

Base Code	Product Code	Web Base Name	Web Product Name	Copy Block (Items in yellow will be provided at a later date)	Atas Product Description	Retail	Product Type	Certified	Product Status	Seasonal	Fiscal Year	Quarter	LDL	ESD	LSO	WEB BASE NAME
90981	90981S	Fields Of Europe™ Happy Birthday	Fields Of Europe™ Happy Birthday-Sm	Make their big day unforgettable with our beautiful bouquet inspired by the enchanting fields of the European countryside, we've artfully gathered vibrant orange roses, cheerful yellow lilies, sweet pink astroemeria and more inside a classic clear glass vase accented with raffia. Paired with a "Happy Birthday" balloon, it's a heartfelt surprise that'll let them know you're thinking of them.	Fields Of Europe-Sm: 8" H Cr Rose Vase,Raffia,Balloon,Org Rose,Yell Asiat Lily,Pk Astro,Athos,Monte Wht,Salat	\$44.99	Non-Codified	FALSE	Revised	CORE	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	FIELDS OF EUROPE™ HAPPY BIRTHDAY
90981	90981M	Fields Of Europe™ Happy Birthday	Fields Of Europe™ Happy Birthday-Md	• Our forists hand-design each arrangement, so colors and varieties may vary due to local availability • Bouquet of orange roses, yellow Asiatic lilies, pink astroemeria, athos pom, white monte casino and salal tips Lil someone's spirits with our beautiful bouquet. Inspired by the enchanting fields of the European countryside, we've artfully gathered vibrant orange roses, cheerful yellow lilies, sweet pink astroemeria and more inside a classic clear glass vase accented with raffia. Paired with a "Get Well" balloon, it's a heartfelt surprise that'll let them know you're thinking of them.	Fields Of Europe-Md: 8" H Cr Rose Vase,Raffia,Balloon,Org Rose,Yell Asiat Lily,Pk Astro,Athos,Monte Wht,Salat	\$54.99	Non-Codified	FALSE	Revised	CORE	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	FIELDS OF EUROPE™ HAPPY BIRTHDAY
90981	90981L	Fields Of Europe™ Happy Birthday	Fields Of Europe™ Happy Birthday-Lg	• Our forists hand-design each arrangement, so colors and varieties may vary due to local availability • Bouquet of orange roses, yellow Asiatic lilies, pink astroemeria, athos pom, white monte casino and salal tips Lil someone's spirits with our beautiful bouquet. Inspired by the enchanting fields of the European countryside, we've artfully gathered vibrant orange roses, cheerful yellow lilies, sweet pink astroemeria and more inside a classic clear glass vase accented with raffia. Paired with a "Get Well" balloon, it's a heartfelt surprise that'll let them know you're thinking of them.	Fields Of Europe-Lg: 8" H Cr Rose Vase,Raffia,Balloon,Org Rose,Yell Asiat Lily,Pk Astro,Athos,Monte Wht,Salat	\$64.99	Non-Codified	FALSE	Revised	CORE	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	FIELDS OF EUROPE™ HAPPY BIRTHDAY
90978	90978S	Fields Of Europe™ Get Well	Fields Of Europe™ Get Well-Sm	• Our forists hand-design each arrangement, so colors and varieties may vary due to local availability • Bouquet of orange roses, yellow Asiatic lilies, pink astroemeria, athos pom, white monte casino and salal tips Premium long-stem red roses are just the gift for the one you can't see, the one you can turn to, the one who loves you above all else and knows your heart inside out. Give the ultimate expression of romance with this stunning, handcrafted arrangement of premium long-stem red roses.	Fields Of Europe-Sm: 8" H Cr Rose Vase,Raffia,Balloon,Org Rose,Yell Asiat Lily,Pk Astro,Athos,Monte Wht,Salat	\$44.99	Non-Codified	FALSE	Revised	CORE	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	FIELDS OF EUROPE™ HAPPY BIRTHDAY
90978	90978M	Fields Of Europe™ Get Well	Fields Of Europe™ Get Well-Md	• Our forists hand-design each arrangement, so colors and varieties may vary due to local availability • Bouquet of orange roses, yellow Asiatic lilies, pink astroemeria, athos pom, white monte casino and salal tips Premium long-stem red roses are just the gift for the one you can't see, the one you can turn to, the one who loves you above all else and knows your heart inside out. Give the ultimate expression of romance with this stunning, handcrafted arrangement of premium long-stem red roses.	Fields Of Europe-Md: 8" H Cr Rose Vase,Raffia,Balloon,Org Rose,Yell Asiat Lily,Pk Astro,Athos,Monte Wht,Salat	\$54.99	Non-Codified	FALSE	Revised	CORE	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	FIELDS OF EUROPE™ HAPPY BIRTHDAY
90978	90978L	Fields Of Europe™ Get Well	Fields Of Europe™ Get Well-Lg	• Our forists hand-design each arrangement, so colors and varieties may vary due to local availability • Bouquet of orange roses, yellow Asiatic lilies, pink astroemeria, athos pom, white monte casino and salal tips Premium long-stem red roses are just the gift for the one you can't see, the one you can turn to, the one who loves you above all else and knows your heart inside out. Give the ultimate expression of romance with this stunning, handcrafted arrangement of premium long-stem red roses.	Fields Of Europe-Lg: 8" H Cr Rose Vase,Raffia,Balloon,Org Rose,Yell Asiat Lily,Pk Astro,Athos,Monte Wht,Salat	\$64.99	Non-Codified	FALSE	Revised	CORE	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	FIELDS OF EUROPE™ HAPPY BIRTHDAY
1120	103449	Rose Elegance (Tm) Long Stem Red Roses	Rose Elegance Premium Red Roses-12 Stems W/Choc	The freshest premium long-stem red roses, artistically arranged by our expert florists with fresh gypsophila in a 11" H classic glass vase A gift of love they'll always remember--and so will you! • 12-stem arrangement measures approximately 22"H x 15"D • Our forists hand-design each arrangement, so colors, varieties, and container may vary due to local availability • An 8" or 10" size of delicate, accented chrysanthemum assortment may vary due to local availability. EXCLUSIVE! Serve up St. Paddy's Day salutes with the luckiest libation around! Inspired by the popular Irish cocktail, our forists hand-arrange the freshest green carnations, green roses, white daisy poms and Bells of Ireland inside a keepsake oversized martini glass accented with a cheerful and festive shamrock ribbon.	1 Dozen Rose Elegance W/Choc: 11" H Illusion Vase, Sweet Treats Choc, Red Rose, Gypsophila, Salal Tips	\$74.99	Non-Codified	FALSE	Core	CORE	FY17	Q3	1/2/2017	1/2/2017	12/31/2020	
105236	105236M	Green Dublin Cocktail™	Green Dublin Cocktail™-Md	EXCLUSIVE! Serve up St. Paddy's Day salutes with the luckiest libation around! Inspired by the popular Irish cocktail, our forists hand-arrange the freshest green carnations, green roses, white daisy poms and Bells of Ireland inside a keepsake oversized martini glass accented with a cheerful and festive shamrock ribbon.	Green Dublin Cocktail-Md: Martini Glass, Gm Crystals, Shamrock Ribbon, Gm Rose, Gm Cam, Wh Pom, Bells Of Ireland	\$54.99	Codified	FALSE	Revised	ST. PATRICK'S DAY	FY17	Q3	2/27/2017	2/27/2017	3/20/2017	
105236	105236S	Green Dublin Cocktail™	Green Dublin Cocktail™-Sm	EXCLUSIVE! Serve up St. Paddy's Day salutes with the luckiest libation around! Inspired by the popular Irish cocktail, our forists hand-arrange the freshest green carnations, green roses, white daisy poms and Bells of Ireland inside a keepsake oversized martini glass accented with a cheerful and festive shamrock ribbon.	Green Dublin Cocktail-Sm: Martini Glass, Gm Crystals, Shamrock Ribbon, Gm Rose, Gm Cam, Wh Pom	\$44.99	Codified	FALSE	Revised	ST. PATRICK'S DAY	FY17	Q3	2/27/2017	2/27/2017	3/20/2017	
105693	105693L	Eastler Centerpiece	Eastler Centerpiece-Lg	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Eastler Centerpiece-Lg: Plastic Eggs, 12" Pk Taper Candles, Lav Rose, Athos, Wh Pom, Pk Mimica, Lav Monte, Pk Easter Centerpiece-Md: Plastic Eggs, 12" Pk Taper Candles, Lav Rose, Athos, Wh Pom, Pk Mimica, Lav Monte, Pk Easter Centerpiece-Sm: Plastic Eggs, 12" Pk Taper Candles, Lav Rose, Athos, Wh Pom, Pk Mimica, Lav Monte, Pk Vibrant Beauty-Sm: 8" Copper Um Vase, Red Rose,Burgundy Mini Cam,Hol Pk Rose, Purple Dianthus Purple Stock,Red Tl Leaf,Salat Top	\$43.99	Non-Codified	FALSE	Reinstate	EASTER	FY17	Q3	2/27/2017	2/27/2017	4/17/2017	
105693	105693M	Eastler Centerpiece	Eastler Centerpiece-Md	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Eastler Centerpiece-Md: Plastic Eggs, 12" Pk Taper Candles, Lav Rose, Athos, Wh Pom, Pk Mimica, Lav Monte, Pk Vibrant Beauty-Sm: 8" Copper Um Vase, Red Rose,Burgundy Mini Cam,Hol Pk Rose, Purple Dianthus Purple Stock,Red Tl Leaf,Salat Top	\$39.99	Non-Codified	FALSE	Reinstate	EASTER	FY17	Q3	2/27/2017	2/27/2017	4/17/2017	
105693	105693S	Eastler Centerpiece	Eastler Centerpiece-Sm	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Eastler Centerpiece-Sm: Plastic Eggs, 12" Pk Taper Candles, Lav Rose, Athos, Wh Pom, Pk Mimica, Lav Monte, Pk Vibrant Beauty-Sm: 8" Copper Um Vase, Red Rose,Burgundy Mini Cam,Hol Pk Rose, Purple Dianthus Purple Stock,Red Tl Leaf,Salat Top	\$36.99	Non-Codified	FALSE	Reinstate	EASTER	FY17	Q3	2/27/2017	2/27/2017	4/17/2017	
145691	145691S	Vibrant Beauty™	Vibrant Beauty-Sm	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Vibrant Beauty-Sm: 8" Copper Um Vase, Red Rose,Burgundy Mini Cam,Hol Pk Rose, Purple Dianthus Purple Stock,Red Tl Leaf,Salat Top	\$69.99	Codified	FALSE	Reinstate	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	VIBRANT BEAUTY™
145691	145691M	Vibrant Beauty™	Vibrant Beauty-Md	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Vibrant Beauty-Md: 8" Copper Um Vase, Red Rose,Burgundy Mini Cam,Hol Pk Rose, Purple Dianthus Purple Stock,Red Tl Leaf,Salat Top	\$79.99	Codified	FALSE	Reinstate	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	VIBRANT BEAUTY™
145691	145691L	Vibrant Beauty™	Vibrant Beauty-Lg	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Vibrant Beauty-Lg: 8" Copper Um Vase, Red Rose,Burgundy Mini Cam,Hol Pk Rose, Purple Dianthus Purple Stock,Red Tl Leaf,Salat Top	\$89.99	Codified	FALSE	Reinstate	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	VIBRANT BEAUTY™
142119	142119L	Spring Sensation(TM)	Spring Sensation-Lg	Blue skies, warm sunshine, vibrant colors. Spring is a time to stop and enjoy all the beauty around you--and this gorgeous bouquet is no exception! Featuring a soothing mix of pink, blue, yellow and peach blooms artistically hand-designed by our skilled florists, this luxurious arrangement delivers the best part of the season right to their door.	Spring Sensation-Lg: 8" H Cr Cylinder, Bl Delph, Pk Larkspur, Mini Sntwr, Pnk & Ong Tulip, Pch Rose, Soldago, Hbr, Buoml Salal	\$124.99	Non-Codified	TRUE	Revised	SPRING	FY17	Q3	2/27/2017	2/27/2017	5/26/2017	
142119	142119S	Spring Sensation(TM)	Spring Sensation-Sm	Send your best wishes for a springtime full of smiles with our charming, garden-inspired bouquet. Vibrant tulips and roses are hand-arranged in a lovely split wood basket accented with a gingham print ribbon for a fresh-from-the-meadow feel. This is a wonderful gift for festive celebrations or simply to welcome the season in style.	Spring Sensation-Sm: 8" H Cr Cylinder, Bl Delph, Pk Larkspur, Mini Sntwr, Pnk & Ong Tulip, Pch Rose, Soldago, Hbr, Buoml Salal	\$99.99	Non-Codified	TRUE	Revised	SPRING	FY17	Q3	2/27/2017	2/27/2017	5/26/2017	
142120	142120L	Springtime Wishes(TM)	Springtime Wishes(TM)-Lg	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Springtime Wishes-Lg: 7" Splitwood Basket, Ribbon, Lav Stock, Yl Rose, Wh Pom, Ppl Tulips, Athos, Soldago, Salal, Myrtle	\$59.99	Non-Codified	TRUE	Revised	SPRING	FY17	Q3	2/27/2017	2/27/2017	5/26/2017	
142120	142120M	Springtime Wishes(TM)	Springtime Wishes(TM)-Md	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Springtime Wishes-Md: 7" Splitwood Basket, Ribbon, Lav Stock, Yl Rose, Wh Pom, Ppl Tulips, Athos, Soldago, Salal, Myrtle	\$49.99	Non-Codified	TRUE	Revised	SPRING	FY17	Q3	2/27/2017	2/27/2017	5/26/2017	
142120	142120S	Springtime Wishes(TM)	Springtime Wishes(TM)-Sm	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Springtime Wishes-Sm: 7" Splitwood Basket, Ribbon, Lav Stock, Yl Rose, Wh Pom, Ppl Tulips, Athos, Soldago, Salal, Myrtle	\$39.99	Non-Codified	TRUE	Revised	SPRING	FY17	Q3	2/27/2017	2/27/2017	5/26/2017	
145158	145158L	Eastler Egg Basket	Eastler Egg Basket-Lg	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Eastler Egg Basket-Lg: 8" DK Willow Bskt, Plastic Eggs, Pk Rose, Yl Cam, Lav Pom, Pk Mini Cam, Wh Monte, Ptl, Salal	\$59.99	Non-Codified	FALSE	Reinstate	EASTER	FY17	Q3	2/27/2017	2/27/2017	4/17/2017	
