and Dipped Fruit	Change	3 ct. Signature 3 ct. Seasonal 6 ct Assorted	#6 Round Tin; Small Treat Box Med Treat Box	Delicious Celebration Arrangement-Regular; Assorted Cupcake Box (3ct signature/3ct seasonal/6ct); Foil Congrats Balloon	3/2	5783	\$173.97 \$173.97 \$198.97






Everyday/Easter/St. Patrick's Day/Graduation Bundles

Image	Name	Status	Size	Container	Contents	Web Start Date	CA SKU	CA Price
	Balloon Birthday Fun with M&M's®	New	O/S-M&M's® Pastel	Customizable Candy/Light	Happy BDay Berries Arrangement w/M&M's®; BDay Balloon Bundle-Foil	3/2	7587	\$110.99
	Balloon Birthday Fun with Skittles®	New	O/S-Skittles®	Customizable Candy/Light	Happy BDay Berries Arrangement w/Skittles®; BDay Balloon Bundle-Foil	3/2	7595	\$110.99
	Flowers For You Gift Set with M&M's®	New	Single Bouquet Single Bouquet w/ Clear Vase	Customizable Candy/Light; Floral Tote; Clear Trumpet Vase	Candy in Bloom Arrangement w/M&M's®; Single Bouquet-Bright Flowers	3/2	7597	\$138.99 \$157.58
	Flowers For You Gift Set with Skittles®	New	Single Bouquet Single Bouquet w/ Clear Vase	Customizable Candy/Light; Floral Tote; Clear Trumpet Vase	Candy in Bloom Arrangement w/Skittles®; Single Bouquet-Bright Flowers	3/2	7596	\$138.98 \$157.58
	A Recipe for Delicious Gift Set with M&M's®	New	O/S-M&M's® Pastel	Customizable Candy/Light; Med Treat Box w.Signature Wrap	Candy in Bloom Arrangement w/M&M's®; 6ct. Assorted Cupcake Box	3/2	7598	\$139.98
	A Recipe for Delicious Gift Set with Skittles®	New	O/S- Skittles®	Customizable Candy/Light; Med Treat Box w.Signature Wrap	Candy in Bloom Arrangement w/Skittles®; 6ct. Assorted Cupcake Box	3/2	7599	\$139.98
	The Crowd Pleaser Cookie Gift Set with M&Ms®	New	O/S-M&M's® Pastel	Customizable Candy/Light; Large Treat Box	Confetti Berry & Chocolate Fun w/M&M's®; 6ct Assorted Premium Cookie Box	3/2	7600	\$129.98







Everyday/Easter/St. Patrick's Day/Graduation Bundles

Image	Name	Status	Size	Container	Contents	Web Start Date	CA SKU	CA Price
	The Crowd Pleaser Cookie Gift Set with Skittles	New	O/S-Skittles	Customizable Candy/Light; Large Treat Box	Confetti Berry & Chocolate Fun w/Skittles; 6ct. Assorted Premium Cookie Box	3/2	7601	\$129.98
	Cupcake, Key Lime & Dipped Fruit Joy Box	New	O/S	Small Treat Box w/ 1 cupcake insert; Med Treat Box w/signature wrap	Assorted Cupcake Box-3ct.; Key Lime Cheesecake & Chocolate Dipped Fruit Box	3/2	7584	\$79.98
	Cupcake & Cheesecake Gift Set	Return	6ct. 3ct.-Signature 3ct.-Seasonal	Med Treat Box w/Signature Wrap; Medium Treat Box w/2 cupcake inserts; Small Treat Box w/ 1 cupcake insert	Assorted Cheesecake Box; 3ct signature/3ct seasonal/6ct); 6ct Assorted Cupcake	3/2	7434	\$109.98 \$84.98 \$94.98
	Wish on a Birthday Star & Cupcake Gift Set	Change	6ct. 3ct.-Signature 3ct. Seasonal	Customizable Container w/BDay insert; Med Treat Box w/2 cupcake inserts or Small Treat Box w/ 1 cupcake insert	Wish on a Birthday Star Arrangement; Assorted Cheesecake Box; 3ct signature/3ct seasonal/6ct)	3/2	7412	\$149.98 \$124.98 \$124.98



