



PEIRONE
PRODUCE CO.
- EST. 1945 -

BALLOONS!!!
SMILES THAT FLOAT



Why balloons?

- Merchandised in space where no other products can be merchandised.
- Adds excitement and energy to your store.
- Meets consumer needs for celebration.
- Low Shrink category.
- 50%+ Gross Margins.
- Can't buy inflated balloons from Amazon (Balloons are a reason to come into your store).
- 80% of all balloon purchases made in supermarket are impulse buys so the more you inflate, the more you sell.

Distribution by Retail Channel - U.S.

Balloons is a \$900m category.

| | % Revenue Share | % Carry Balloons | Units/ Week/ Store |
|-----------------------------|------------------------|-------------------------|---------------------------|
| Grocery/Floral | 35% | 75% | 45 - 90 |
| Party | 35% | 100% | 200 - 400 |
| Independent Floral | 5% | 75% | 5 - 10 |
| Mass Merchant | 5% | 50% | 15 - 25 |
| Card/Gift/Balloon Specialty | 5% | 25% | 15 - 25 |
| Custom/Parks | 2% | 50% | n/a |
| Drug | 3% | 80% | 5 - 10 |
| Dollar Stores | 10% | 100% | 20 - 350 |



Why Choose E&R Sales as Your Balloon Vendor Partner:

All Inclusive Balloon Programs

- We provide custom TURN-KEY programs.
- Balloons typically represent .001% of total store sales. Therefore, the category merchant must backburner the category in order to tackle more pressing, higher sales categories.
- For this reason, we do the planning and communicate with the buyer, making sure we help them hit their targets.
- We provide racks and merchandising vehicles as needed.



Seasonal Order Writing

- Valentine's Day, Mother's Day, and Graduation sales and scan data can be scrubbed and analyzed by our team to ensure the stores are buying the right quantities and retails.
- E&R can write suggested orders for stores based on the goals determined by the buyer.



Micro Marketing

- We design promotions and packs that are data-driven based on supermarket industry, not other channels like party stores.
 - Multi-channel data can be detrimental to driving turns in a supermarket program.
 - Our core business is supermarket floral, not party or gift. Therefore, our category data reflects that channel, ensuring we maximize your inventory turns.

Peirone Produce presents to Rosauers Supermarkets: 04/20

Kit #9169 June Float

| Description | Qty |
|---|-----|
| 30" Iridescent Cake (28437) | 5 |
| 27" Rainbow Ombre Cupcake (28436) | 5 |
| 25" Cake Slice (28447) | 5 |
| Standard Size Iridescent B-day Frosted Confetti (10247) | 5 |
| Standard Size HB Rainbow (10236) | 5 |

Promo contains 25 Balloons.

Store #: _____ Ordered by: _____

Peirone Produce (800) 552-5837

Inventory Reduction

- We offer the lowest minimums and same day shipping.
- We monitor each order, reducing order loads.
- We build custom binders for you with your planogram and supplies.

