

Continental Flowers

Presented by
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The Basics



- Headquartered in Miami, FL
- Farm operations in Bogota, & Medellin, Colombia with over 400 employees
- 50 hectares (125 acres) of proprietary production of Alstroemerias, Roses, Disbuds, & Pompoms
- Global sourcing of an additional 300 hectares – Colombia, Ecuador, Peru, Costa Rica, & the Dominican Republic
- Knowledgeable, veteran sales and management team
- Dedicated, Hardworking, & Fun Team Environment
- Full spectrum of floral varieties
- Farms Committed to Superior Quality
- We are dedicated to creating carefully crafted products that excite consumers and increase flower consumption



Evolution of Mass Market



- Director hired October 2014
- Designer hired March 2015
- Extensive product and program development 2015 through 2020, that continues with each catalog release
- We are a growing team, bringing on industry talent to help create programs FOR BUYERS, BY BUYERS.



How do we create great products?

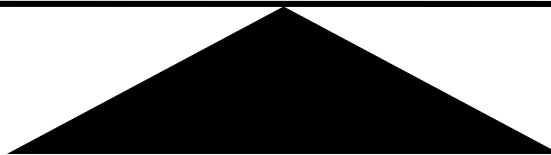


Design

- ✓ Designer on staff full time
- ✓ Extensive farm network to create bouquets and consumer bunches
- ✓ Seasonal bouquets
- ✓ Everyday offerings accented with uniquely designed programs

Quality

- ✓ Proprietary farms to secure production and base level quality
- ✓ Quality Assurance team to sample and inspect all inbound cargo
- ✓ Long lasting reputable farm relationships



Full Floral Offering



- Floral Designer on Staff
- Sales Representatives with Wholesale and Retail Floral knowledge
- Everyday Bouquets – wide variety of flowers available from our farms and our partner farms
- Premade Arrangement and Vase programs
- Seasonal Bouquets – available 6 to 12 months prior to the season to assist you in setting up your programs
- Promotional offerings
- Consumer Bunches – almost every flower available from A to Z



Alstroejewels® Alstroemerias



- All Alstroejewels® are hand-disbudded at each lateral
 - Creates a larger bloom with a vibrant jewel-tone color
 - Enhances vase life
- 20% of Alstroemeria crop is replanted every year
 - Maintains high-quality plants with superior stems & grading
 - Allows to continuously introduce new varieties (Fruzzel shown)



Investing in the Future



- New facility in Miami with the ability to double current capacity.
- New farm facility in Medellin that continues to expand.
- Added 10 hectacers to existing farms in Bogota and Medellin.



Why Continental Flowers?



- ✓ High quality flowers, with a product development dedication and a focus on customer service
- ✓ Ever evolving product lines
- ✓ GROWING company with a strong, established foundation of long term employees
- ✓ New team members bringing wholesale and retail experience. Programs created BY BUYERS, FOR BUYERS.
- ✓ Planning additional farm investments and new sourcing partnerships
- ✓ New Miami facility with the ability to double the current capacity