Everyday/Easter/St. Patrick's Day/Graduation Bundles

Image	Name	Status	Size	Container	Contents	Web Start Date	CA SKU	CA Price
	Charli Cupcake's Birthday Gift Set	Return	6ct.	Med.Treat Box w/2 cupcake inserts Small Treat Box w/ 1 cupcake insert	Assorted Cheesecake Box; 3ct signature/3ct seasonal/6ct); Charl the Cupcake plush; Foil BDay Balloon	3/2	7432	\$74.97
			3ct.-Signature					\$49.97
			3ct.-Seasonal					\$49.97
	Birthday Cupcake & Confetti Berry Gift Set	Change	6ct.	Small Dipped Fruit Box w/ BDay wrap; Med Treat Box w/2 cupcake inserts or Small Treat Box w/1 cupcake insert	Happy Birthday Box-6ct.; Assorted Cheesecake Box; 3ct signature/3ct seasonal/6ct)	3/2	7409	\$79.98
			3ct.-Signature					\$54.98
			3ct.-Seasonal					\$54.98
	Birthday Wishtini & Cupcake Gift Set	Change	6ct.	Fresh-Tini Container; Med Treat Box w/2cupcake inserts or Small Treat Box w/ 1 cupcake insert	BDay Wish-tini w/confetti berries arrangement; Assorted Cheesecake Box; 3ct signature/3ct seasonal/6ct); Foil BDay balloon	3/2	7410	\$157.97
			3ct.-Signature					\$132.97
			3ct.-Seasonal					\$132.97
	Cupcake, Flowers & Balloon Gift Set	Change	6ct.	Med Treat Box w/2 cupcake inserts; Floral Tote	6ct. Assorted Cupcake Box; Single Bouquet-Bright Flowers; Foil Balloon(occasion)	3/2	7413	\$107.97
			6ct.					
			6ct.					
	Cupcake & Cookies Gift Set	Return	6ct.	Med Treat Box w. 2 cupcake inserts; Large Treat Box	Assorted Premium Cookie Box-6ct or 12ct.; Assorted Cupcake Box-6 ct. or 12ct.	3/2	7468	\$89.98
			12ct.					\$124.98









Everyday/Easter/St. Patrick's Day/Graduation Bundles

Image	Name	Status	Size	Container	Contents	Web Start Date	CA SKU	CA Price
	Rainbow & Butterflies Cookie Gift Set	Change	6ct. Signature Cookie Box 6ct. Seasonal Cookie Box	Customizable Container w/Rainbow insert; Large Treat Box	Rainbow & Butterflies Arrangement-Regular; 6ct. Premium Cookie Box -seasonal or signature	3/2	7314	\$159.98
	Assorted Premium Cookies & Simply Edible Gift Set	Change	6ct. Signature Cookie Box 6ct. Seasonal Cookie Box	#4 Round Tin; Large Treat Box	Simply Edible Bouquet-Regular; 6ct. Premium Cookie Box-seasonal or signature	3/2	7317	\$119.98
	Assorted Premium Cookies & Birthday Bites Gift Set	Change	6ct. Signature Cookie Box 6ct. Seasonal Cookie Box	Small Dipped Fruit Box w/HBD wrap	Happy Birthday Box-6ct.; Premium Cookie Box-6ct. (seasonal or signature)	3/2	7318	\$77.97
	Assorted Premium Cookies & Classic Indulgent Gift Set	Change	6ct. Signature Cookie Box 6ct. Seasonal Cookie Box	Large Dipped Fruit Box w/signature wrap; Large Treat Box	Classic Indulgence Box; Premium Cookie Box-6ct. (seasonal or signature)	3/2	7319	\$99.98
	Assorted Premium Cookies & Edible Bakeshop Box	Change	6ct. Signature Cookie Box 6ct. Seasonal Cookie Box	Med Treat Box w/signature wrap; Large Treat Box	Edible Bakeshop Box w/ Brownies & Cheesecakes; Premium Cookie Box-6ct. (Seasonal or signature)	3/2	7320	\$99.98
	Assorted Premium Cookies Box & Flower Bouquet	Return	Single Bouquet; Customizable vase w/assorted occasion-insert	Large Treat Box, Floral Tote; Customizable Vase w/insert	Preium Seasonal Cookie Box (6ct); Single Bouquet-Bright Flowers	3/2	7316	\$99.98 \$124.97