145158	145158M	Eastler Egg Basket	Eastler Egg Basket-Md	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Eastler Egg Basket-Md: 8" DK Willow Bskt, Plastic Eggs, Pk Rose, Yl Cam, Lav Pom, Pk Mini Cam, Wh Monte, Ptl, Salal	\$49.99	Non-Codified	FALSE	Reinstate	EASTER	FY17	Q3	2/27/2017	2/27/2017	4/17/2017	
145158	145158S	Eastler Egg Basket	Eastler Egg Basket-Sm	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Eastler Egg Basket-Sm: 8" DK Willow Bskt, Plastic Eggs, Yl Pom, Lav Pom, Pk Mini Cam, Ptl, Salal	\$39.99	Non-Codified	FALSE	Reinstate	EASTER	FY17	Q3	2/27/2017	2/27/2017	4/17/2017	
145695	145695S	Springtime Bird's Nest Of Flowers(TM)	Springtime Bird's Nest Of Flowers(TM)	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Springtime Birds Nest: Birds Nest Basket, Yw Daisy Pom, Lav Mini Cam, Yw Snagdragon, Lav Aster, Pitt, Myrtle, Butterfly Pick, Mushroom Bird Pick	\$44.99	Codified	FALSE	Revised	SPRING	FY17	Q3	2/27/2017	2/27/2017	5/26/2017	
146498	146498	Spring Medley By Real Simple	Spring Medley By Real Simple	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Spring Medley By Real Simple: 5" H Cube Vase,White Roses, Pink Stock, Peach Roses, Pnk Waxflwr, Pnk Heather, Dusty Miller	\$64.99	Non-Codified	TRUE	Revised	SPRING	FY17	Q3	7/3/2017	7/3/2017	5/26/2017	
146503	146503L	Be Mine(TM)	Be Mine-Lg	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Be Mine-Lg: 6" H Cylinder Vase, Red Roses, Pink Lily, Purple Statice, Pnk Waxflwr, Var Pitt	\$89.99	Non-Codified	FALSE	Revised	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	BE MINE(TM)
146503	146503M	Be Mine(TM)	Be Mine-Md	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Be Mine-Md: 6" H Cylinder Vase, Red Roses, Pink Lily, Purple Statice, Pnk Waxflwr, Var Pitt	\$79.99	Non-Codified	FALSE	Revised	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	BE MINE(TM)
146503	146503S	Be Mine(TM)	Be Mine-Sm	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Be Mine-Sm: 6" H Cylinder Vase, Red Roses, Pink Lily, Purple Statice, Pnk Waxflwr, Var Pitt	\$69.99	Non-Codified	FALSE	Revised	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	BE MINE(TM)
146699	146699	Spring Medley By Real Simple	Spring Medley By Real Simple	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Spring Medley By Real Simple: Same As Pc 146498.	\$64.99	Non-Codified	TRUE	Reinstate	SPRING	FY17	Q3	7/3/2017	7/3/2017	5/26/2017	
148011	148011L	Key To My Heart®	Key To My Heart™-Lg	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Key To My Heart-Lg: Princess Vase, Rd Roses, Pk Astro, Gyo, Pk Lily, Spiral Euc	\$79.99	Codified	FALSE	Revised	CORE	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148011	148011M	Key To My Heart®	Key To My Heart™-Md	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Key To My Heart-Md: Princess Vase, Rd Roses, Pk Astro, Gyo, Pk Lily, Spiral Euc	\$69.99	Codified	FALSE	Revised	CORE	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148011	148011S	Key To My Heart®	Key To My Heart™-Sm	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Key To My Heart-Sm: Princess Vase, Rd Roses, Pk Astro, Gyo, Pk Lily, Spiral Euc	\$59.99	Codified	FALSE	Revised	CORE	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148012	148012L	Tulips For Your Valentine-Lg	Tulips For Your Valentine-Lg	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Tulips For Your Valentine-Lg: 6" H Clear Rose Vase, Pnk, Purple And Red Tulip Mix	\$79.99	Codified	FALSE	Revised	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	TULIPS FOR YOUR VALENTINE
148012	148012M	Tulips For Your Valentine-Md	Tulips For Your Valentine-Md	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Tulips For Your Valentine-Md: 6" H Clear Rose Vase, Pnk, Purple And Red Tulip Mix	\$69.99	Codified	FALSE	Revised	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	TULIPS FOR YOUR VALENTINE
148015	148015L	Key To My Heart Bundle-Lg	Key To My Heart Bundle-Lg	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Key To My Heart Bundle-Lg: 6" H Clear Rose Vase, Pnk, Purple And Red Tulip Mix	\$109.99	Codified	FALSE	New	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	KEY TO MY HEART BUNDLE
148015	148015M	Key To My Heart Bundle-Md	Key To My Heart Bundle-Md	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Key To My Heart Bundle-Md: 6" H Clear Rose Vase, Pnk, Purple And Red Tulip Mix	\$89.99	Codified	FALSE	New	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	KEY TO MY HEART BUNDLE
148015	148015S	Key To My Heart Bundle-Sm	Key To My Heart Bundle-Sm	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Key To My Heart Bundle-Sm: 6" H Clear Rose Vase, Pnk, Purple And Red Tulip Mix	\$59.99	Codified	FALSE	New	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	KEY TO MY HEART BUNDLE
148016	148016L	Sweetheart Medley	Sweetheart Medley Large	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Sweetheart Medley-Lg: Pnk Vintage Vase, Hk Pk Roses, Hk Pk Astro, Pk Asiatic Lily, Pk Stock, Ppl Dianthus, Pk Cams, Ppl Alstro, Hk Pk Mini Cams, Ver Pitt	\$79.99	Codified	FALSE	New	CORE	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148016	148016M	Sweetheart Medley	Sweetheart Medley Medium	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Sweetheart Medley-Md: Pnk Vintage Vase, Hk Pk Roses, Hk Pk Astro, Pk Asiatic Lily, Pk Stock, Ppl Dianthus, Pk Cams, Ppl Alstro, Hk Pk Mini Cams, Ver Pitt	\$69.99	Codified	FALSE	New	CORE	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148016	148016S	Sweetheart Medley	Sweetheart Medley Small	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Sweetheart Medley-Sm: Pnk Vintage Vase, Hk Pk Roses, Hk Pk Astro, Pk Asiatic Lily, Pk Stock, Ppl Dianthus, Pk Cams, Ppl Alstro, Hk Pk Mini Cams, Ver Pitt	\$59.99	Codified	FALSE	New	CORE	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148017	148017L	Radiant Romance-Lg	Radiant Romance-Lg	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Radiant Romance-Lg: Pnk Vintage Vase, Hk Pk Gerbs, Hk Pk Roses, Pk Astro, Pk Limonium, Pk Mini Cams, Pk Cams,Spiral Euc,Salat	\$89.99	Codified	FALSE	New	CORE	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148017	148017M	Radiant Romance-Md	Radiant Romance-Md	EXCLUSIVE! Celebrate Easter! A mix of soft pastel blooms is accented with colorful Easter eggs for a charming touch. Topped off with taper candles to cast a warm, cozy glow, it's a truly original way to share holiday smiles with family and friends.	Radiant Romance-Md: Pnk Vintage Vase, Hk Pk Gerbs, Hk Pk Roses, Pk Astro, Pk Limonium, Pk Mini Cams, Pk Cams,Spiral Euc,Salat	\$79.99	Codified	FALSE	New	CORE	FY17	Q3	1/2/2017	1/2/2017	12/31	

Base Code	Product Code	Web Base Name	Web Product Name	Copy Block (Items in yellow will be provided at a later date)	Atlas Product Description	Retail	Product Type	Certified	Product Status	Seasonal	Fiscal Year	Quarter	LDL	ESD	LSD	WEB BASE NAME
148020	148020	Beary Sweet	Beary Sweet	EXCLUSIVE We've put a fresh, fun twist on the tradition of giving a teddy bear to your loved one! Handcrafted from fluffy white mums and crisp carnations, our cute and cuddly cub arrives in a charming handled basket filled with a striking mix of red mini carnations and pink limonium. Holding a single romantic red rose in his paw and finished off with a red satin bow, our truly original bear is a sweet way to show how much you care! <ul style="list-style-type: none"> • Our florists hand-design each arrangement, so colors and varieties may vary due to local availability • One-sided arrangement of white football mums, white carnations, a red rose, red mini carnations, pink limonium and variegated pittosporum, accented with a red satin ribbon • Crafted in the shape of a bear, complete with eyes, nose and mouth • Artistically designed in a lined splitwood basket with handle, measures 9.5"H • Arrangement measures approximately 13"H x 13"L 	Beary Sweet Bouquet: 9.5" Splitwood Handled Basket, #9 Rd Str Rib, Dog Face Kit, Wht Football Mums, Wht Carns, Rd Mini Carns, Pl Limonium, Rd 50cm Roses, Greens	\$79.99	Codified	FALSE	New	CORE	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148021	148021	Beary Cheerful	Beary Cheerful	EXCLUSIVE Here's a cheerful surprise for loved ones of all ages! Handcrafted from fluffy white mums and crisp carnations, our cute and cuddly cub arrives in a charming handled basket filled with a vibrant mix of yellow daisy poms and purple statice. Holding a bouquet of yellow daisy poms in his paw and finished off with a purple satin bow, our truly original bear is a sweet way to show how much you care! <ul style="list-style-type: none"> • Our florists hand-design each arrangement, so colors and varieties may vary due to local availability • One-sided arrangement of white football mums, white carnations, yellow daisy poms, purple statice, pink waxflower, altho pom and variegated pittosporum, accented with a purple satin ribbon • Crafted in the shape of a bear, complete with eyes, nose and mouth • Artistically designed in a lined splitwood basket with handle, measures 9.5"H • Arrangement measures approximately 13"H x 13"L 	Beary Cheerful: 9.5" Splitwood Basket, Dog Face Kit, Decr Ribbn, Wht Fb Mums, Wht Carns, Ylw Daisy Poms, Prpl Statice, Athos, Pk Wax, Greens	\$79.99	Codified	FALSE	New	CORE	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148022	148022	Over The Rainbow Basket	Over The Rainbow Basket	EXCLUSIVE Here's a truly original gift full of joy and cheer! A bright mix of carnations, althos pom and statice are artistically hand-designed in the shape of a rainbow inside a charming splitwood handled basket. It's a unique and unforgettable surprise for birthdays, get well or just because you want to see someone beam! <ul style="list-style-type: none"> • Our florists hand-design each arrangement, so colors and varieties may vary due to local availability • One-sided arrangement of red, orange, yellow and magenta carnations, altho pom, purple statice and variegated pittosporum • Artistically designed in the shape of a rainbow in a charming splitwood handled basket with liner; basket measures 7"H • Arrangement measures approximately 11"H x 11.5"L 	Over The Rainbow Basket: 7" Splitwood Handle Basket, Rd Carns, Org Carns, Ylw Carns, Mgnta Carns, Green Athos Pom, Prpl Statice, Var Pitt	\$59.99	Non-Codified	FALSE	New	CORE	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148023	148023	All White Serenity Angel Arrangement	All White Serenity Angel Arrangement	EXCLUSIVE Our heartfelt arrangement brings a sense of serenity to those who are grieving. Hand-designed by our caring florists with an abundant array of fresh white blooms, the center holds a graceful angel statue, crafted in a pear white ceramic finish, and dressed in a lovely gown with embossed antique lace. Our sentimental keepsake can later be displayed in the home as a constant reminder that their loved one is watching over them. <ul style="list-style-type: none"> • Our florists hand-design each arrangement, so colors and varieties may vary due to local availability • All-white arrangement of roses, clematis, carnations, Belis of Ireland and stock, accented with baby's breath, myrtle and variegated pittosporum • Exclusive keepsake ceramic angel statue with pear white finish; gown is accented with embossed antique lace; glazed finish prevents staining; measures 10"H • Sent to the service or directly to the family's home • Arrangement measures approximately 16"H x 29"L 	All White Serenity Angel Arrangement: Serenity Angel Statue, Design Dish, Foam, Wht Roses, Wht Cremon, Gyp, Belis Ireland, Myrtle, Var Pitt	\$99.99	Codified	FALSE	New	SYMPATHY	FY17	Q3	1/30/2017	1/30/2017	1/30/2021	
