

# 2021 Mother's Day Outlook



## Ready & Available to Ensure Your Success

### We're Here to Help!

Mother's Day is a week away! As we begin our final countdown to the holiday, please review the measures below that have been implemented to prepare for continued strong consumer demand, to maximize your peak fulfillment capacity, and to position yourself for optimal success this holiday season!

Your dedicated BloomNet and 1-800-Flowers.com® Teams are here to support you with your final holiday preparations and procurement. By working together, our goal is to make sure that we will have a very successful holiday.

### Fields of Europe® for Mom

passport eligible

#### 1. Pick Your Item

- Extra Large
- Large
- Medium
- Small - SOLD OUT

### Generating More Revenue on Mother's Day Orders from 1-800-Flowers.com®

To help generate higher value orders for our BloomNet members, 1-800-Flowers.com® has marked several low-priced Mother's Day arrangements SOLD OUT, including the small size of the popular Fields of Europe® for Mom. By limiting low-priced options to the consumer, 1-800-Flowers.com® is encouraging consumers to consider larger, higher value options instead. In doing so, we also enhance your opportunity as a member to grow order revenues throughout the peak season by promoting these larger, higher value designs.

### Florist Choice Arrangements from 1-800-Flowers.com®

This past Valentine's Day, our "One-of-a-Kind Bouquets" (Florist's Choice Bouquets) were in the top 5 selling products for 1-800-Flowers.com®. To keep with that momentum, several different themes of our "One-of-a-Kind Bouquets" are being merchandised across our Mother's Day collections, including: Mom, Grandma, Wife, Sister, Friend, and Luxe (with retails ranging from \$49.99 to \$199.99).

When you receive a "One-of-a-Kind Bouquet" order from 1-800-Flowers.com®, you will have ample flexibility to use fresh floral supplies available in your store and showcase your artistry to deliver something as unique as the person receiving the gift!



These "One-of-a-Kind Bouquets" do not need to follow a specific product recipe; instead, we ask that you use your unique skills and discretion to design a beautiful arrangement that conforms to the theme and/or occasion stated on the order and that is appropriately filled to value.

Throughout the holiday, 1-800-Flowers.com® will continue to promote multiple versions of our "One-of-a-Kind Bouquets", giving your shop even more flexibility to expand capacity and fulfill more orders!

LEARN MORE



### Reminder About Receiving Mothers' Day Orders from the Press for 1-800-Flowers.com®

As Mother's Day is fast approaching, members of the press may reach out to you for business information or for an interview. If your shop receives a request for a media interview, to place an order, or for business information, please alert the 1-800-Flowers.com®, Inc. Public Relations team right away by sending an email to [mediainquiries@1800flowers.com](mailto:mediainquiries@1800flowers.com).

## Mother's Day Quick Links: Saving You Time & Money!

### Holiday Measures from 1-800-Flowers.com®

- [Substitution Flexibility on Mother's Day Orders](#)
- [Flexible Deliveries on Mother's Day Orders](#)
- [Simplified Mother's Day Product Assortment](#)
- [Photo Proof-of-Delivery: Earn Up to \\$2.00 Extra per Order!](#)

### Products & Fresh Floral

- [Find Fresh Floral from American Grown Farms](#)
- [Order Fresh Floral from WorldFlowers](#)
- [Order Products and Supplies from Napco Imports](#) (\*Deferred payment of Mother's Day Codified Products until May (payable in June))

### Marketing & Education

- [Print Marketing Assets from BloomNet360](#) (\*SAVE 10% OFF (expires this Saturday, 5/1))
- [Staff Training from Floriology NOW](#) (\*Save \$50 OFF Premium membership, using promo code BNMMember21)
- [Tips & Tricks for Mother's Day Success](#)

Should you have any questions, please contact us at 1-800-BloomNet (1-800-256-6663), email us at [customerservice@bloomnet.net](mailto:customerservice@bloomnet.net) or chat with us at [www.bloomnet.net](http://www.bloomnet.net). Thank you for your dedication as a BloomNet Member.

### Extended Customer Service Hours for Mother's Day

Thursday 5/6	Friday 5/7	Saturday 5/8	Sunday 5/9	Monday 5/10
8:00AM to 10:00PM (EST)	8:00AM to 11:00PM (EST)	9:00AM to 10:00PM (EST)	8:00AM to 6:00PM (EST)	8:00AM to 9:00PM (EST)



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