Matcha Bundles

Image	Name	Status	Size	Container	Contents	Web Start Date	CA SKU	CA Price
	Blooms & Matcha Bliss	New	Assorted Occasion Wraps	Large Dipped Fruit Box w/ occasion wrap	Matcha Berry Bliss Box; Natural Flowers-Single	3/2	7581	\$124.98
	Matcha Fruit with Flowers	New	Assorted Occasion Wraps	Large Dipped Fruit Box w/ occasion wrap	Mixed Fruit Matcha Box; Natural Flowers-Single	3/2	7583	\$124.98






Mother's Day Bases

Image	Name	Status	Size	Container	Web Start Date	CA SKU	CA-Price
	Fresh Cut Daisies & Blooms Arrangement	Return	O/S	#4 Round Tin	4/13	5859	\$79.99
	Mom's Chocolate-Covered Strawberries Platter	Return	O/S	12" Platter w/Lid	4/13	6149	\$99.99
	Mother's Day Celebration Arrangement	Return	MOM MAMA	#6 Round Tin	4/13	5479	\$99.99
	#1 Mom Fruit Arrangement	Return	Daisy MOM	Geo Container	4/13	5507	\$74.99 \$84.99
	Mother's Day Centerpiece Arrangement	Return	MOM MAMA	Fruit Festival	4/13	6894	\$159.99
	Mother's Day Deluxe Celebration Arrangement	Return	O/S	Customizable Container w/ Jane's Garden Insert	4/13	5478	\$159.99
	Mother's Day Delights Dessert Box	Return	O/S	Med Treat Box w/ I Love You Wrap	4/13	7233	\$64.99
	Mother's Day Assortment Berry Box	Return	12 Count	Large Dipped Fruit Box w/ I Love You Wrap	4/13	5482	\$64.99
	Mom Deserves it Dessert Board	Return	Small Medium	9" Dessert Board 12" Melamine Dessert Board-Floral Design	4/13	6896	\$89.99 \$149.99







Mother's Day Bases

Image	Name	Status	Size	Container	Web Start Date	CA SKU	CA-Price
	Mother's Day Premium Bouquet	Change	Single Bouquet Single w/Janes Garden Pitcher	Janes Garden Pitcher; Floral Tote Bag	4/13	7245	\$114.99 \$147.98
	Yellow May Flowers	Change	Single w/clear vase Single Bouquet Double w/Jane's Garden Pitcher	Clear Trumpet Vase Jane's Garden Pitcher Floral Tote Bag	4/13	6457	\$103.58 \$84.99 \$187.97

Mother's Day Bundles

Image	Name	Size	Status	Container	Contents	Web Start Date	CA SKU	CA Price
	Mother's Day Berry, Cheesecake & Balloon Gift Set	O/S	Return	Small Dipped Fruit Box w/ I Love You wrap; Petite Treat Box	6ct. Mother's Day Box; Single Edible Treat-Cheesecake topped w/pineapple daisy	4/13	7238	\$47.97
	Mother's Day Delights Dessert Box Gift Set	O/S	Return	Med Treat Box w/ I Love You wrap	Mother's Day Delights Dessert Box; Balloon Bundle-Mother's Day	4/13	6900	\$89.98
	Bobbi's Fresh & Fruity Birthday Gift Set	O/S	Return	#4 Round Tin	Fresh Cut Daisies and Blooms Arrangement; Air Filled Balloon-Birthday; Bobbi the Bear-plush	4/13	N/A	N/A
	Mother's Day Celebration & Balloons	MOM MAMA	Return	#6 Round Tin	Mother's Day Celebration Arrangement(MOM /MAMA); Balloon Bundle-Foil Mother's Day	4/13	5794	\$124.98
	Mother's Day Premium Bouquet & Strawberry Platter	Single w/ Jane's Garden Pitcher Single Bouquet	Return	12" Platter w/Lid Jane's Garden Pitcher; Floral Tote Bag	Mom's Chocolate-covered Strawberries Platter; MDay Premium Bouquet	4/13	6906	\$232.97 \$199.98