148024	148024	Blue And White Serenity Angel Arrangement	Blue And White Serenity Angel Arrangement	EXCLUSIVE Express your heartfelt sympathy with our beautiful arrangement, hand-designed with a lush cascade of white blooms and a burst of blue delphinium. The center showcases an elegant ceramic angel statue dressed in a gown with embossed antique lace. Our touching keepsake can later be displayed in the home as a constant reminder that their loved one is watching over them. <ul style="list-style-type: none"> • Our florists hand-design each arrangement, so colors and varieties may vary due to local availability • Arrangement of white roses, carnations, Peruvian lilies (alstroemeria) and cushion poms; blue delphinium; accented with baby's breath, spiral eucalyptus and variegated pittosporum • Lilies may arrive in bud form and will open to full beauty over the next 2-3 days • Exclusive keepsake ceramic angel statue with pear white finish; gown is accented with embossed antique lace; glazed finish prevents staining; measures 10"H • Sent to the service or directly to the family's home • Arrangement measures approximately 16"H x 29"L 	Blue And White Serenity Angel Arrangement: Serenity Angel Statue, Design Dish, Foam, Wht Roses, Blue Delph, Wht Cam, Wht Alstro, Wht Cushion Pom, Gyp, Spiral Euc, Var Pitt	\$99.99	Codified	FALSE	New	SYMPATHY	FY17	Q3	1/30/2017	1/30/2017	1/30/2021	
148025	148025	Lavender And White Serenity Angel Arrangement	Lavender And White Serenity Angel Arrangement	EXCLUSIVE Our elegant arrangement is a touching expression of care and concern. Hand-designed with lush blooms in soothing shades of lavender, purple and burgundy, it's set off by white carnations and accents of rich greenery. Standing in the center is our Serenity angel, a beautiful pear white ceramic statue dressed in a gown with embossed antique lace. This striking keepsake was created to bring strength and encouragement when it's needed most. <ul style="list-style-type: none"> • Our florists hand-design each arrangement, so colors and varieties may vary due to local availability • Arrangement of white carnations, burgundy snapdragons, lavender roses and clematis and purple Peruvian lilies (alstroemeria) and limonium, accented with baby's breath, myrtle and variegated pittosporum • Lilies may arrive in bud form and will open to full beauty over the next 2-3 days • Exclusive keepsake ceramic angel statue with pear white finish; gown is accented with embossed antique lace; glazed finish prevents staining; measures 10"H • Sent to the service or directly to the family's home • Arrangement measures approximately 18"H x 28"L 	Lavender And White Serenity Angel Arrangement: Serenity Angel Statue, Des Bowl, Foam, Lav Roses, Burg Snap, Lav Cremon, Wht Cam, Prpl Alstro, Prpl Limonium, Gyp, Myrtle, Var Pitt	\$99.99	Codified	FALSE	New	SYMPATHY	FY17	Q3	1/30/2017	1/30/2017	1/30/2021	
148026	148026	Red Solid Standing Heart With White Roses	Red Solid Standing Heart With White Roses	Honor a loved one with a special tribute. Our heart-shaped standing arrangement of fresh red carnations, accented by a cascading sash of white roses adorned with a white satin ribbon, will help you elegantly express your sincere devotion and sympathy. <ul style="list-style-type: none"> • Our florists hand-design each arrangement, so colors and varieties may vary due to local availability • Arrangement of red carnations, white roses, gypsophila, spiral and seeded eucalyptus, salal and variegated pittosporum; accented with a white satin ribbon • Arrangement measures approximately 24"H x 34"L, without easel • Appropriate to send to the funeral service 	Red Solid Standing Heart With White Roses-18" Foam Heart, 12" Easel #9 Sal Ribbn, Wht, Rd Carns, Wht Roses, Gyp, Spiral Euc, Seed Euc, Sal, Var Pitt	\$299.99	Non-Codified	FALSE	New	SYMPATHY	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148027	148027L	Garden Standing Spray	Garden Standing Spray Large	Our bright, contemporary standing sympathy spray fills hearts with peace and hope. Asymmetrically arranged with fresh pink roses and lilies, white gladiola, lavender and purple stock and more, this is a lovely tribute to perfectly express your deepest condolences.	Garden Standing Spray Large: Standing Spray; 72" Easel, Pk Stargazer Lily, White Glads, Pk Roses, Hpkk Roses, Pk Alstro, Lav Stock, Purl Stock, Purl Statice, Pl Limonium, Greens	\$249.99	Non-Codified	FALSE	New	SYMPATHY	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148027	148027S	Garden Standing Spray	Garden Standing Spray Small	Our florists hand-design each arrangement, so colors and varieties may vary due to local availability. Honor a life so beautifully lived. Our florists artistically hand-design an asymmetrical all-white table wreath arrangement with roses, lilies, carnations and more. An un or framed photograph can be placed in the open center, creating a comforting tribute for the cremation or memorial service.	Garden Standing Spray Small: Standing Spray; 60" Easel, Pk Stargazer Lily, White Glads, Pk Roses, Hpkk Roses, Pk Alstro, Lav Stock, Purl Stock, Purl Statice, Pl Limonium, Greens	\$199.99	Non-Codified	FALSE	New	SYMPATHY	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148028	148028L	Cremation Wreath-All White Large	Cremation Wreath-All White Large	Honor a life so beautifully lived. Our florists artistically hand-design an asymmetrical all-white table wreath arrangement with roses, lilies, carnations and more. An un or framed photograph can be placed in the open center, creating a comforting tribute for the cremation or memorial service.	Cremation Wreath-All White Large: 12" Ring, Wht Roses, Wht Oriental Lily, Wht Fb Mum, Wht Carns, Wht Cush Poms, Gyp, Belis Of Ir, Greens	\$124.99	Non-Codified	FALSE	Revised	SYMPATHY	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148028	148028S	Cremation Wreath-All White Small	Cremation Wreath-All White Small	Our florists hand-design each arrangement, so colors and varieties may vary due to local availability. Honor a life so beautifully lived. Our florists artistically hand-design an asymmetrical blue and white table wreath arrangement with roses, carnations, delphinium and more. An un or framed photograph can be placed in the open center, creating a comforting tribute for the cremation or memorial service.	Cremation Wreath-All White Small: 12" Ring, Wht Roses, Wht Oriental Lily, Wht Fb Mum, Wht Carns, Wht Cush Poms, Gyp, Belis Of Ir, Greens	\$124.99	Non-Codified	FALSE	Revised	SYMPATHY	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148029	148029L	Cremation Wreath-Blue And White Large	Cremation Wreath-Blue And White Large	Our florists hand-design each arrangement, so colors and varieties may vary due to local availability. Honor a life so beautifully lived. Our florists artistically hand-design an asymmetrical red, white and blue table wreath arrangement with roses, delphinium, carnations and more. An un or framed photograph can be placed in the open center, creating a comforting tribute for the cremation or memorial service.	Cremation Wreath-Blue And White Large: 12" Ring, Wht Roses, Bl Delph, Wht Cam, Wht Cush Poms, Wht Fb Mums, Spiral Euc, Seeded Euc, Greens, Gyp	\$199.99	Non-Codified	FALSE	Revised	SYMPATHY	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148029	148029S	Cremation Wreath-Blue And White Small	Cremation Wreath-Blue And White Small	Our florists hand-design each arrangement, so colors and varieties may vary due to local availability. Honor a life so beautifully lived. Our florists artistically hand-design an asymmetrical red, white and blue table wreath arrangement with roses, delphinium, carnations and more. An un or framed photograph can be placed in the open center, creating a comforting tribute for the cremation or memorial service.	Cremation Wreath-Blue And White Small: 12" Ring, Wht Roses, Bl Delph, Wht Cam, Wht Cush Poms, Spiral Euc, Seeded Euc, Greens, Gyp	\$99.99	Non-Codified	FALSE	Revised	SYMPATHY	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148030	148030L	Cremation Wreath-Red,White&Blue Large	Cremation Wreath-Red,White&Blue Large	Let her know that your love is forever with our sensational, luxurious arrangement. We've gathered 50 of our freshest roses in striking shades of red, pink and lavender and beautifully hand arranged them inside a classic, clear glass cylinder vase, creating a romantic and dazzling bouquet. For a gift that's truly show stopping, add our huggable plush bear, delicious chocolates and "Happy Valentine's Day" balloons!	Cremation Wreath Large: Rd Roses, Blue Delph, Wht Carns, Rd Mini Carns, Wht Cush Poms, Gvo, Greens	\$124.99	Non-Codified	FALSE	Revised	SYMPATHY	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148030	148030S	Cremation Wreath-Red,White&Blue Small	Cremation Wreath-Red,White&Blue Small	Let her know that your love is forever with our sensational, luxurious arrangement. We've gathered 50 of our freshest roses in striking shades of red, pink and lavender and beautifully hand arranged them inside a classic, clear glass cylinder vase, creating a romantic and dazzling bouquet. For a gift that's truly show stopping, add our huggable plush bear, delicious chocolates and "Happy Valentine's Day" balloons!	Cremation Wreath Small: Rd Roses, Blue Delph, Wht Carns, Rd Mini Carns, Wht Cush Poms, Gvo, Greens	\$99.99	Non-Codified	FALSE	Revised	SYMPATHY	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148031	148031L	Dazzling Romance Rose Bouquet	Dazzling Romance Rose Bouquet-Large	Our florists hand-design each arrangement, so colors and varieties may vary due to local availability. Honor a life so beautifully lived. Our florists artistically hand-design an asymmetrical red, white and blue table wreath arrangement with roses, delphinium, carnations and more. An un or framed photograph can be placed in the open center, creating a comforting tribute for the cremation or memorial service.	Dazzling Romance Rose Bouquet-L: Bundle; 50 Stems 50 Cm Roses, Rd, Lav, Pk Pl Limonium, Aspidistra Lf, Var Pitt, 8" Cylinder, 10" Nc Bear, 80z Choc	\$259.99	Non-Codified	FALSE	New	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	
148031	148031M	Dazzling Romance Rose Bouquet	Dazzling Romance Rose Bouquet-Medium	Our florists hand-design each arrangement, so colors and varieties may vary due to local availability. Honor a life so beautifully lived. Our florists artistically hand-design an asymmetrical red, white and blue table wreath arrangement with roses, delphinium, carnations and more. An un or framed photograph can be placed in the open center, creating a comforting tribute for the cremation or memorial service.	Dazzling Romance Rose Bouquet-M: Bundle; 50 Stems 50 Cm Roses, Rd, Lav, Pk Pl Limonium, Aspidistra Lf, Var Pitt, 8" Cylinder, 10" Nc Bear, 80z Choc	\$229.99	Non-Codified	FALSE	New	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	
148031	148031S	Dazzling Romance Rose Bouquet	Dazzling Romance Rose Bouquet-Small	Our florists hand-design each arrangement, so colors and varieties may vary due to local availability. Honor a life so beautifully lived. Our florists artistically hand-design an asymmetrical red, white and blue table wreath arrangement with roses, delphinium, carnations and more. An un or framed photograph can be placed in the open center, creating a comforting tribute for the cremation or memorial service.	Dazzling Romance Rose Bouquet-S: Bundle; 50 Stems 50 Cm Roses, Rd, Lav, Pk Pl Limonium, Aspidistra Lf, Var Pitt, 8" Cylinder, 10" Nc Bear, 80z Choc	\$199.99	Non-Codified	FALSE	New	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	
148032	148032L	Key To My Heart	Key To My Heart Clear Vase Lg	Let her know that she holds the key to your heart... now and always. Our gorgeous Valentine's arrangement is hand-designed with radiant red roses and charming pink lilies, surrounded by pink floral accents. Gathered inside a sleek clear glass vase, it's a one-of-a-kind surprise she won't forget!	Key To My Heart-L: Clear Gathering Vase, Rd Roses, Pk Alstro, Gyp, Pk Lily, Spiral Euc	\$79.99	Non-Codified	FALSE	Revised	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	KEY TO MY HEART
148032	148032M	Key To My Heart	Key To My Heart Clear Vase Md	Let her know that she holds the key to your heart... now and always. Our gorgeous Valentine's arrangement is hand-designed with radiant red roses and charming pink lilies, surrounded by pink floral accents. Gathered inside a sleek clear vase, it's a one-of-a-kind surprise she won't forget!	Key To My Heart-M: Clear Gathering Vase, Rd Roses, Pk Alstro, Gyp, Pk Lily, Spiral Euc	\$69.99	Non-Codified	FALSE	Revised	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	KEY TO MY HEART
