

VERSION 1 • EFFECTIVE DATE: JANUARY 2, 2017

DESIGN RESOURCE GUIDE

2017

VALENTINE'S DAY & EVERYDAY

SUPPLEMENT





IMPORTANT MESSAGE

FROM 1-800-FLOWERS®

We recently found errors in several recipes in our 2017 Valentine's Day Design Resource Guide. The recipes in this supplement correct these issues. Please make every effort to bring your staff up to speed on these updates, which will be effective on new orders starting on the dates indicated below.

Please make sure to print a copy of this updated Design Resource Guide supplement and use it to replace any prior versions of these recipes.

If you have any questions, please contact us at 1-800-BloomNet (1-800-256-6663), email us at customerservice@bloomnet.net, or chat with a BloomNet Customer Service agent at www.bloomnet.net. Thank you.

UPDATED PRODUCTS:

Effective Date:

- 148033 – Enchanted Romance™1/2/17
- 148377 – Modern Spring Mix™2/27/17
- 95191 – Hoppy Easter™2/27/17
- 148261 – Lotsa Love® Happy Birthday1/2/17
- 148262 – Lotsa Love® Feel Better Soon1/2/17



**1-800-Flowers®
Enchanted Romance™**

#148033 \$99.99 24"H x 15"L

VENDOR REF	DESCRIPTION	UNIT	QTY
HARDGOODS			
BloomNet®	Red Princess Vase - PC #139792 - Codified	Each	1

FLOWERS

Rose Red 50 cm	Stem	6
Rose Light Pink 50 cm	Stem	6
Rose Hot Pink 50 cm	Stem	6
Oriental Lily Pink	Stem	2
Limonium Pink	Stem	1
Gypsophila	Stem	1
Eucalyptus Spiral	Stem	1
Variegated Pittosporum	Stem	1

NEW CODIFIED PRODUCT

START DATE: 1/2/17

END DATE: 2/17/17

SEASON: Valentine's Day

DESIGN: All Around Arrangement



**1-800-Flowers®
Modern Spring Mix™**

#148377 \$69.99 13"H x 15"L

VENDOR REF	DESCRIPTION	UNIT	QTY
HARDGOODS			
BloomNet® or Local Wholesale	6" Clear Glass Vase	Each	1
Local Wholesale	Metallic Wire, Apple Green	Yard	3
Local Wholesale	Metallic Wire, Pink	Yard	3

FLOWERS

Rose Orange 50 cm	Stem	6
Asiatic Lily White	Stem	3
Gerbera Daisy Yellow	Stem	5
Alstroemeria Pink	Stem	5



DESIGNED BY: Inspired by Jay-Anda Dargan of 1-800-Flowers® | Dallas, TX

DESIGN TIP: Hand tied arrangement.

REVISED PRODUCT

START DATE: 2/27/17

END DATE: 5/26/17

SEASON: Spring

DESIGN: Hand Tied Bouquet



1-800-Flowers® Hoppy Easter™

#95191	\$54.99	14"H x 12"L (shown)
#95191 ER	\$59.99	14"H x 12"L
#95191 CH	\$69.99	14"H x 12"L
#95191 CB	\$74.99	14"H x 12"L

VENDOR REF	DESCRIPTION	UNIT	PLAIN	WITH MYLAR	WITH CHOC	WITH CHOC & MYLAR
HARDGOODS						
BloomNet®	a-DOG-able® Kit - Codified Kit Contains: Peeled Willow Dog Bed with Liner, 2 Eyes, 1 Nose	Each	1	1	1	1
BloomNet® or Local Wholesale	Floral Foam Brick	Each	0.5	0.5	0.5	0.5
BloomNet®	Felt Bunny Ear Picks - Codified	Each	1	1	1	1
Local Wholesale	Plastic Easter Eggs	Each	3	3	3	3
Local Wholesale	Floral Wire (12")	Each	3	3	3	3
Local Wholesale	Floral Pick (6")	Each	3	3	3	3
Local Wholesale	18" D Happy Easter Mylar	Each	0	1	0	1
Local Wholesale	Curly Ribbon	Yard	0	1	0	1
Local Wholesale	Helium	Each	0	1	0	1
BloomNet® or Local Wholesale	8 oz. Sweet Treats Box of Candy	Each	0	0	1	1
FLOWERS						
	Carnation White	Stem	12	12	12	12
	Mini Carnation Pink	Stem	3	3	3	3
	Matsumoto Aster Purple	Stem	1	1	1	1
	Button Pom Green	Stem	1	1	1	1
	Solidago	Stem	1	1	1	1
	Variegated Pittosporum	Stem	1	1	1	1

CODIFIED PRODUCT

START DATE: 2/27/17

SEASON: Easter

END DATE: 4/17/17

DESIGN: One Sided Arrangement



#95191



#95191 ER



#95191 CH



#95191 CB


**FEATURED
PRODUCT**

1-800-Flowers® Lotsa Love® Happy Birthday

#148261	\$39.99	7"H x 6"L
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VENDOR REF	DESCRIPTION	UNIT	QTY
HARDGOODS			
BloomNet®	Lotsa Love® Kit, Happy Birthday - PC #155062 - Codified: Kit Contains: Container, Bear, Cookies, and Balloon	Each	1
BloomNet® or Local Wholesale	Floral Foam Brick	Each	0.25
FLOWERS			
	Carnation Orange	Stem	2
	Carnation Hot Pink	Stem	2
	Mini Carnation Red	Stem	1
	Daisy Pom Yellow	Stem	1
	Athos Pom	Stem	1
	Waxflower Pink	Stem	1
	Variegated Pittosporum	Stem	1

DESIGN TIP: Remember to include the food, bear and balloon with this floral delivery.

NEW CODIFIED PRODUCT

START DATE: 1/2/17

END DATE: Open

SEASON: Everyday

DESIGN: All Around Arrangement



1-800-Flowers®
Lotsa Love® Feel Better Soon

#148262 \$39.99 7"H x 6"L

VENDOR REF	DESCRIPTION	UNIT	QTY
HARDGOODS			
BloomNet®	Lotsa Love® Kit, Feel Better Soon - PC #155064 - Codified: Kit Contains: Container, Bear, Cookies, and Balloon	Each	1
BloomNet® or Local Wholesale	Floral Foam Brick	Each	0.25

FLOWERS			
	Carnation Orange	Stem	2
	Carnation Yellow	Stem	2
	Mini Carnation Red	Stem	1
	Daisy Pom White	Stem	1
	Athos Pom	Stem	1
	Statice Purple	Stem	1
	Variegated Pittosporum	Stem	1

DESIGN TIP: Remember to include the food, bear and balloon with this floral delivery.

NEW CODIFIED PRODUCT

START DATE: 1/2/17
END DATE: Open
SEASON: Everyday
DESIGN: All Around Arrangement