Mother's Day Bundles

Image	Name	Size	Status	Container	Contents	Web Start Date	CA SKU	CA Price
	Mother's Day Premium Bouquet & Berries Gift Set	Single Bouquet	Return	Large Dipped Fruit Box w/I Love You wrap; Jane's Garden Pitcher; Floral Tote Bag	Mother's Day Assortment Berry Box; Single Bouquet	4/13	6169	\$164.98
		Single w/Jane's Garden Pitcher						\$197.97
	Mother's Day Dessert Box & Yellow Bouquet	Double w/ Jane's Garden Pitcher	Return	Med Treat Box w/I Love You wrap; Jane's Garden Pitcher; Clear Trumpet Vase; Floral Tote Bag	Mother's Day Delights Dessert Box; Single or Double Bouquet;	4/13	6907	\$252.96
		Single Bouquet						\$134.98
		Single w/ Clear Vase						\$153.57
	Mom's Chocolate-Covered Strawberries Platter & Balloons	O/S	Return	12" Platter w/Lid	Mom's Chocolate-covered Strawberries Platter; Balloon Bundle-Foil MDay	4/13	6902	\$124.98
	Mom Deserves It Dessert Board & Balloon Trio	O/S	Return	9" Dessert Board	Mom Deserves it Dessert Board-small; Balloon Bundle-Foil MDay	4/13	7243	\$114.98
	#1 Mom Fruit Arrangement & Balloon Gift Set	Daisy	Return	Geo Container; Small Dipped Fruit Box w/ I Love You wrap	#1 Mom Fruit Arrangement (with daisy or MOM); MDay Dipped Strawberries Box-6ct; Foil Balloon-MDAY	4/13	7237	\$113.97
		MOM						\$123.97
	Mom Deserves It Gift Set	12pc. Truffles	New	12" Melamine Dessert Board-Jane's Garden	Mom Deserves It Dessert Board-Medium; 12pc. Truffles; Bellini; or Bellini and 12 pc. Truffles	4/13	7585	\$181.98

Supply Chain / Berry Direct

Auto-Ship from Berry Direct

PK-18 CUSTOMIZABLE CANDY CONTAINER – EACCCL18 - \$69.00 USD per case

- 1 case will be shipped.
- This is an EVERYDAY item and will be available to re-order through Berry Direct Marketplace.
- The case will contain 18 containers.
- Auto-shipment Date: Starting Week of 2/16/26
- Funds to be pulled: Week of 3/2/26



Pastel M&Ms® Milk Chocolate Candies – 145220CA - \$170.79 CA per case

- 1 case will be shipped.
- This is an LTO item and will NOT be available for re-order.
- The case will be 25lbs.
- Auto-shipment Date: Starting Week of 2/16/26
- Funds to be pulled: Week of 3/2/26

Skittles® 25lb – 108342 - \$170.79 CA per case

- 1 case will be shipped.
- This is an LTO item and will NOT be available for re-order.
- The case will be 25lbs.
- Auto-shipment Date: Starting Week of 2/16/26
- Funds to be pulled: Week of 3/2/26

PK-336 ct Half Lime Wedge Sentiment – 23747 - \$74.81 USD per case

- 1 case will be shipped.
- This is a LTO item and will NOT be available for re-order.
- The case will be 336 ct.
- Auto-shipment Date: Starting Week of 2/16/26

Sysco Auto-Ships

- Sysco will start auto shipping the below item to stores with your regular orders.
- REMINDER: You must place an order with your distributor during this window to receive the new item.
- Payments will happen directly with your distributor based on your normal payment terms.
- Funds will not be pulled from your EA Connect account.

Supply Chain / Berry Direct

Key Lime Cheesecake 96ct -(Mfr #17551) 2 -5 cases auto-shipped (Manufacturer: TN Cheesecake.)

- Auto ship will start 2/16/26 through 2/27/2026.
- Shelf Life: 365 days from production date
- Products are stored frozen.
- Kosher Certified
- This is an LTO item, will NOT be available for re-order.
- Each store will be auto-shipped 2 cases; select stores will receive an additional 1-3 cases auto-shipped based on survey responses submitted by 10.13.2025.