148032	148032S	Key To My Heart	Key To My Heart Clear Vase Sm	Let her know that she holds the key to your heart... now and always. Our gorgeous Valentine's arrangement is hand-designed with radiant red roses and charming pink lilies, surrounded by pink floral accents. Gathered inside a sleek clear vase, it's a one-of-a-kind surprise she won't forget!	Key To My Heart-S: Clear Gathering Vase, Rd Roses, Pk Alstro, Gyp, Pk Lily, Spiral Euc	\$59.99	Non-Codified	FALSE	Revised	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	KEY TO MY HEART
148033	148033	Enchanted Romance	Enchanted Romance	EXCLUSIVE Our luxurious Valentine's arrangement is designed to make a dramatic statement of your love. A full two feet tall, it's elegantly handcrafted with radiant red and pink roses, charming pink lilies and pink floral accents. Gathered inside our sleek, sexy red princess vase with scalloped detail at the top and beautiful ruching at the bottom, it's an enchanting and romantic surprise she won't forget. <ul style="list-style-type: none"> • Our florists hand-design each arrangement, so colors and varieties may vary due to local availability • Bouquet of 18 roses in red, light pink and hot pink; 2 pink Oriental lilies, accented with pink limonium, gypsophila, variegated pittosporum and spiral eucalyptus • Lilies may arrive in bud form and will open to full beauty over the next 2-3 days • Artistically designed in our exclusive red glass "Princess" vase featuring sleek scalloped detail at top, a sexy cinched center and beautiful ruching at the bottom, inspired by a princess dress; vase measures 9.5"H • Arrangement measures approximately 24"H x 15"L 	Enchanted Romance: Princess Vase, 50cm Rd Rose, 50cm Lt Pk Roses, 50cm Ht Pk Roses, Oriental Wht Lily, Pk Limonium, Gyp, Greens, Euc	\$99.99	Codified	FALSE	New	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	ENCHANTED ROMANCE
148034	148034	Pink And Purple Serenity Angel Arrangement	Pink And Purple Serenity Angel Arrangement	EXCLUSIVE Honor the spirit of a loved one with our heartfelt arrangement. It's filled with a lush array of pink and purple blooms that gracefully showcase the elegant statue nestled at the center. Delicately crafted with unique details, our striking keepsake can later be displayed in the home as a touching reminder that they'll always be with us. <ul style="list-style-type: none"> • Our florists hand-design each arrangement, so colors and varieties may vary due to local availability • Arrangement of pink roses, Cereus daisies and mini carnations, lavender stock, mini green hydrangeas and heather, accented with myrtle and variegated pittosporum • Exclusive keepsake ceramic angel statue with pear white finish; gown is accented with embossed antique lace; glazed finish prevents staining; measures 10"H • Sent to the service or directly to the family's home • Arrangement measures approximately 16"H x 29"L 	Pink And Purple Serenity Angel Arrangement: Serenity Angel Statue, Dign Dish, Pk Roses, Pk Gerb, Lav Stock, Heather, Pl Mini Carns, Gm Mini Hydr, Greens	\$99.99	Codified	FALSE	New	SYMPATHY	FY17	Q3	1/30/2017	1/30/2017	1/30/2021	PINK AND PURPLE SERENITY ANGEL ARRANGEMENT

Base Code	Product Code	Web Base Name	Web Product Name	Copy Block (Items in yellow will be provided at a later date)	Atas Product Description	Retail	Product Type	Certified	Product Status	Seasonal	Fiscal Year	Quarter	LDL	ESD	LSD	WEB BASE NAME
148118	148118L	Sentimental Valentine	Sentimental Valentine-Lg	LIMITED-TIME OFFER: Double the Flowers for Free! Make her Valentine's twice as nice... for the same price! Our vibrant and romantic bouquet of red and pink roses, white daisy poms, pink alstroemeria and more is artfully hand-arranged by our skilled florists to help you express your love for your special someone. For a limited time, send double the flowers for free!	Sentimental Valentine Large- 8" Gathering Vase, 50cm Pk Rose, 50cm Red Rose, Wht Daisy, Pk Alstro, Pk Wax, Satal	\$49.99	Non-Codified	FALSE	Reinstate	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	SENTIMENTAL VALENTINE
148118	148118S	Sentimental Valentine	Sentimental Valentine-Sm	LIMITED-TIME OFFER: Double the Flowers for Free! Make her Valentine's twice as nice... for the same price! Our vibrant and romantic bouquet of red and pink roses, white daisy poms, pink alstroemeria and more is artfully hand-arranged by our skilled florists to help you express your love for your special someone. For a limited time, send double the flowers for free!	Sentimental Valentine-Small- 8" Gathering Vase, 50cm Pk Rose, 50cm Red Rose, Wht Daisy, Pk Alstro, Pk Wax, Satal	\$49.99	Non-Codified	FALSE	Reinstate	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	SENTIMENTAL VALENTINE
148119	148119L	Budding Romance	Budding Romance-Lg	LIMITED-TIME OFFER: Double the Flowers for Free! Whether your celebrating your first Valentine's together or your 50th, wow her with a gift that's twice as nice... for the same price! Our romantic all-pink bouquet of roses, Gerbera daisies, mini carnations and more is hand-arranged with care by our florists to help you express yourself perfectly. For a limited time, send double EXCLUSIVE: Our precious pup is in the pick of the Valentine's Heart! Handcrafted from white carnations, this canine cula arrives in a charming dog bed basket, holding a single romantic red rose and finished off with a sweet red bow. Whether you're looking to impress a new crush or varieties a longtime love, our truly original pooch is sure to get you a smooch!	Budding Romance Large- 8" Gathering Vase, 50cm Pk Rose, Pk Gerb Daisy, Mini Cam, Pk, Alstro, Pk, Wax, Pk, Satal	\$59.99	Non-Codified	FALSE	Reinstate	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	BUDDING ROMANCE
148119	148119S	Budding Romance	Budding Romance-Sm	LIMITED-TIME OFFER: Double the Flowers for Free! Whether your celebrating your first Valentine's together or your 50th, wow her with a gift that's twice as nice... for the same price! Our romantic all-pink bouquet of roses, Gerbera daisies, mini carnations and more is hand-arranged with care by our florists to help you express yourself perfectly. For a limited time, send double EXCLUSIVE: Our precious pup is in the pick of the Valentine's Heart! Handcrafted from white carnations, this canine cula arrives in a charming dog bed basket, holding a single romantic red rose and finished off with a sweet red bow. Whether you're looking to impress a new crush or varieties a longtime love, our truly original pooch is sure to get you a smooch!	Budding Romance Small- 8" Gathering Vase, 50cm Pk Rose, Pk Gerb Daisy, Mini Cam, Pk, Alstro, Pk, Wax, Pk, Satal	\$59.99	Non-Codified	FALSE	Reinstate	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	BUDDING ROMANCE
103911	103911	Love Pup	Love Pup	• Our florists hand-design each arrangement, so colors and varieties may vary due to local availability • A DOG-shaped arrangement of fresh white carnations, a red rose, red mini carnations, purple statice, pink wadflower, variegated pittosporum and sheet moss, accented with a red bow • Artistically designed in a charming dog bed basket, basket measures 8"H • Arrangement measures approximately 11.5"H x 10"L	Love Pup-Dog Bed Basket And Face Kit, Floral Foam, Satin Ribbon, Dog Face Kit, Whl Cam, Rd Rose, Mini Grm Rd, Ppl Statice, Pk Wax, Var Pitt, Sheet Moss	\$54.99	Codified	FALSE	Reinstate	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	LOVE PUP
148242	148242L	Fresh Market Blue Hyacinth Bouquet	Fresh Market Blue Hyacinth Bouquet In Pitcher	EXCLUSIVE Like a gathering of flowers picked fresh from the garden, our vibrant bouquet will have everyone getting excited for spring! Fragrant blue hyacinth are wrapped in charming craft paper, accented with raffia and inspired by the enchanting fields of the European countryside, we've artistically gathered radiant red and hot pink roses, lovely pink lilies, sweet pink Gerbera daisies and more inside a classic clear glass vase. Accented with a charming pink satin ribbon, it's a beautiful and romantic surprise for someone very special!	Fresh Market Blue Hyacinth Bouquet In Vase: 5 Stems Of Blue Hyacinth In Charlotte Pitcher Fresh Market Blue Hyacinth Bouquet: Bouquet Only, 5 Stems Blue Hyacinth, Craft Paper, Raffia	\$45.00	Codified	TRUE	New	CORE	FY17	Q3	1/30/2017	1/30/2017	6/30/2017	FRESH MARKET BLUE HYACINTH BOUQUET
148242	148242S	Fresh Market Blue Hyacinth Bouquet	Fresh Market Blue Hyacinth Bouquet	EXCLUSIVE Like a gathering of flowers picked fresh from the garden, our vibrant bouquet will have everyone getting excited for spring! Fragrant blue hyacinth are wrapped in charming craft paper, accented with raffia and inspired by the enchanting fields of the European countryside, we've artistically gathered radiant red and hot pink roses, lovely pink lilies, sweet pink Gerbera daisies and more inside a classic clear glass vase. Accented with a charming pink satin ribbon, it's a beautiful and romantic surprise for someone very special!	Fresh Market Blue Hyacinth Bouquet: Bouquet Only, 5 Stems Blue Hyacinth, Craft Paper, Raffia	\$30.00	Non-Codified	TRUE	New	CORE	FY17	Q3	1/30/2017	1/30/2017	6/30/2017	FRESH MARKET BLUE HYACINTH BOUQUET
148245	148245L	Fields Of Europe(TM) Romance	Fields Of Europe™Romance-Large	EXCLUSIVE Like a gathering of flowers picked fresh from the garden, our vibrant bouquet will have everyone getting excited for spring! Fragrant blue hyacinth are wrapped in charming craft paper, accented with raffia and inspired by the enchanting fields of the European countryside, we've artistically gathered radiant red and hot pink roses, lovely pink lilies, sweet pink Gerbera daisies and more inside a classic clear glass vase. Accented with a charming pink satin ribbon, it's a beautiful and romantic surprise for someone very special!	Fields Of Europe Romance-Sm-8" Gathering Vase, #9 Pink Ribb, Rd Roses, Hk Pk Roses, Stgrz Lily, Pk Gerbera, Pk Alstro, Pk Limonium, Satal	\$69.99	Non-Codified	FALSE	Revised	CORE	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148245	148245M	Fields Of Europe(TM) Romance	Fields Of Europe™Romance-Medium	EXCLUSIVE Like a gathering of flowers picked fresh from the garden, our vibrant bouquet will have everyone getting excited for spring! Fragrant blue hyacinth are wrapped in charming craft paper, accented with raffia and inspired by the enchanting fields of the European countryside, we've artistically gathered radiant red and hot pink roses, lovely pink lilies, sweet pink Gerbera daisies and more inside a classic clear glass vase. Accented with a charming pink satin ribbon, it's a beautiful and romantic surprise for someone very special!	Fields Of Europe Romance-Sm-8" Rose Vase, #9 Pink Ribb, Rd Roses, Hk Pk Roses, Stgrz Lily, Pk Gerbera, Pk Alstro, Pk Limonium, Satal	\$59.99	Non-Codified	FALSE	Revised	CORE	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148245	148245S	Fields Of Europe(TM) Romance	Fields Of Europe™Romance-Small	EXCLUSIVE Like a gathering of flowers picked fresh from the garden, our vibrant bouquet will have everyone getting excited for spring! Fragrant blue hyacinth are wrapped in charming craft paper, accented with raffia and inspired by the enchanting fields of the European countryside, we've artistically gathered radiant red and hot pink roses, lovely pink lilies, sweet pink Gerbera daisies and more inside a classic clear glass vase. Accented with a charming pink satin ribbon, it's a beautiful and romantic surprise for someone very special!	Fields Of Europe Romance-Sm-8" Rose Vase, #9 Pink Ribb, Rd Roses, Hk Pk Roses, Stgrz Lily, Pk Gerbera, Pk Alstro, Pk Limonium, Satal	\$49.99	Non-Codified	FALSE	Revised	CORE	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148246	148246L	Valentine Surprise(TM)	Valentine Surprise(TM)-Lg	EXCLUSIVE Surprise and delight your Valentine with our robust bouquet! It's filled with beautiful shades of pink blooms, including roses, lilies and Gerbera daisies, and accented with red roses. Artistically gathered in a classic clear vase with a satin pink ribbon and paired with a huggable plush bear & delicious chocolate, it's an unforgettable surprise for someone very special!	Valentine Surprise-Lg-8" Gathering Vase, Plush, 3 Oz Candy, Pk Rbn, Rd Rose, Pk Rose, Pk Lily, Pk Gerb, Pk Alstro, Satal Limonium	\$99.99	Non-Codified	FALSE	Revised	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	
