

GIFT BASKETS



Choose products to fill basket



Ring at the register/suspend transaction/transfer to floral



Build custom basket per customers request.



1. Start by selecting a theme with your customer and go shopping for items. Your “basket” can be anything that goes with your customer's theme (produce, candy, housewarming).
2. Take your products through the register, suspend the transaction, transfer to the floral department.
3. Make sure to have scissors, ribbon, basket filler, tape, and cellophane to give your basket its finishing touches.
4. Set up your work area.
5. Place all items on the table.
6. Add a layer of basket filler crinkle paper to the bottom of your basket to help prop up items. If you're using a large container, you'll need lots of basket filler crinkle paper and may find it helpful to add newspaper or even a small cardboard box (which you can then cover in basket filler crinkle paper).
7. Begin by placing one of your sturdiest items in the center. Think of this as your centerpiece and you'll build out around it.
8. Add larger items and taller items behind the center item.
9. Place smaller items toward the front.
10. If you have an item that's too bulky for the basket, try taking it out of the package or using just a portion of it. For example, we had a container of cookies that was too big. We opened it, selected a few smaller (individually wrapped) packs of cookies, and added those to the basket.
11. Use softer items, like hand towels, to fill in gaps.
12. As you add items, make sure labels are facing forward and no price tags are visible.
13. Add basket filler crinkle paper to any remaining gaps.
14. Step back and make sure items stay in place. You can use glue dots or tape to secure items to each other.
15. Eyeball it and feel free to rearrange a little if needed.
16. Wrap the basket in cellophane. Fold sides towards the back of the basket. Bow on top.
17. If you have any especially large items that didn't fit in the basket, you can tuck them behind the basket.
18. Give the basket its final nip and tucks—you may want to fold and tape any cellophane flaps under or behind the basket.
19. Just like floral arrangements add 25% for labor.
20. Enjoy your creation!