Store: 2641
 Ordered By: Tracy Ann
 Phone: 757-255-5719

72 PLANOGRAM BALLOON PROGRAM

| Panel 1 | | Panel 2 | | Panel 3 | | Panel 4 | | Panel 5 | |
|--|---|--|--|---|--|--|---|---|--|
| 2028 HELLO KITTY SUMMERFUN 10 P SKU: 20282843 Qty: <u>3</u> | 1317 HELLO KITTY HEAD 18 JR 54 P SKU: 20282840 Qty: <u>5</u> | 1327 HELLO KITTY HEAD 18 JR 54 P SKU: 20282842 Qty: <u>5</u> | 4113 SPOT DOTS BIRTHDAY JUMBO SKU: 20282830 Qty: <u>5</u> | 2646 BIRTHDAY ICE CREAM CONE 33 P SKU: 20282881 Qty: <u>5</u> | 1322 SWEET ICE CREAM BOAT 18 P SKU: 20282881 Qty: <u>5</u> | 1702 BABY BOY DOTS 18 P SKU: 20282889 Qty: <u>5</u> | 1706 BABY GIRL DOTS 18 P SKU: 20282889 Qty: <u>5</u> | 2814 CONGRATS BALLOONS HSP SKU: 20282878 Qty: <u>5</u> | |
| 2905 SPONGEBOB SHAPE 28 P SKU: 080180389 Qty: <u>5</u> | 1307 SPONGEBOB JOY 18 P SKU: 026311789 Qty: <u>5</u> | 1326 MONSTERS UNIVERSITY HB HSP SKU: 20282898 Qty: <u>5</u> | 4127 BRIGHT HAPPY BOAT JUMBO SKU: 20282817 Qty: <u>3</u> | 2643 OH SO FABULOUS BOAT CAKE 22 P SKU: 20282847 Qty: <u>5</u> | 1310 FABULOUS ZEBRA BOAT 18 P SKU: 20282899 Qty: <u>5</u> | 1776 SAFARI BABY BOY 18P SKU: 202832480 Qty: <u>5</u> | 1778 SAFARI BABY GIRL 18P SKU: 202832489 Qty: <u>5</u> | 2527 CONGRATULATI CAR STARS 18 P SKU: 20282829 Qty: <u>5</u> | |
| 4727 MICKEY MOUSE HB SAT SKU: 20282491 Qty: <u>5</u> | 1091 MICKEY CLUB BIRTHDAY HSP SKU: 20282485 Qty: <u>5</u> | 1303 ELMO SMILES 18 P SKU: 20282897 Qty: <u>5</u> | 4806 SANGING LINES HB ORBE P SKU: 20282834 Qty: <u>5</u> | 4807 HB STRIPES AND BURSTS ORBE P SKU: 20282790 Qty: <u>5</u> | 2688 BIRTHDAY CUPCAKE 31 SKU: 20282887 Qty: <u>5</u> | 1300 BIRTHDAY CUPCAKES 18 P SKU: 20282887 Qty: <u>5</u> | 1973 GET WELL SOON HSP SKU: 20282891 Qty: <u>5</u> | 1907 SMILEY HOLOGRAPHIC 18 P SKU: 20282888 Qty: <u>5</u> | 3007 THIS SMILE 4 YOU 18 P SKU: 20282872 Qty: <u>5</u> |
| 4747 PRINCESS BIRTHDAY SAT SKU: 20282884 Qty: <u>5</u> | 1226 PRINCESS HAPPY BIRTHDAY HSP SKU: 20282840 Qty: <u>5</u> | 1214 SPIDERMAN ULTIMATE BOAT HSP SKU: 20282837 Qty: <u>5</u> | 4801 GEOMETRIC HB DIAMOND P SKU: 20282874 Qty: <u>5</u> | 4802 COME HES PARTY TIME DIAMOND P SKU: 20282873 Qty: <u>5</u> | 1261 HAPPY BIRTHDAY CIRCLES 21CUP SKU: 20282820 Qty: <u>5</u> | 1343 SMILEY BOAT 18 P SKU: 20282887 Qty: <u>5</u> | 1175 HB STARS 18 P SKU: 20282889 Qty: <u>5</u> | 1811 SMILE FEELS BETTER 18 P SKU: 20282889 Qty: <u>5</u> | 2428 THINKING OF U BALLOON 18 P SKU: 20282877 Qty: <u>5</u> |
| 4765 HAPPY BOAT TO YOU DOTS SAT SKU: 20282889 Qty: <u>5</u> | 1087 BOAT PRESENT MESSAGES 18 P SKU: 20282905 Qty: <u>5</u> | 1058 CARLACTON POKED HB HSP SKU: 20282825 Qty: <u>5</u> | 4070 HB CUPCAKE SUBBLE 22 SKU: 20284206 Qty: <u>5</u> | 4807 HB NOT AIR BALLOON SUBBLE 22 SKU: 20284279 Qty: <u>5</u> | 1107 BOLD PATTERN BOAT HSP SKU: 20282879 Qty: <u>5</u> | 1106 HB BLTZ FROM ALL 18 P SKU: 20282887 Qty: <u>5</u> | 2302 PARTY ON CELEBRATE 18 P SKU: 20282882 Qty: <u>5</u> | 2005 YOU ARE AWESOME 18 P SKU: 20282882 Qty: <u>5</u> | 1907 COLORFUL THINK YOU 18 P SKU: 20282886 Qty: <u>5</u> |
| 1386 HB TO YOU BALLOONS 18 P SKU: 20282443 Qty: <u>5</u> | 1371 CANDY BIRTHDAY 18 P SKU: 20282819 Qty: <u>5</u> | 1228 BRIGHT BALLOONS BIRTHDAY HSP SKU: 20282874 Qty: <u>5</u> | 1229 DORA HAPPY BIRTHDAY HSP SKU: 20282871 Qty: <u>5</u> | 1086 BOAT CUPCAKE SPRINKLES 18 P SKU: 20282205 Qty: <u>5</u> | 1011 ALL ABOUT ME BIRTHDAY 18 P SKU: 20282205 Qty: <u>5</u> | 1366 STARBUST BIRTHDAY 18 P SKU: 20282882 Qty: <u>5</u> | 1317 SPORTS BALLS BIRTHDAY HSP SKU: 20282882 Qty: <u>5</u> | 1142 HB EXPLOSION FROM 18 P SKU: 20282830 Qty: <u>5</u> | 1028 NOT ACE AT ALL LOL HSP SKU: 202812413 Qty: <u>5</u> |
| | | | | | | | | 2302 GOOD LUCK STRIPES 18 P SKU: 20282884 Qty: <u>5</u> | 2487 HB LL MISS YOU 18 P SKU: 20282784 Qty: <u>5</u> |

* Most items are NEW. All 18" Balloons are packed in 5's. All other Italian Balloons are packed in 3's.

#2537 - Call and this is a customer special offer. Vtk

Holographic Balloons

- We incorporate many balloons made from holographic film into our planograms, seasonal offerings, and promos.
- Instead of charging the licensed price, we sell these dynamic balloons at non licensed pricing, increasing the margin for you while providing more bling for your buck. This represents a 20% cost savings.
- We choose Helium Saver X-tra life film from Anagram. This saves you helium and labor!



Interested?

Contact Kris Miller for more
information kmiller@Peirone.com