148246	148246M	Valentine Surprise(TM)	Valentine Surprise(TM)-Mdm	EXCLUSIVE Surprise and delight your Valentine with our robust bouquet! It's filled with beautiful shades of pink blooms, including roses, lilies and Gerbera daisies, and accented with red roses. Artistically gathered in a classic clear vase with a satin pink ribbon and paired with a huggable plush bear & delicious chocolate, it's an unforgettable surprise for someone very special!	Valentine Surprise-Md-8" Gathering Vase, Plush, 3 Oz Candy, Pk Rbn, Rd Rose, Pk Rose, Pk Lily, Pk Gerb, Pk Alstro, Satal Limonium	\$89.99	Non-Codified	FALSE	Revised	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	
148246	148246S	Valentine Surprise(TM)	Valentine Surprise(TM)-Sm	EXCLUSIVE Surprise and delight your Valentine with our robust bouquet! It's filled with beautiful shades of pink blooms, including roses, lilies and Gerbera daisies, and accented with red roses. Artistically gathered in a classic clear vase with a satin pink ribbon and paired with a huggable plush bear & delicious chocolate, it's an unforgettable surprise for someone very special!	Valentine Surprise-Sm-8" Gathering Vase, Plush, 3 Oz Candy, Pk Rbn, Rd Rose, Pk Rose, Pk Lily, Pk Gerb, Pk Alstro, Satal Limonium	\$79.99	Non-Codified	FALSE	Revised	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	
148247	148247L	Irish Blessings Bouquet	Irish Blessings Bouquet-Lg	EXCLUSIVE Surprise and delight your Valentine with our robust bouquet! It's filled with beautiful shades of pink blooms, including roses, lilies and Gerbera daisies, and accented with red roses. Artistically gathered in a classic clear vase with a satin pink ribbon and paired with a huggable plush bear & delicious chocolate, it's an unforgettable surprise for someone very special!	Irish Blessings Bouquet-Sm: 5" Clear Cube, Ti Leaf Wrap, Gm Dyed Carns, Orange Roses, Wht Daisy Poms, Gyp, Greens	\$69.99	Non-Codified	FALSE	New	ST. PATRICK'S DAY	FY17	Q3	2/27/2017	2/27/2017	3/20/2017	
148247	148247M	Irish Blessings Bouquet	Irish Blessings Bouquet-Md	EXCLUSIVE Surprise and delight your Valentine with our robust bouquet! It's filled with beautiful shades of pink blooms, including roses, lilies and Gerbera daisies, and accented with red roses. Artistically gathered in a classic clear vase with a satin pink ribbon and paired with a huggable plush bear & delicious chocolate, it's an unforgettable surprise for someone very special!	Irish Blessings Bouquet-Sm: 5" Clear Cube, Ti Leaf Wrap, Gm Dyed Carns, Orange Roses, Wht Daisy Poms, Gyp, Greens	\$59.99	Non-Codified	FALSE	New	ST. PATRICK'S DAY	FY17	Q3	2/27/2017	2/27/2017	3/20/2017	
148247	148247S	Irish Blessings Bouquet	Irish Blessings Bouquet-Sm	EXCLUSIVE Surprise and delight your Valentine with our robust bouquet! It's filled with beautiful shades of pink blooms, including roses, lilies and Gerbera daisies, and accented with red roses. Artistically gathered in a classic clear vase with a satin pink ribbon and paired with a huggable plush bear & delicious chocolate, it's an unforgettable surprise for someone very special!	Irish Blessings Bouquet-Sm: 5" Clear Cube, Ti Leaf Wrap, Gm Dyed Carns, Orange Roses, Wht Daisy Poms, Gyp, Greens	\$49.99	Non-Codified	FALSE	New	ST. PATRICK'S DAY	FY17	Q3	2/27/2017	2/27/2017	3/20/2017	
148248	148248	Modern Love(TM)	Modern Love	We've created this romantic Valentine's arrangement to remind her she's the one you love, now and forever. Four hand-tied bouquets of red roses, pink lilies, hot pink carnations and purple alstroemeria are artistically gathered together in a clear cylinder vase for an elegant and modern display of color. It's a luxurious mix of classic and contemporary sure to surprise and delight! • Our florists hand-design each arrangement, so colors and varieties may vary due to local availability • Four hand-tied bouquets of red roses, pink lilies, hot pink carnations and purple alstroemeria artistically designed in a clear glass cylinder vase, vase measures 6"H • Arrangement measures approximately 13"H x 12"L	Modern Love-6" Cyl, Rd Rose, Pk Lily, Hk Pk Carns, Pk Alstro, Metallic Wire To Wrap Stem Bunches	\$69.99	Non-Codified	FALSE	Revised	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	
148249	148249	Vibrant Floral Medley	Vibrant Floral Medley	Dazzle friends and family with a gift that's as sophisticated as it is unique. Six vibrant bouquets--red, orange, yellow & lavender roses, blue delphinium and lime green carnations--are artistically clustered together in a sleek clear vase, creating a striking and dramatic display of color unlike anything they've seen before! • Our florists hand-design each arrangement, so colors and varieties may vary due to local availability • Six bouquets of red, orange, yellow and lavender roses, blue delphinium and lime green carnations • Artistically gathered together in a clear glass cylinder vase, measures 6"H • Compact arrangement measures approximately 13"H x 9"L	Vibrant Floral Medley: 6" Clear Cylinder, Rd Roses, Org Roses, Yw Roses, Lav Roses, Ok Blue Delph, Lime Green Carns	\$79.99	Non-Codified	FALSE	New	CORE	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148261	148261	Lotsa Love® Birthday	Lotsa Love® Birthday	EXCLUSIVE Here's a winning gift to recognize family, friends and co-workers of all ages! A vibrant mix of orange mini carnations, white and yellow daisy poms, purple statice, alstro poms and variegated pittosporum	Lotsa Love® Birthday: Lotsa Love Hb Kit, Foam, Or Carns, Hk Pk Carns, Rd Mini Cam, Yw Daisy, Athos, Wax, Var Pitt	\$29.99	Codified	FALSE	New	CORE	FY17	Q3	2/27/2017	2/27/2017	12/31/2021	
148262	148262	Lotsa Love® Feel Better Soon	Lotsa Love® Feel Better Soon	EXCLUSIVE Here's a winning gift to recognize family, friends and co-workers of all ages! A vibrant mix of orange mini carnations, white and yellow daisy poms, purple statice, alstro poms and variegated pittosporum	Lotsa Love® Feel Better Soon: Lotsa Love Gw Kit, Or Carns, Yw Carns, Pk Mini Cam, Wht Daisy, Athos, Ppl Stat, Var Pitt, Foam	\$29.99	Codified	FALSE	New	CORE	FY17	Q3	2/27/2017	2/27/2017	12/31/2021	
148265	148265	Trophy Bouquet	Trophy Bouquet	EXCLUSIVE Here's a winning gift to recognize family, friends and co-workers of all ages! A vibrant mix of orange mini carnations, white and yellow daisy poms, purple statice and more are artistically hand-designed in a shiny silver trophy vase with a gold plaque that says, "You're The Best!" It's a truly original way to celebrate all the #1 people in your life. • Our florists hand-design each arrangement, so colors and varieties may vary due to local availability • Bouquet of orange mini carnations, white and yellow daisy poms, purple statice, alstro poms and variegated pittosporum • Artistically designed in a shiny silver trophy vase with embossed handles, black pedestal base and a gold plaque that says, "You're The Best!", measures 7.5"H x 3.5"D • Arrangement measures overall approximately 13"H x 8"L	You're The Best Trophy: Trophy, Foam, Or Mini Cam, Wht Daisy, Yw Daisy, Ppl Stat, Var Pitt, Athos	\$39.99	Codified	FALSE	New	CORE	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148266	148266	Trophy Bouquet To Say Thank You	Trophy Bouquet To Say Thank You	EXCLUSIVE Here's a winning gift to thank family, friends and co-workers of all ages! A vibrant mix of orange mini carnations, white and yellow daisy poms, purple statice and more are artistically hand-designed in a unique shiny silver trophy vase with a gold plaque that says, "You're The Best!" Add a bright "Thank You" balloon to EXCLUSIVE Here's a winning gift to congratulate family, friends and co-workers of all ages! A vibrant mix of orange mini carnations, white and yellow daisy poms, purple statice and more are artistically hand-designed in a unique shiny silver trophy vase with a gold plaque that says, "You're The Best!" Add a bright "Congratulations" inspired by the enchanting fields of the European countryside, we've artistically gathered radiant red and hot pink roses, lovely pink lilies, sweet pink Gerbera daisies and more inside a clear glass vase tied with a pink satin ribbon. A heart-shaped box of delicious chocolates accompanies your bouquet, creating a thoughtful and romantic surprise for someone very special!	Trophy Bouquet To Say Thank You: Trophy, Foam, Or Mini Cam, Wht Daisy, Yw Daisy, Ppl Stat, Athos, Var Pitt	\$39.99	Codified	FALSE	New	CORE	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148266	148266B	Trophy Bouquet To Say Thank You	Trophy Bouquet To Say Thank You	EXCLUSIVE Here's a winning gift to thank family, friends and co-workers of all ages! A vibrant mix of orange mini carnations, white and yellow daisy poms, purple statice and more are artistically hand-designed in a unique shiny silver trophy vase with a gold plaque that says, "You're The Best!" Add a bright "Thank You" balloon to EXCLUSIVE Here's a winning gift to congratulate family, friends and co-workers of all ages! A vibrant mix of orange mini carnations, white and yellow daisy poms, purple statice and more are artistically hand-designed in a unique shiny silver trophy vase with a gold plaque that says, "You're The Best!" Add a bright "Congratulations" inspired by the enchanting fields of the European countryside, we've artistically gathered radiant red and hot pink roses, lovely pink lilies, sweet pink Gerbera daisies and more inside a clear glass vase tied with a pink satin ribbon. A heart-shaped box of delicious chocolates accompanies your bouquet, creating a thoughtful and romantic surprise for someone very special!	Trophy Bouquet To Say Thank You: Trophy, Foam, Or Mini Cam, Wht Daisy, Yw Daisy, Ppl Stat, Athos, Var Pitt	\$44.99	Codified	FALSE	New	CORE	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148267	148267	You're The Best Trophy Bouquet	You're The Best Trophy Bouquet	EXCLUSIVE Here's a winning gift to recognize family, friends and co-workers of all ages! A vibrant mix of orange mini carnations, white and yellow daisy poms, purple statice and more are artistically hand-designed in a unique shiny silver trophy vase with a gold plaque that says, "You're The Best!" Add a bright "Thank You" balloon to EXCLUSIVE Here's a winning gift to congratulate family, friends and co-workers of all ages! A vibrant mix of orange mini carnations, white and yellow daisy poms, purple statice and more are artistically hand-designed in a unique shiny silver trophy vase with a gold plaque that says, "You're The Best!" Add a bright "Congratulations" inspired by the enchanting fields of the European countryside, we've artistically gathered radiant red and hot pink roses, lovely pink lilies, sweet pink Gerbera daisies and more inside a clear glass vase tied with a pink satin ribbon. A heart-shaped box of delicious chocolates accompanies your bouquet, creating a thoughtful and romantic surprise for someone very special!	You're The Best Trophy Bouquet: Trophy, Foam, Or Mini Cam, Wht Daisy, Yw Daisy, Ppl Stat, Athos, Var Pitt	\$39.99	Codified	FALSE	New	CORE	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148267	148267B	You're The Best Trophy Bouquet	You're The Best Trophy Bouquet	EXCLUSIVE Here's a winning gift to recognize family, friends and co-workers of all ages! A vibrant mix of orange mini carnations, white and yellow daisy poms, purple statice and more are artistically hand-designed in a unique shiny silver trophy vase with a gold plaque that says, "You're The Best!" Add a bright "Thank You" balloon to EXCLUSIVE Here's a winning gift to congratulate family, friends and co-workers of all ages! A vibrant mix of orange mini carnations, white and yellow daisy poms, purple statice and more are artistically hand-designed in a unique shiny silver trophy vase with a gold plaque that says, "You're The Best!" Add a bright "Congratulations" inspired by the enchanting fields of the European countryside, we've artistically gathered radiant red and hot pink roses, lovely pink lilies, sweet pink Gerbera daisies and more inside a clear glass vase tied with a pink satin ribbon. A heart-shaped box of delicious chocolates accompanies your bouquet, creating a thoughtful and romantic surprise for someone very special!	You're The Best Trophy Bouquet: Trophy, Foam, Or Mini Cam, Wht Daisy, Yw Daisy, Ppl Stat, Athos, Var Pitt	\$44.99	Codified	FALSE	New	CORE	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148268	148268L	Fields Of Europe(TM) Romance With Chocolates	Fields Of Europe(TM) Romance With Chocolates-Large	EXCLUSIVE Here's a winning gift to recognize family, friends and co-workers of all ages! A vibrant mix of orange mini carnations, white and yellow daisy poms, purple statice and more are artistically hand-designed in a unique shiny silver trophy vase with a gold plaque that says, "You're The Best!" Add a bright "Thank You" balloon to EXCLUSIVE Here's a winning gift to congratulate family, friends and co-workers of all ages! A vibrant mix of orange mini carnations, white and yellow daisy poms, purple statice and more are artistically hand-designed in a unique shiny silver trophy vase with a gold plaque that says, "You're The Best!" Add a bright "Congratulations" inspired by the enchanting fields of the European countryside, we've artistically gathered radiant red and hot pink roses, lovely pink lilies, sweet pink Gerbera daisies and more inside a clear glass vase tied with a pink satin ribbon. A heart-shaped box of delicious chocolates accompanies your bouquet, creating a thoughtful and romantic surprise for someone very special!	Fields Of Europe Romance-Sm-8" Rose Vase, #9 Pink Ribb, Rd Roses, Hk Pk Roses, Stgrz Lily, Pk Gerbera, Pk Alstro, Pk Limonium, Satal, Heart Box Of Chocolates	\$79.99	Codified	FALSE	New	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	FIELDS OF EUROPE(TM) ROMANCE WITH CHOCOLATES