PK-12 12 IN. MEDIUM DESSERT TRAY, MELAMINE – TRAYMM12 - \$125.88 USD per case

- 1 case will be shipped.
- This is an LTO item and will be available to re-order through Berry Direct Marketplace while supplies last.
- The case will contain 12 melamine boards with a floral design.
- Auto-shipment Date: Starting Week of 3/23/26
- Funds to be pulled: Week of 4/6/26



PK-25 POP-UP FLORAL ARRANGEMENT – POPUPCD25 - \$115.00 USD per case

- 1 case will be shipped.
- This is an LTO item and will be available to re-order through Berry Direct Marketplace.
- The case will contain 25 pop-up cards with a floral design. Also, it will include envelopes.
- Auto-shipment Date: Starting Week of 3/23/26
- Funds to be pulled: Week of 4/6/26



Supply Chain / Berry Direct

PK-6 WHITE FLORAL PITCHER, CERAMIC - PITCHER6 - \$69.00 USD per case

- 1 case will be shipped.
- This is an LTO item and will be available to re-order through Berry Direct Marketplace while supplies last.
- The case will contain 6 pitchers.
- Auto-shipment Date: Starting Week of 3/23/26
- Funds to be pulled: Week of 4/20/26



Pink Sequins – 01983562- \$43.00 USD per case

- 1 case will be auto-shipped.
- This is an LTO item and will be available to re-order from In2Foods on Marketplace while supplies last.
- The case will be 5lbs.
- Auto-shipment Date: Starting Week of 3/30/26
- Funds to be pulled: Week of 4/13/26

Supply Chain / Berry Direct

RECAP of all Auto-Shipments

Item	Supplier	Qty	Auto-Ship Starts week of	Funds pulled week of	Total Funds-USD
EACCCL18	Berry Direct	1 case	2/16	3/2	\$69.00
Pastel M&Ms®	Berry Direct	1 case	2/16	3/2	\$170.79
Skittles®	Berry Direct	1 case	2/16	3/2	\$170.79
Half Lime Wedge Sentiment	Berry Direct	1 case	2/16	3/2	\$74.81
Key Lime Cheese-cake	Sysco-Canada	2-4 cases	2/16	*No funds being pulled; will auto-ship to stores	Billed from Fresh Distributor
TRAYMM12	Berry Direct	1 case	3/23	4/6	\$125.88
POPUPCS25	Berry Direct	1 case	3/23	4/6	\$115.00
Pitcher6	Berry Direct	1 case	3/23	4/20	\$69.00
Pink Sequin Sprinkle	Berry Direct	1 case	3/30	4/13	\$43.00

INVENTORY- Supply Chain

Item	Supplier	Item Code
Balloons	Burton & Burton	refer to Marketplace for option/availability
Almonds ,14/8 sm dice 5#/10# case	Midwest Distribution	71010 ; 71011
Mini Sequins	In2Foods	8097E

