

Abundant Fruit and  
Chocolate Tray™  
PC #106041

# GROW YOUR BUSINESS

## Introducing The BloomNet® Fruit Bouquets Sending Program!

 Exclusive to BloomNet® Members  
Send Fruit Bouquets and Gifts



Incredible fresh fruit arrangements from [fruitbouquets.com](http://fruitbouquets.com) are the perfect gift for any occasion. Our network of shops expertly design fruit arrangements each day to create an unparalleled gift experience that is as thoughtful as it is delicious. Now BloomNet® members can expand their outbound sending offerings to customers with popular fruit bouquets arrangements and boxed dipped strawberries.



Just To See You Smile™  
PC #102245



You've Got My Heart™  
PC #145680



Milestone Birthday Bash™ 50!  
PC #138117 FY



It's Party Time™  
PC #107344

**For more information or questions please contact us:**

Call: 1-800-BloomNet (1-800-256-6663) • Email: [customerservice@bloomnet.net](mailto:customerservice@bloomnet.net),  
Visit: [www.bloomnet.net](http://www.bloomnet.net) • Follow: [www.facebook.com/bloomnet.net](https://www.facebook.com/bloomnet.net)

## A Sweet Business Opportunity

Fruit Bouquets by 1800FLOWERS.COM<sup>SM</sup> was launched in 2011, marking the company's entry into a rapidly growing market for same-day fresh fruit arrangements and chocolate covered berries.



To meet consumer demand for these novelty gifts and capitalize on the opportunity to expand further into a new and exciting business category, BloomNet<sup>®</sup> Members can now leverage this exciting new gifting category to provide your customers with fruit bouquets and gifts as a terrific new outbound sending gift option.



### Benefits

- Expand your business by introducing an entirely new product category for outbound sending for any occasion - Birthday, Get Well, Just Because, Sympathy, Romance, Parties & Events.
- Attract new customers and offer existing customers a new Gourmet Gifting option.
- Increase your out-wire volume.
- Leverage the national marketing reach of 1-800-FLOWERS.COM<sup>®</sup>, a leader in consumer gifting.

### Product Overview

- 13 fresh fruit arrangements and 2 boxed dipped strawberry gifts!
- Suggested retails range from \$39.99 to \$149.99, with an average order value of \$84.99.
- Products are designed in food safe containers, mostly from the existing 1-800-FLOWERS.COM<sup>®</sup> Florist Designed Everyday Codified and Non-Codified Product Collection.
- Arrangements include items such as, grapes, pineapples, apples, pears, oranges, strawberries, honeydew and cantaloupe.
- All fruit bouquet arrangements have a 2 day freshness guarantee.
- Cut-off time for same day delivery is 11:00am - holiday cut-off times may vary.

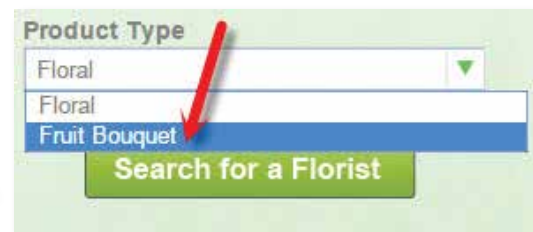
# How To Send BloomNet Fruit Bouquets Orders

**STEP 1** Log into the BloomNet Directory Online



**STEP 2**

From the Product Type drop down menu, Select "fruit bouquet"



**STEP 3**

Select the fruit bouquet Arrangement or Boxed Dipped Strawberry Product



**STEP 4**

Complete the remaining information for the order

**STEP 5**

Send your fruit bouquet Order!.



Go to: <http://tiny.cc/SendFruit> or  
Scan Here To See the "How To" Video



## Marketing Support Arriving In Shops This Summer!

- Retail Selection Guide insert for your existing BloomNet® Essentials Binder
- POP Retail Poster
- POP Up Counter Top Tent Card
- Downloadable Design Resource Guide containing all arrangement recipe details
- Downloadable Flyer & bounce back card to promote your new fruit bouquets Gifting category



Dipped Deluxe Bouquet™  
PC #145156



"Celebrate the Day"™  
Fruit Arrangement  
PC #142151 CH



Mixed Berry Margarita™  
PC #96946



Tulip and Daisy Garden™  
PC #145683

**bloomnet**

**fruit  
bouquets**  
by 1800Flowers.com

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