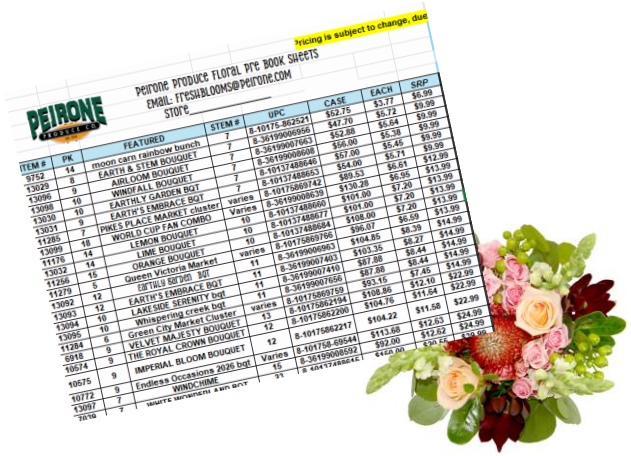
PEIRONE FLORAL

Your Complete Floral Department Partner Growing your floral business. Building your profits. Bringing beauty to your customers. At Peirone, we offer more than flowers. We provide the products, programs, education, and support you need to build a successful, profitable floral department. From fresh-cut flowers and beautiful bouquets to hands-on training and seasonal merchandising, our goal is to help your business thrive.

1. Monthly Floral Pre-Books

Our monthly pre-books provide a full assortment of floral products to keep your department fresh, exciting, and ready for every occasion.

Full assortment of bulk flowers and fresh cuts
Beautiful bouquets and stunning consumer bunches
Upgraded potted plants
Seasonal selections to keep your offerings current


Pricing is subject to change, due

Peirone Produce Floral Pre Book Sheets
Email: FRESHBLOOMS@peirone.com
Store_____

ITEM #	PK	FEATURED	STEM #	UPC	CASE	EACH	SRP
9752	14	moon sarn rainbow bunch	7	8-10175-802521	$52.75	$3.77	$6.99
13029	8	EARTH & STEM BOUQUET	7	8-36199006566	$52.88	$5.72	$9.99
13096	10	AIRLOOM BOUQUET	7	8-36199007603	$56.00	$5.64	$9.99
13098	10	WINDFALL BOUQUET	7	8-36199006698	$57.00	$5.45	$9.99
13039	9	EARTHLY GARDEN BQT	7	8-10137488646	$54.00	$5.71	$9.99
13031	7	EARTH'S EMBRACE BQT	varies	8-10137488643	$89.53	$6.61	$12.99
11285	10	EARTH'S EMBRACE cluster	Varies	8-10175809742	$130.28	$6.99	$13.99
13099	18	PIKES PLACE MARKET COMBO	10	8-36199008639	$101.00	$7.20	$13.99
11175	14	WORLD CUP FAN COMBO	10	8-10137488667	$101.00	$7.20	$13.99
13032	15	LEMON BOUQUET	10	8-10137488684	$96.07	$8.39	$14.99
11266	5	LIME BOUQUET	varies	8-10175809766	$104.85	$6.27	$14.99
11279	12	ORANGE BOUQUET	11	8-36199006963	$103.35	$8.44	$14.99
13092	12	Queen Victoria Market	11	8-36199007403	$87.88	$8.44	$14.99
13093	10	EARTHLY EMBRACE BQT	11	8-36199007410	$87.88	$7.46	$13.99
13094	10	EARTH'S EMBRACE bqt	11	8-36199007656	$93.15	$12.10	$22.99
13095	6	LAKE SIDE SERENITY bqt	varies	8-10175809759	$108.86	$11.64	$22.99
11284	9	Whispering creek bqt	13	8-10175862104	$104.76	$11.58	$22.99
6818	9	Green City Market Cluster	12	8-10175862200	$104.22	$12.63	$24.99
10674	9	VELVET MAJESTY BOUQUET	12	8-10175862217	$113.68	$12.62	$24.99
10675	9	THE ROYAL CROWN BOUQUET	12	8-10175862248	$92.00	$24.00	$39.99
10772	7	IMPERIAL BLOOM BOUQUET	Varies	8-10175862255	$420.00		
13097	7	Endless Occasions 2026 bqt	15	8-36199006592			
7646	7	WINDCHIME	21	8-10137488624			

2. Weekly Floral Pre-Books

Keep your floral department looking fresh with our weekly selections.

Beautiful bouquets
Potted plants in sleeves
On-hand inventory to help fill your department's needs

Peirone Produce Plant Pre Book Sheets
Email: freshblooms@peirone.com
STORE:_____

ITEM #	Pack	Potted	UPC	Case	Unit	Potted Due 9/30/2026 BY NOON Delivery Week 10/5/2026
7646	35	2" TROPICALS, ASSORTED	064775603279	$74.00	$2.11	
11551	15	4" KALE, ORNAMENTAL, ASSORTED	803683034702	$36.00	$2.40	
7433	15	4" AFRICAN VIOLET, ASSORTED	822703140308	$50.00	$3.33	
12841	15	4" Bloom Assortment	64775-40127-1	$55.50	$3.70	
7678	15	4" POLKADOT, ASSORTED	064775602937	$56.00	$3.73	
7101	15	4" POTMUM, ASSORTED	064775400359	$56.00	$3.73	
8219	15	4" LISIANTHUS, ASSORTED	803683740337	$57.00	$3.80	

3. Education, Training & Seminars

We help you and your team grow your knowledge and confidence through customer education and hands-on training.

Floral design and arrangement techniques
Horticulture and plant care
Best practices for running a successful floral department
Strategies to grow sales and improve profitability
Educational seminars designed for our customers

4. Floral Supplies & Convenient Ordering

We keep supplies on hand, so you don't have to tie up valuable space and money carrying excess inventory.
Order additional cases when you need them
Convenient delivery on your next scheduled truck
Access to the supplies you need without overstocking

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5. Balloon Program

Create a fun and festive shopping experience with our balloon program.
Great balloon planogram to help maximize display and sales
Helium program with group purchasing for better pricing
A convenient way to offer customers an exciting add-on purchase

6. Yearly Seed Program Get ready for gardening season with our annual seed program, offering products to help customers grow their own gardens.

7. Seasonal Outdoor Potted Plants

Bring seasonal color to your stores with a selection of outdoor potted plants throughout the year.
Seasonal plant assortments
Ideas for displays and merchandising
Pairing suggestions to create attractive presentations and encourage additional sales

8. In-Store Events & Customer Engagement

We help bring customers into your store with creative, interactive floral experiences.
Floral centerpiece-making events
Kids' seed-planting workshops
Hands-on floral activities and seasonal events
Creative ideas to engage shoppers and encourage repeat visits

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9. Concentration Rebate Program

We reward your floral purchases with a concentration rebate program based on your purchasing volume.
Rebate opportunities tied to your level of purchases
An added benefit for growing your business with Peirone

Concentration Level Outline

50-79% concentration will return a 1% rebate back for every dollar spent	80-94% concentration will return a 2% rebate back for every dollar spent	95%-100% concentration will return a 3% rebate back for every dollar spent

PEIRONE FLORAL

More Than a Supplier. A Partner in Your Success. At Peirone, we're committed to helping you create a floral department that attracts customers, increases sales, reduces unnecessary inventory, and builds profitability. Together, We Grow.

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Web Site https://peironeproduce.com/news/floral/