Berry Direct

Count	Item Description	Item Code
	PK-30 BOBBI THE BEAR, PLUSH	BEAR1564-1
	PK-100 PAPER & ENVELOPE	CARD0100-1
	PK-30 RED COOLER BAG, VELCRO TOP CLOSURE	CBAG6338
	PK-75 EVERYDAY BAG, LARGE 17"(L) X 12" (W) X 16" (H)	CBAGL075
	PK-75 EVERYDAY BAG, MEDIUM	CBAGM75
	PK-50 EVERYDAY BAG, M(25) AND XL (25)	CBAGMXL50
	PK-100 EVERYDAY BAG, SMALL 11.5"(L) X 8.25"(W) X 13"(H)	CBAGS100
	PK-100 HOLIDAY SEASON BAG, SMALL	CBAGSHDAY100
	PK-100 BROWN TREAT TRAY	CCTR0100
	PK-200 PAPER CONE CUPS	CONE9920
	PK-500 9OZ. PLASTIC CUPS (250) W/LID (250)	CUPDLD9500
	PK-200 16OZ. CUPS WITH PRINTED LOGO, PLASTIC	CUPS4916-1
	PK-75 LARGE DELIVERY BOX	DBXL6000
	PK-200 SMALL PICK-UP BOX	DBXS6284
	PK-50 PETITE TREAT BOX W/WHITE TRAY	DFAD0009-1
	PK-1000 ABSORBENT PAD (DF COMPONENT)	DFAP1000
	PK-100 12CT DIPPED FRUIT BOX KIT (2024 DESIGN WITH SLEEVES)	DFBR12100
	PK-100 12CT DIPPED FRUIT BOX KIT (2024 DESIGN w/o SLEEVES)	DFBR5362-1
	PK-100 6CT DIPPED FRUIT BOX KIT (2024 DESIGN WITH SLEEVES)	DFBR6100
	PK-100 6CT DIPPED FRUIT BOX KIT (2024 DESIGN w/o SLEEVES)	DFBR5373-1
	PK180- BROWN TRAY (DF COMPONENT)	DFBT0180
	PK-1000 CANDY PAD (DF COMPONENT)	DFCP1000
	PK-30 SHIPPER BOX (DF COMPONENT)	DFEPSB030
	PK-72 GEL PACK 8OZ. (Substitute for FFGP024)	DFGP0872
	PK-40 INSULATED LINER A (20) LINER B(20) (DF COMPONENT)	DFLN020
	PK-200 *SHIPPING STORES ONLY* 12CT DIPPED FRUIT BOX (DF COMPONENT)2024 DESIGN	DFBR0200
	PK-100 WHITE FOAM (DF COMPONENT)	DFWF0100
	PK-20 EA CUSTOMIZABLE CONTAINER	EACC1000
	PK-18 CUSTOMIZABLE CANDY CONTAINER	EACCCL18
	PK-48 EXPRESSION TIN(24) AND #4 TIN(24) ASSORTED	ENFTIN48
	PK-48 EXPRESSION TIN (24) AND #6 TIN (24) ASSORTED	ENSTIN48
	PK-25 INSULATED POUCH (FF COMPONENT)	FFPO025
	PK-30 ARRANGEMENT FOAM-LARGE	FOML6415
	PK-30 ARRANGEMENT FOAM-SMALL	FOMS6925
	PK-24 FRESH-TINI CONTAINER, RED/BROWN	HPYH1445
	PK-1250 HYPERTICKET (NEW PAPER GLOSSY)	HTKT9133
	PK-1250 HYPERTICKET (ORIGINAL PAPER MATTE)	HTKT9133-1
	PK-180 9IN. ROUND DOME LID, PLASTIC	LIDEA180
	PK-1000 SHINY GOLD LOOP 8"	LOOP6175
	PK-20 -PK-20 MINI-BALLOON20	MINI-BAL- LOON20
	PK-24 GEO MUG, WHITE CERAMIC	MUGWT24
	PK-24 #9 TIN CONTAINER, RED/WHITE	NINTIN24