148268	148268M	Fields Of Europe(TM) Romance With Chocolates	Fields Of Europe(TM) Romance With Chocolates-Medium	EXCLUSIVE Here's a winning gift to recognize family, friends and co-workers of all ages! A vibrant mix of orange mini carnations, white and yellow daisy poms, purple statice and more are artistically hand-designed in a unique shiny silver trophy vase with a gold plaque that says, "You're The Best!" Add a bright "Thank You" balloon to EXCLUSIVE Here's a winning gift to congratulate family, friends and co-workers of all ages! A vibrant mix of orange mini carnations, white and yellow daisy poms, purple statice and more are artistically hand-designed in a unique shiny silver trophy vase with a gold plaque that says, "You're The Best!" Add a bright "Congratulations" inspired by the enchanting fields of the European countryside, we've artistically gathered radiant red and hot pink roses, lovely pink lilies, sweet pink Gerbera daisies and more inside a clear glass vase tied with a pink satin ribbon. A heart-shaped box of delicious chocolates accompanies your bouquet, creating a thoughtful and romantic surprise for someone very special!	Fields Of Europe Romance-Sm-8" Rose Vase, #9 Pink Ribb, Rd Roses, Hk Pk Roses, Stgrz Lily, Pk Gerbera, Pk Alstro, Pk Limonium, Satal, Heart Box Of Chocolates	\$69.99	Codified	FALSE	New	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	FIELDS OF EUROPE(TM) ROMANCE WITH CHOCOLATES
148268	148268S	Fields Of Europe(TM) Romance With Chocolates	Fields Of Europe(TM) Romance With Chocolates-Small	EXCLUSIVE Here's a winning gift to recognize family, friends and co-workers of all ages! A vibrant mix of orange mini carnations, white and yellow daisy poms, purple statice and more are artistically hand-designed in a unique shiny silver trophy vase with a gold plaque that says, "You're The Best!" Add a bright "Thank You" balloon to EXCLUSIVE Here's a winning gift to congratulate family, friends and co-workers of all ages! A vibrant mix of orange mini carnations, white and yellow daisy poms, purple statice and more are artistically hand-designed in a unique shiny silver trophy vase with a gold plaque that says, "You're The Best!" Add a bright "Congratulations" inspired by the enchanting fields of the European countryside, we've artistically gathered radiant red and hot pink roses, lovely pink lilies, sweet pink Gerbera daisies and more inside a clear glass vase tied with a pink satin ribbon. A heart-shaped box of delicious chocolates accompanies your bouquet, creating a thoughtful and romantic surprise for someone very special!	Fields Of Europe Romance-Sm-8" Rose Vase, #9 Pink Ribb, Rd Roses, Hk Pk Roses, Stgrz Lily, Pk Gerbera, Pk Alstro, Pk Limonium, Satal, Heart Box Of Chocolates	\$59.99	Codified	FALSE	New	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	FIELDS OF EUROPE(TM) ROMANCE WITH CHOCOLATES
148269	148269	Abundant Love	Abundant Love	EXCLUSIVE Here's a winning gift to recognize family, friends and co-workers of all ages! A vibrant mix of orange mini carnations, white and yellow daisy poms, purple statice and more are artistically hand-designed in a unique shiny silver trophy vase with a gold plaque that says, "You're The Best!" Add a bright "Thank You" balloon to EXCLUSIVE Here's a winning gift to congratulate family, friends and co-workers of all ages! A vibrant mix of orange mini carnations, white and yellow daisy poms, purple statice and more are artistically hand-designed in a unique shiny silver trophy vase with a gold plaque that says, "You're The Best!" Add a bright "Congratulations" inspired by the enchanting fields of the European countryside, we've artistically gathered radiant red and hot pink roses, lovely pink lilies, sweet pink Gerbera daisies and more inside a clear glass vase tied with a pink satin ribbon. A heart-shaped box of delicious chocolates accompanies your bouquet, creating a thoughtful and romantic surprise for someone very special!	1 Dozen Rose Elegance W/Choc: 11" H Illusion Vase, Heart Box Of Chocolates, Red Rose, Gypsophila, Satal Tips	\$69.99	Codified	FALSE	New	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	ABUNDANT LOVE
148358	148358L	Radiant Romance In Clear Vase	Radiant Romance In Clear Vase-Lg	EXCLUSIVE Here's a winning gift to recognize family, friends and co-workers of all ages! A vibrant mix of orange mini carnations, white and yellow daisy poms, purple statice and more are artistically hand-designed in a unique shiny silver trophy vase with a gold plaque that says, "You're The Best!" Add a bright "Thank You" balloon to EXCLUSIVE Here's a winning gift to congratulate family, friends and co-workers of all ages! A vibrant mix of orange mini carnations, white and yellow daisy poms, purple statice and more are artistically hand-designed in a unique shiny silver trophy vase with a gold plaque that says, "You're The Best!" Add a bright "Congratulations" inspired by the enchanting fields of the European countryside, we've artistically gathered radiant red and hot pink roses, lovely pink lilies, sweet pink Gerbera daisies and more inside a clear glass vase tied with a pink satin ribbon. A heart-shaped box of delicious chocolates accompanies your bouquet, creating a thoughtful and romantic surprise for someone very special!	Radiant Romance-Lg-8" Cir Gath Vase, Hk Pk Gerbs, Hk Pk Roses, Pk Alstro, Pk Limonium, Pk Mini Carns, Pk Carns, Spiral Euc, Satal	\$89.99	Non-Codified	FALSE	New	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	
148358	148358M	Radiant Romance In Clear Vase	Radiant Romance In Clear Vase-Md	EXCLUSIVE Here's a winning gift to recognize family, friends and co-workers of all ages! A vibrant mix of orange mini carnations, white and yellow daisy poms, purple statice and more are artistically hand-designed in a unique shiny silver trophy vase with a gold plaque that says, "You're The Best!" Add a bright "Thank You" balloon to EXCLUSIVE Here's a winning gift to congratulate family, friends and co-workers of all ages! A vibrant mix of orange mini carnations, white and yellow daisy poms, purple statice and more are artistically hand-designed in a unique shiny silver trophy vase with a gold plaque that says, "You're The Best!" Add a bright "Congratulations" inspired by the enchanting fields of the European countryside, we've artistically gathered radiant red and hot pink roses, lovely pink lilies, sweet pink Gerbera daisies and more inside a clear glass vase tied with a pink satin ribbon. A heart-shaped box of delicious chocolates accompanies your bouquet, creating a thoughtful and romantic surprise for someone very special!	Radiant Romance-Lg: 8" Cir Gath Vase, Hk Pk Gerbs, Hk Pk Roses, Pk Alstro, Pk Limonium, Pk Mini Carns, Pk Carns	\$79.99	Non-Codified	FALSE	New	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	
148358	148358S	Radiant Romance In Clear Vase	Radiant Romance In Clear Vase-Sm	EXCLUSIVE Here's a winning gift to recognize family, friends and co-workers of all ages! A vibrant mix of orange mini carnations, white and yellow daisy poms, purple statice and more are artistically hand-designed in a unique shiny silver trophy vase with a gold plaque that says, "You're The Best!" Add a bright "Thank You" balloon to EXCLUSIVE Here's a winning gift to congratulate family, friends and co-workers of all ages! A vibrant mix of orange mini carnations, white and yellow daisy poms, purple statice and more are artistically hand-designed in a unique shiny silver trophy vase with a gold plaque that says, "You're The Best!" Add a bright "Congratulations" inspired by the enchanting fields of the European countryside, we've artistically gathered radiant red and hot pink roses, lovely pink lilies, sweet pink Gerbera daisies and more inside a clear glass vase tied with a pink satin ribbon. A heart-shaped box of delicious chocolates accompanies your bouquet, creating a thoughtful and romantic surprise for someone very special!	Radiant Romance-Lg: 8" Clear Rose Vase, Hk Pk Roses, Hk Pk Roses, Pk Alstro, Pk Limonium, Pk Mini Carns, Pk Carns, Spiral Euc, Satal	\$69.99	Non-Codified	FALSE	New	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	
148359	148359L	Sweetheart Medley In Clear Vase	Sweetheart Medley Small In Clear Vase Large	EXCLUSIVE Here's a winning gift to recognize family, friends and co-workers of all ages! A vibrant mix of orange mini carnations, white and yellow daisy poms, purple statice and more are artistically hand-designed in a unique shiny silver trophy vase with a gold plaque that says, "You're The Best!" Add a bright "Thank You" balloon to EXCLUSIVE Here's a winning gift to congratulate family, friends and co-workers of all ages! A vibrant mix of orange mini carnations, white and yellow daisy poms, purple statice and more are artistically hand-designed in a unique shiny silver trophy vase with a gold plaque that says, "You're The Best!" Add a bright "Congratulations" inspired by the enchanting fields of the European countryside, we've artistically gathered radiant red and hot pink roses, lovely pink lilies, sweet pink Gerbera daisies and more inside a clear glass vase tied with a pink satin ribbon. A heart-shaped box of delicious chocolates accompanies your bouquet, creating a thoughtful and romantic surprise for someone very special!	Sweetheart Medley Lg-8" Clear Gath Vase, Hk Pk Roses, Pk Asiatic Lily, Pk Stock, Ppl Dianthus, Pk Carns, Ppl Athos, Hk											

Base Code	Product Code	Web Base Name	Web Product Name	Copy Block (Items in yellow will be provided at a later date)	Atas Product Description	Retail	Product Type	Certified	Product Status	Seasonal	Fiscal Year	Quarter	LDL	ESD	USD	WEB BASE NAME
148380	148380	Sensational Spring Beauty	Sensational Spring Beauty		Sensational Spring Beauty: 12H Vase/Ppl Roses 50Cm,The Roses 50Cm,Pk Gerbs,Whl Asiatic Lilies,Waxflwr Pfl,Gm Trachelium,Pk Snaq,Ylw Snp,Greens	\$124.99	Non-Codified	TRUE	New	SPRING	FY17	Q3	2/27/2017	2/27/2017	5/26/2017	
148381	148381L	Welcome Spring Tulip Bouquet	Welcome Spring Tulip Bouquet-Lg		Welcome Spring Tulip Bouquet: Lg- Assorted Mixed Color Tulips In Charlotte Pitcher	\$79.99	Codified	TRUE	New	SPRING	FY17	Q3	2/27/2017	2/27/2017	5/26/2017	
148381	148381M	Welcome Spring Tulip Bouquet	Welcome Spring Tulip Bouquet-Md		Welcome Spring Tulip Bouquet: Md- Assorted Mixed Color Tulips In Charlotte Pitcher	\$69.99	Codified	TRUE	New	SPRING	FY17	Q3	2/27/2017	2/27/2017	5/26/2017	
148381	148381S	Welcome Spring Tulip Bouquet	Welcome Spring Tulip Bouquet-Sm		Welcome Spring Tulip Bouquet: Sm- Assorted Mixed Color Tulips In Charlotte Pitcher	\$59.99	Codified	TRUE	New	SPRING	FY17	Q3	2/27/2017	2/27/2017	5/26/2017	
