



2024 VALENTINE'S DAY EARLY SPRING SUPPLEMENT

Our commitment to working side-by-side with BloomNet® Professional Florists has never been greater and our goal is to continue to increase the value of 1-800-Flowers.com® orders while at the same time remain competitive in the current economic environment. Over the past several seasons, 1-800-Flowers.com® has published multiple Design Resource Guide Supplements in an effort to address rising costs and florist profitability on orders as well as offer a unique and diverse assortment of products to our customers. In this supplement, please take note of a new product introduction for the 2024 Valentine's Day season. Please be sure to communicate this addition to your staff, as they will become effective on new orders starting on the dates indicated below. Also, we recommend that you print a copy of this Design Resource Guide Supplement and use it to replace any prior versions of these recipes.

If you have any questions, please feel free to contact BloomNet Customer Service at 1-800-BloomNet (1-800-256-6663), customerservice@bloomnet.net, or start a Chat at www.bloomnet.net. Thank you!



Blooming Gardenia Plant

DESIGN: Plant

| | | |
|-----------|---------|-------------|
| #191590 S | \$42.99 | 4"D |
| #191590 M | \$52.99 | 6"D (Above) |

| QTY | Unit | Floral Description | Suggested Substitution |
|-----|------|--------------------|------------------------|
| 1 | Each | 4" Gardenia Plant | |
| 1 | Each | 6" Gardenia Plant | |

Hardgoods Description

| | | | |
|---|------|-----------------------------|--|
| 1 | Each | 4" white melamine pot cover | |
| 1 | Each | 6" white melamine pot cover | |

Container may vary due to local availability.

*Also available as: PC #191591 S/M Blooming Gardenia Plant for Sympathy (\$42.99 S, \$52.99 M)



#191590 S



#191590 M

NEW CODIFIED PRODUCT:

Start Date: 1/16/24 | End Date: 5/10/24