Berry Direct

Count	Item Description	Item Code
	PK-40 CUSTOMIZABLE CONTAINER INSERT, HAPPY ANNIVERSARY/FLOWER	NSRTAN40-1
	PK-100 BAKESHOP CUPCAKE INSERT, RED PAPER	NSRTC100
	PK-40 CUSTOMIZABLE CONTAINER INSERT, PAISLEY,GOLD SHIMMER	NSRTDW40
	PK-40 CUSTOMIZABLE CONTAINER INSERT, EVERYDAY/FLOWER	NSRTED40-1
	PK-40 CUSTOMIZABLE CONTAINER INSERT, FEEL BETTER/FLOWER	NSRTFB40-1
	PK-40 CUSTOMIZABLE CONTAINER INSERT, HAPPY BIRTHDAY/FLOWER	NSRTFL40-1
	PK-40 CUSTOMIZABLE CONTAINER INSERT, FLORAL/HAPPY BIRTHDAY	NSRTFLD40
	PK-40 CUSTOMIZABLE CONTAINER INSERT, CONGRATS/FLOWER	NSRTGS40-1
	PK-40 CUSTOMIZABLE CONTAINER INSERT, I HEART U/FLOWER	NSRTILU40-1
	PK-40 CUSTOMIZABLE CONTAINER INSERT, THANK YOU/FLOWER	NSRTTY40-1
	PK-40 CUSTOMIZABLE VASE INSERT, HAPPY ANNIVERSARY/MAKE EVERYDAY GOLDEN	NSRTVAN40
	PK-40 CUSTOMIZABLE VASE INSERT, EVERYDAY/MAKE EVERYDAY GOLDEN	NSRTVED40
	PK-40 CUSTOMIZABLE VASE INSERT, FEEL BETTER/MAKE EVERDAY GOLDEN	NSRTVFB40
	PK-40 CUSTOMIZABLE VASE INSERT, HAPPY BDAY/MAKE EVERYDAY GOLDEN	NSRTVFL40
	PK-40 CUSTOMIZABLE VASE INSERT, CONGRATS/MAKE EVERYDAY GOLDEN	NSRTVGS40
	PK-40 CUSTOMIZABLE VASE INSERT, I HEART U/MAKE EVERYDAY GOLDEN	NSRTVILU40
	PK-40 CUSTOMIZABLE VASE INSERT, THANK YOU/MAKE EVERDAY GOLDEN	NSRTVTY40
	PK-3000 ABSORBENT PADS	PADS5334
	PK-200 6CT MEDIUM GIFT BAG, PAPER	PGBM6222
	PK-1440 ARRANGEMENT PICK, PLASTIC	PICK6157-1
	PK-6 WHITE FLORAL PITCHER, CERAMIC	PITCHER6
	PK-50 12IN. ROUND PLATTER WITH LID	PLTLD1250
	PK-180 9IN. BROWN PLATTER, PLASTIC	PLTR9180
	PK-30 CHARLI THE CUPCAKE, PLUSH	PLUSHCC30
	PK-25 POP-UUP FLORAL ARRANGEMENT	POPUPCD25
	PK-200 DECORATIVE PAPER WRAP (22"X22")	RAPPR200
	PK-500 REGULAR ARRANGEMENT WRAP (NO LOGO)	RAPR6411
	PK-500 SMALL ARRANGEMENT WRAP (NO LOGO)	RAPS6374
	PK-500 V-SHAPED ARRANGEMENT WRAP (NO LOGO)	RAPV6542
	PK-1500 PRE-CUT RIBBON ARRANGEMENT TIES-W3/8IN	RBN381500
	PK-24 EXPRESSION TIN 2.5IN RED/WHITE	RNDCAN24
	PK-6 ROUND FLOWER/ARRANGEMENT BOX	RNDPNKBX6
	PK-24 #4 ROUND TINE CONTAINER, RED/WHITE	RNDTIN24
	PK-24 #6 TIN BASKET ASSORTED, RED/WHITE	SIXTIN24
	PK-10000 RIDGED 7.5IN SKEWERS, PLASTIC	SKWR5469-1
	PK-100 6CT BOX SLEEVE, THANK YOU	SLEVTY6100
	PK-100 MEDIUM TREAT BOX SLEEVE, THANK YOU	SLEVTYT100
	PK-48 #6 TIN (24) AND #4 TIN (24) CONTAINER ASSORTED	SNFTIN48
	PK-6 24IN. LARGE DESSERT TRAY, ACADIA WOOD	TRAYACDL06
	PK-12 12IN. MEDIUM DESSERT TRAY, ACADIA WOOD	TRAYACDM12
	PK-100 MEDIUM TREAT BOX	TRTBS100
	PK-50 SMALL TREAT BOX	TRTBXS100
	PK-100 LARGE TREAT BOX	TRTLG100

Berry Direct

Count	Item Description	Item Code
	PK-100 INSERT FOR LARGE TREAT BOX	TRTLGNSRT100
	PK-100 MEDIUM TREAT BOX WITH EVERDAY SLEEVE	TRTMDS100
	PK-6 CUSTOMIZABLE VASE SET, GLASS VASE (6) AND PLASTIC CYLINDER (6)	VASECCS06
	PK-8 FLOWER VASE, CLEAR GLASS 9.75" X 3.75"	VASEFLO8
	PK-6 FLOWER VASE, WHITE CERAMIC 9" X 4.5"	VASEWT06
	PK-1000 VINYL GLOVES, LARGE	VYLGLVLRG1000
	PK-1000 VINYL GLOVES, EXTRA LARGE	VYLGLVXL1000
	PK-1000 VINYL GLOVES, MEDIUM	VYLGLVMED1000
	PK-1000 VINYL GLOVES, SMALL	VYLGLVSML1000