106236	106236L	Green Dublin Cocktail™	Green Dublin Cocktail™-Lg	EXCLUSIVE Serve up St. Paddy's Day smiles with the luckiest libation around! Inspired by the popular Irish cocktail, our forists hand-arrange the freshest green carnations, green roses, white daisy poms and Bells of Ireland inside a keepsake oversized martini glass, accented with a cheerful and festive shamrock ribbon. Sinné! • Our forists hand-design each arrangement, so colors and varieties may vary due to local availability • Arrangement of green roses, dyed green carnations, white daisy poms, Bells of Ireland and variegated pittosporum • Artistically designed in a 9"H reusable oversized acrylic martini glass filled with green crystal gel and finished with a festive ribbon • Large arrangement measures approximately 14"H x 8"L • Medium arrangement measures approximately 13"H x 7.5"L • Small arrangement measures approximately 12"H x 7" Make their gift twice as nice by adding two festive Mylar balloons for just \$11.99! Balloon design may vary.	Green Dublin Cocktail-Lg: Martini Glass, Gm Crystals, Shamrock Ribbon, Gm Rose, Gm Cam, Wh Pom, Bells Of Ireland	\$64.99	Codified	FALSE	Revised	ST. PATRICK'S DAY	FY17	Q3	2/27/2017	2/27/2017	3/20/2017	
2060	2060V0	Add On: Two Mylar Balloons	Add On: Two "Happy Valentine's Day" Mylar Balloons	Make their gift twice as nice by adding two festive Mylar balloons for just \$11.99! Balloon design may vary.	XXXXX Must Include Add On: Two "Happy Valentine's Day" Mylar Balloons XXXXX	\$11.99	FALSE	FALSE	Reinstate	Valentine's Day	FY17	Q3	1/1/2001	1/2/2017	2/17/2017	
105595	105595L	Reflections Of Love (No Clear Vase)	Reflections Of Love-Lg (Clear Vase)	Our beautiful arrangement is a true reflection of the love you have in your heart. Lovely lavender roses, pink Stargazer lilies and purple statice are hand-arranged in a classic clear glass vase wrapped with a lavender satin ribbon, creating the perfect expression of your feelings—not just on Valentine's Day, but any day! Bring on bright smiles with spring's signature blooms! Our fresh, colorful tulip bouquet is hand-arranged in a clear glass vase tied with raffia, creating a cheerful and timeless favorite for big occasions and just because moments. Inspired by the traditional hand-tied arrangements found in flourishing flower markets throughout Europe, our best selling seasonal bouquet is gathered with a vibrant mix of roses, lilies, carnations, daisy poms and more inside a classic glass vase tied with raffia. Let it bring a bright and cheerful taste of Old World charm to every home. Our romantic bouquet looks like it came fresh from the garden! Created exclusively through our partnership with Real Simple®, we've gathered gorgeous red, pink and lavender roses with pink mini carnations and limonium for a delightful, delicate color palette. Artistically hand-designed inside a modern cube vase lined with Ti leaf ribbon, our striking bouquet elegantly conveys the sentiment, "I'm forever yours." • Our forists hand-design each arrangement, so colors, varieties and container may vary due to local availability • Arrangement of red, lavender and pink roses, pink spray roses, limonium and mini carnations, accented with variegated pittosporum • Designed in a modern clear glass cube vase wrapped with Ti leaf ribbon; vase measures 5"H x 5"L • Arrangement measures approximately 11"H x 10"L	Reflections Of Love-Lg: 11"H Clear Vase, Lavender Rose, Pink Lily, Bicolor Dianthus, Purple Statice, Satin Reflections Of Love-Md: 11"H Clear Vase, Lavender Rose, Pink Lily, Bicolor Dianthus, Purple Statice, Satin Reflections Of Love-Sm: 11"H Clear Vase, Lavender Rose, Pink Lily, Bicolor Dianthus, Purple Statice, Satin Timeless Tulips-Large: 25 Assorted Tulips (At Least 3 Colors), 8" H Clear Glass Rose Vase W/Raffia Timeless Tulips-Medium: 20 Assorted Tulips (At Least 3 Colors), 8" H Clear Glass Rose Vase W/Raffia Timeless Tulips-Small: 15 Assorted Tulips (At Least 3 Colors), 8" H Clear Glass Rose Vase W/Raffia Sorino Fields Of Europe-Lg: 8" Rose Vase, Hk Pk Rose,Yl Liv,Lav Pom,Yl Cam, Solidiso, Satal Sorino Fields Of Europe-Md: 8" Rose Vase, Hk Pk Rose,Yl Liv,Lav Pom,Yl Cam, Solidiso, Satal Sorino Fields Of Europe-Sm: 8" Rose Vase, Hk Pk Rose,Yl Liv,Lav Pom,Yl Cam, Solidiso, Satal	\$94.99	Non-Codified	FALSE	Reinstate	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	
105595	105595M	Reflections Of Love (No Clear Vase)	Reflections Of Love-Md (Clear Vase)			\$84.99	Non-Codified	FALSE	Reinstate	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	
105595	105595S	Reflections Of Love (No Clear Vase)	Reflections Of Love-Sm (Clear Vase)			\$74.99	Non-Codified	FALSE	Reinstate	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	
91317	91317L	Timeless Tulips(R)	Timeless Tulips(R)-25 Stems			\$69.99	Non-Codified	TRUE	Reinstate	SPRING	FY17	Q3	1/2/2017	1/2/2017	5/26/2017	
91317	91317M	Timeless Tulips(R)	Timeless Tulips(R)-20 Stems			\$59.99	Non-Codified	TRUE	Reinstate	SPRING	FY17	Q3	1/2/2017	1/2/2017	5/26/2017	
91317	91317S	Timeless Tulips(R)	Timeless Tulips(R)-15 Stems			\$49.99	Non-Codified	TRUE	Reinstate	SPRING	FY17	Q3	1/2/2017	1/2/2017	5/26/2017	
91637	91637L	Fields Of Europe(TM) For Sorino	Fields Of Europe(TM) For Sorino-Large			\$59.99	Non-Codified	FALSE	Revised	SPRING	FY17	Q3	2/27/2017	2/27/2017	5/26/2017	
91637	91637M	Fields Of Europe(TM) For Sorino	Fields Of Europe(TM) For Sorino-Medium			\$49.99	Non-Codified	FALSE	Revised	SPRING	FY17	Q3	2/27/2017	2/27/2017	5/26/2017	
91637	91637S	Fields Of Europe(TM) For Sorino	Fields Of Europe(TM) For Sorino-Small			\$39.99	Non-Codified	FALSE	Revised	SPRING	FY17	Q3	2/27/2017	2/27/2017	5/26/2017	
148582	148582	Forever Yours Rose Medley By Real Simple	Forever Yours Rose Medley By Real Simple	Our forists hand-design each arrangement, so colors and varieties may vary due to local availability • Arrangement of red, lavender and pink roses, pink spray roses, limonium and mini carnations, accented with variegated pittosporum • Designed in a modern clear glass cube vase wrapped with Ti leaf ribbon; vase measures 5"H x 5"L • Arrangement measures approximately 11"H x 10"L	Forever Yours Rose Medley By Real Simple: Same As Pc148014 See Pg 31 In Vday 2017 Drg	\$59.99	Non-Codified	FALSE	New	CORE	FY17	Q3	7/3/2017	7/3/2017	12/31/2021	
91733	91733L	Lavender Dreams(TM) In Clear Vase	Lavender Dreams(TM)-Large In Clear Vase	Here's a beautiful surprise for someone very special. Lovely lavender roses and daisy poms are gathered with purple astroantennaria, stock and statice and accented with lush greenery for a striking pop of color. Hand-designed inside a clear glass vase wrapped with a lavender satin ribbon, it's a Valentine's gift that's sure to wow! • Our forists hand-design each arrangement, so colors and varieties may vary due to local availability • Arrangement of lavender roses and daisy poms gathered with purple astroantennaria, stock and statice, accented with variegated pittosporum Our gorgeous bouquet will capture her heart faster than Cupid can shoot his arrow! Hot pink roses mingle with pink Stargazer lilies, lavender stock and purple gill and make an elegant glass vase wrapped with purple ribbon. It's an unforgettable Valentine's gift that hits the mark every time. • Our forists hand-design each arrangement, so colors and varieties may vary due to local availability • Arrangement of hot pink roses, pink Stargazer lilies, lavender stock, purple waxflower, purple monte casino and variegated pittosporum EXCLUSIVE Make your favorite lady feel like one lucky dog with this playful St. Patrick's Day arrangement from our signature a-DOG-able® collection. Crafted from fresh lime green carnations and cheerful white daisy poms, he's accented with a festive top hat and green ribbon, ready to make Irish eyes of all ages smile! • Our forists hand-design each arrangement, so colors and varieties may vary due to local availability • Arrangement of lime green carnations, white daisy poms and variegated pittosporum • Artistically designed in the shape of a dog, complete with eyes, nose, a black-and-green top hat and a festive green ribbon collar • Arrives in a willow dog bed basket lined with sheet moss; measures 3.5"H x 9.5"W x 7"D • Arrangement measures approximately 11.5"H x 10"L Every dog has his day, but Easter belongs to the bunnies! We've dressed up our truly original a-DOG-able® arrangement, adding pastel carnations, pastel daisy poms to a gathering of fresh white carnations. Wearing a pair of playful bunny ears and accented with colorful eggs, this cube creation will surely make their holiday celebration "topsy!" • Our forists select the freshest flowers available, so floral colors and varieties may vary • Hand-designed a-DOG-able® arrangement of white carnations, pink mini carnations, purple Matsumoto asters and green button poms, accented with variegated pittosporum • Crafted in the shape of an adorable bunny, complete with eyes, nose, and a pair of adorable felt ears Our fresh, colorful arrangement combines romantic tulips to help you express your feelings without saying a word. Beautifully hand-designed in a clear glass vase wrapped with a red satin ribbon, it's a thoughtful Valentine's gift that'll be remembered for a long time to come! • Arrangement of assorted tulips, our forists hand-design each arrangement, so colors and varieties may vary due to local availability	Lavender Dreams-Lg: 8" Clear Gathering Vase, Lav Rose, Lav Daisy Pom, Purple Stock, Purple Alstro, Purple Statice, Pitt Lavender Dreams-Md: 8" Clear Gathering Vase, Lav Rose, Lav Daisy Pom, Purple Stock, Purple Alstro, Purple Statice, Pitt Lavender Dreams-Sm: 8" Clear Gathering Vase, Lav Rose, Lav Daisy Pom, Purple Stock, Purple Alstro, Purple Statice, Pitt	\$69.99	Non-Codified	FALSE	Reinstate	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	
91733	91733M	Lavender Dreams(TM) In Clear Vase	Lavender Dreams(TM)-Medium In Clear Vase			\$59.99	Non-Codified	FALSE	Reinstate	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	
91733	91733S	Lavender Dreams(TM) In Clear Vase	Lavender Dreams(TM)-Small In Clear Vase			\$49.99	Non-Codified	FALSE	Reinstate	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	
95180	95180L	Straight From The Heart(TM)	Straight From The Heart(TM)-Lg	Our gorgeous bouquet will capture her heart faster than Cupid can shoot his arrow! Hot pink roses mingle with pink Stargazer lilies, lavender stock and purple gill and make an elegant glass vase wrapped with purple ribbon. It's an unforgettable Valentine's gift that hits the mark every time. • Our forists hand-design each arrangement, so colors and varieties may vary due to local availability • Arrangement of hot pink roses, pink Stargazer lilies, lavender stock, purple waxflower, purple monte casino and variegated pittosporum EXCLUSIVE Make your favorite lady feel like one lucky dog with this playful St. Patrick's Day arrangement from our signature a-DOG-able® collection. Crafted from fresh lime green carnations and cheerful white daisy poms, he's accented with a festive top hat and green ribbon, ready to make Irish eyes of all ages smile! • Our forists hand-design each arrangement, so colors and varieties may vary due to local availability • Arrangement of lime green carnations, white daisy poms and variegated pittosporum • Artistically designed in the shape of a dog, complete with eyes, nose, a black-and-green top hat and a festive green ribbon collar • Arrives in a willow dog bed basket lined with sheet moss; measures 3.5"H x 9.5"W x 7"D • Arrangement measures approximately 11.5"H x 10"L Every dog has his day, but Easter belongs to the bunnies! We've dressed up our truly original a-DOG-able® arrangement, adding pastel carnations, pastel daisy poms to a gathering of fresh white carnations. Wearing a pair of playful bunny ears and accented with colorful eggs, this cube creation will surely make their holiday celebration "topsy!" • Our forists select the freshest flowers available, so floral colors and varieties may vary • Hand-designed a-DOG-able® arrangement of white carnations, pink mini carnations, purple Matsumoto asters and green button poms, accented with variegated pittosporum • Crafted in the shape of an adorable bunny, complete with eyes, nose, and a pair of adorable felt ears Our fresh, colorful arrangement combines romantic tulips to help you express your feelings without saying a word. Beautifully hand-designed in a clear glass vase wrapped with a red satin ribbon, it's a thoughtful Valentine's gift that'll be remembered for a long time to come! • Arrangement of assorted tulips, our forists hand-design each arrangement, so colors and varieties may vary due to local availability	Straight From The Heart-Lg: 8" Clear Cylinder Vase,Ppl Ribbon, Hpk Rose, Pk Lily, Lav Stock, Ppl Wax, Ppl Monte, Var Pitt	\$124.99	Non-Codified	FALSE	Reinstate	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	
95180	95180M	Straight From The Heart(TM)	Straight From The Heart(TM)-Md			\$99.99	Non-Codified	FALSE	Reinstate	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	
95180	95180S	Straight From The Heart(TM)	Straight From The Heart(TM)-Sm			\$74.99	Non-Codified	FALSE	Reinstate	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	
95186	95186	Lucky(TM)	Lucky(TM)	Our forists hand-design each arrangement, so colors and varieties may vary due to local availability • Arrangement of lime green carnations, white daisy poms and variegated pittosporum • Artistically designed in the shape of a dog, complete with eyes, nose, a black-and-green top hat and a festive green ribbon collar • Arrives in a willow dog bed basket lined with sheet moss; measures 3.5"H x 9.5"W x 7"D • Arrangement measures approximately 11.5"H x 10"L Every dog has his day, but Easter belongs to the bunnies! We've dressed up our truly original a-DOG-able® arrangement, adding pastel carnations, pastel daisy poms to a gathering of fresh white carnations. Wearing a pair of playful bunny ears and accented with colorful eggs, this cube creation will surely make their holiday celebration "topsy!" • Our forists select the freshest flowers available, so floral colors and varieties may vary • Hand-designed a-DOG-able® arrangement of white carnations, pink mini carnations, purple Matsumoto asters and green button poms, accented with variegated pittosporum • Crafted in the shape of an adorable bunny, complete with eyes, nose, and a pair of adorable felt ears Our fresh, colorful arrangement combines romantic tulips to help you express your feelings without saying a word. Beautifully hand-designed in a clear glass vase wrapped with a red satin ribbon, it's a thoughtful Valentine's gift that'll be remembered for a long time to come! • Arrangement of assorted tulips, our forists hand-design each arrangement, so colors and varieties may vary due to local availability	Lucky Dog Bed Basket And Face Kit, Black Top Hat, Green Satin Ribbon, Lime Green Carnations, White Daisy Pom, Var Pitt	\$59.99	Codified	FALSE	Reinstate	ST. PATRICK'S DAY	FY17	Q3	2/27/2017	2/27/2017	3/20/2017	
95191	95191	Hoppy Easter(TM)	Hoppy Easter(TM)	Our forists hand-design each arrangement, so colors and varieties may vary due to local availability • Arrangement of lime green carnations, white daisy poms and variegated pittosporum • Artistically designed in the shape of a dog, complete with eyes, nose, a black-and-green top hat and a festive green ribbon collar • Arrives in a willow dog bed basket lined with sheet moss; measures 3.5"H x 9.5"W x 7"D • Arrangement measures approximately 11.5"H x 10"L Every dog has his day, but Easter belongs to the bunnies! We've dressed up our truly original a-DOG-able® arrangement, adding pastel carnations, pastel daisy poms to a gathering of fresh white carnations. Wearing a pair of playful bunny ears and accented with colorful eggs, this cube creation will surely make their holiday celebration "topsy!" • Our forists select the freshest flowers available, so floral colors and varieties may vary • Hand-designed a-DOG-able® arrangement of white carnations, pink mini carnations, purple Matsumoto asters and green button poms, accented with variegated pittosporum • Crafted in the shape of an adorable bunny, complete with eyes, nose, and a pair of adorable felt ears Our fresh, colorful arrangement combines romantic tulips to help you express your feelings without saying a word. Beautifully hand-designed in a clear glass vase wrapped with a red satin ribbon, it's a thoughtful Valentine's gift that'll be remembered for a long time to come! • Arrangement of assorted tulips, our forists hand-design each arrangement, so colors and varieties may vary due to local availability	Hoppy Easter: Dog Bed Basket, Face Kit, Ribbon, Bunny Ears Pick, Plastic Easter Eggs, Wh Cam, Pk Mini Carn, Puro Aster, Gr Pom, Pitt	\$54.99	Codified	TRUE	Reinstate	EASTER	FY17	Q3	2/27/2017	2/27/2017	4/17/2017	
95191	95191CB	Hoppy Easter(TM)	Hoppy Easter(TM) W/Balloon & Chocolate			\$74.99	Codified	TRUE	Reinstate	EASTER	FY17	Q3	2/27/2017	2/27/2017	4/17/2017	
95191	95191CH	Hoppy Easter(TM)	Hoppy Easter(TM) W/Chocolate			\$69.99	Codified	TRUE	Reinstate	EASTER	FY17	Q3	2/27/2017	2/27/2017	4/17/2017	
95191	95191ER	Hoppy Easter(TM)	Hoppy Easter(TM) W/Balloon			\$59.99	Codified	TRUE	Reinstate	EASTER	FY17	Q3	2/27/2017	2/27/2017	4/17/2017	
148012	148012S	Tulips For Your Valentine	Tulips For Your Valentine-Sm	Our forists hand-design each arrangement, so colors and varieties may vary due to local availability • Arrangement of assorted tulips, our forists hand-design each arrangement, so colors and varieties may vary due to local availability • Designed in a clear glass vase wrapped with a red satin ribbon; vase measures 8"H • Large arrangement includes 25 tulips; measures approximately 18"H x 10"L • Medium arrangement includes 20 tulips; measures approximately 17"H x 10"L • Small arrangement includes 15 tulips; measures approximately 16"H x 13"L EXCLUSIVE Raise your glass to romance with our fun and flirty "cocktail"! A tiered arrangement of striking red roses, hot pink carnations and more is hand-crafted inside a keepsake martini glass filled with ruby red crystal gel, and topped with a playful pink tulle that reads "Love is in the potion." It's a truly original recipe that sets up smiles Our romantic bouquet looks like it came fresh from the garden! Created exclusively through our partnership with Real Simple®, we've gathered gorgeous red, pink and lavender roses with pink mini carnations and limonium for a delightful, delicate color palette. Artistically hand-designed inside a modern cube vase lined with Ti leaf ribbon, our striking bouquet elegantly conveys the sentiment, "I'm forever yours." • Our forists hand-design each arrangement, so colors, varieties and container may vary due to local availability • Arrangement of red, lavender and pink roses, pink spray roses, limonium and mini carnations, accented with variegated pittosporum • Designed in a modern clear glass cube vase wrapped with Ti leaf ribbon; vase measures 5"H x 5"L • Arrangement measures approximately 11"H x 10"L	Tulips For Your Valentine-Sm: 8"H Rose Vase, Pink, Purple And Red Tulip Mix	\$59.99	Codified	FALSE	Revised	VALENTINE'S DAY	FY17	Q3	1/2/2017	1/2/2017	2/17/2017	
148013	148013L	Love Potion®	Love Potion®-Lg		Love Potion-Lg: Martini Glass, Love Pick, Ruby Gel,Rd Roses,Hk Pk Carns,Gvp, Var Pitt	\$69.99	Codified	FALSE	Revised	CORE	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148013	148013M	Love Potion®	Love Potion®-Md		Love Potion-Md: Martini Glass, Love Pick, Ruby Gel,Rd Roses,Hk Pk Carns,Gvp, Var Pitt	\$59.99	Codified	FALSE	Revised	CORE	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148013	148013S	Love Potion®	Love Potion®-Sm		Love Potion-Sm: Martini Glass, Ruby Gel, Love Pick, Rd Roses,Hk Pk Carns,Gvp, Var Pitt	\$49.99	Codified	FALSE	Revised	CORE	FY17	Q3	1/2/2017	1/2/2017	12/31/2021	
148014	148014	Forever Yours Rose Medley	Forever Yours Rose Medley	Our forists hand-design each arrangement, so colors and varieties may vary due to local availability • Arrangement of red, lavender and pink roses, pink spray roses, limonium and mini carnations, accented with variegated pittosporum • Designed in a modern clear glass cube vase wrapped with Ti leaf ribbon; vase measures 5"H x 5"L • Arrangement measures approximately 11"H x 10"L	Forever Yours Rose Medley: 5"Clear Cube, Ti Leaf, Rd Rose, Lav Rose, Pk Roses, Pl Spr Roses, Pk Limonium, Pl Mini Carns, Greens	\$59.99	Non-Codified	FALSE	New	CORE	FY17	Q3	7/3/2017	7/3/2017	12/31/2021	
3150	3150L	Easter Sentiments(TM) Lily Plant	Easter Sentiments(TM) Lily Plant-Large	Our sweetly fragrant Easter lily is a traditional symbol of the holiday season. Featuring elegant, trumpet-shaped white blooms and set in a decorative basket with a yellow satin ribbon, this charming plant is sure to keep their smiling long after the celebration is over! • Our forists select only the finest quality plants, so colors, varieties and container may vary due to local availability Bring on bright birthday smiles with spring's signature blooms! Our fresh, colorful tulip bouquet is hand-arranged in a clear glass vase tied with raffia and paired with a festive birthday balloon to deliver a sunny surprise on their special day. • Our forists hand-design each arrangement, so colors, varieties and container may vary due to local availability • Bouquet of fresh tulips in assorted colors Make Irish eyes smile with our traditional St. Patrick's Day basket arrangement! Featuring gorgeous Bells of Ireland flowers, said to bring good luck to hand-crafted inside a keepsake martini glass filled with green carnations, daisy and Athens poms and a shamrock ribbon for a festive finishing touch. Makes a truly original centerpiece for every St. Paddy's Day celebration. • Our forists hand-design each arrangement, so colors and varieties may vary due to local availability • Arrangement of dyed green carnations, Bells of Ireland, Athens poms, white daisy poms and variegated pittosporum EXCLUSIVE Make their Easter egg hunt an extravaganza of smiles! Our truly original recipe that sets up smiles features fresh tulips, pink and more is handcrafted inside a glass cylinder vase filled with colorful plastic eggs. Whether it's adding a playful touch to the holiday table or sent as a surprise for "somebody special," this playful bouquet was designed for fun.	Easter Sentiments Lily Plant-Lg: 8" Easter Lily Plant (Double Stem), 8" Basket Planter W/Liner, #9 Yellow Satin Ribbon	\$49.99	Non-Codified	TRUE	Reinstate	EASTER	FY17	Q3	2/27/2017	2/27/2017	4/17/2017	
3150	3150S	Easter Sentiments(TM) Lily Plant	Easter Sentiments(TM) Lily Plant-Small			\$39.99	Non-Codified	TRUE	Reinstate	EASTER	FY17	Q3	2/27/2017	2/27/2017	4/17/2017	
91490	91490LHB	Timeless Tulips(R) Happy Birthday	Timeless Tulips(R) Happy Birthday-25 Stems			\$74.99	Non-Codified	TRUE	Reinstate	SPRING	FY17	Q3	1/2/2017	1/2/2017	5/26/2017	
91490	91490MB	Timeless Tulips(R) Happy Birthday	Timeless Tulips(R) Happy Birthday-20 Stems			\$64.99	Non-Codified	TRUE	Reinstate	SPRING	FY17	Q3	1/2/2017	1/2/2017	5/26/2017	
91490	91490SHB	Timeless Tulips(R) Happy Birthday	Timeless Tulips(R) Happy Birthday-15 Stems			\$54.99	Non-Codified	TRUE	Reinstate	SPRING	FY17	Q3	1/2/2017	1/2/2017	5/26/2017	
99226	99226L	St Patrick'S Day Flower Basket	St Patrick'S Day Flower Basket-Lg	Make Irish eyes smile with our traditional St. Patrick's Day basket arrangement! Featuring gorgeous Bells of Ireland flowers, said to bring good luck to hand-crafted inside a keepsake martini glass filled with green carnations, daisy and Athens poms and a shamrock ribbon for a festive finishing touch. Makes a truly original centerpiece for every St. Paddy's Day celebration. • Our forists hand-design each arrangement, so colors and varieties may vary due to local availability • Arrangement of dyed green carnations, Bells of Ireland, Athens poms, white daisy poms and variegated pittosporum EXCLUSIVE Make their Easter egg hunt an extravaganza of smiles! Our truly original recipe that sets up smiles features fresh tulips, pink and more is handcrafted inside a glass cylinder vase filled with colorful plastic eggs. Whether it's adding a playful touch to the holiday table or sent as a surprise for "somebody special," this playful bouquet was designed for fun.	St Patrick'S Day Flower Basket-Lg: 8" Handled Dark Willow Bskt,Lime Gm Cam,Bells Of Ireland,Wh Pom, Athos,Wh Monte,Pitt	\$49.99	Non-Codified	FALSE	Revised	ST. PATRICK'S DAY	FY17	Q3	2/27/2017	2/27/2017	3/20/2017	
99226	99226M	St Patrick'S Day Flower Basket	St Patrick'S Day Flower Basket-Md			\$44.99	Non-Codified	FALSE	Revised	ST. PATRICK'S DAY	FY17	Q3	2/27/2017	2/27/2017	3/20/2017	
99226	99226S	St Patrick'S Day Flower Basket	St Patrick'S Day Flower Basket-Sm			\$39.99	Non-Codified	FALSE	Revised	ST. PATRICK'S DAY	FY17	Q3	2/27/2017	2/27/2017	3/20/2017	
99228	99228H	Easter Egg Stravaganza(TM)	Easter Egg Stravaganza(TM)			\$59.99	Non-Codified	FALSE	Reinstate	EASTER	FY17	Q3	2/27/2017	2/27/2017	4/17/2017	
99228																