

**Peirone Floral**



**Valentine's  
2022**



# Recipe's



## Dozen Rose Vase

1 Dozen Roses

Greens 7-10 stems

Filler 4-5 stems

Vase



## Half Dozen Rose Vase

½ Dozen Roses

Greens 5-7 stems

Filler 2-3 stems

Vase



## Dozen Rose/Lily Vase

1 Dozen Roses

Greens 7-10 stems

Lily: 2-3 stems

Filler 4-5 stems

Vase



## Single Rose Vase

1 Single Rose

Greens 1-2 stems

Filler 1 stem

Vase



## Triple Rose Vase

3 Single Roses

Greens 1-2 stems

Filler 1 stem

Vase

# Valentine's Day Prep

**Prep Your Flowers:** When your flower supply arrives, be sure to quickly prep all your flowers, and do not cut corners. Do not leave in boxes. Prepping is the key in selling beautiful long-lasting flowers.

**Prepare Water Buckets:** Gather enough buckets to hold all of the flowers and greens you ordered without over stuffing the containers. Put lukewarm water in your buckets and mix the recommended amount of floral food into the water. Flower food greatly increases the vase life of the flowers. To speed up flower opening, use slightly warmer water (NOT hot!) To slow opening, use cooler water (NOT freezing!)

**Cut Stems and Remove Lower Leaves:** Once you have opened up your box and removed all the flowers, you need to cut the stems and get the flowers hydrating. Make the cut at least an half inch above the bottom of the stem. Make sure that there are no leaves at the bottom of the stems or touching the water - those leaves will absorb water, die, and create bacteria in the water that can reduce the vase life of your flowers. **Allow Flowers and Greens to Rehydrate Overnight.** Do not be alarmed if your flowers appear wilted or dehydrated when they arrive - they just need some time to rehydrate. The flowers will perk up once they have gone through the rehydration process at least two-three hours, and more left overnight.

**Supplies:** (week prior) Cut your ribbon a head time for quick access. Pre make bows. Line up all your containers, same goes for plush, balloons and so on.

**Get To Greening:** Green vases before the holiday. Greens are very long lasting, doing this ahead of time will save you some valuable time (all pre-greened containers and vases should be kept in a cooler) change water in vases after designing for a clear, healthy floral design.

# Valentine's Day Prep

**Get Your Display On, Offer Upgrades** with plush, plant baskets, and balloons. Make sure these are visible for easy purchase for walk-in customers.

**Tip: Single Roses:** A big seller for many florists has been the single wrapped rose. These sell quickly and most customers will almost always purchase an add on to go along with the single wrapped rose.

**Do Not Be Wasteful:** With the orders piling up it is so easy to be wasteful, make sure to use what you need. Amazing how many flowers and supplies are simply thrown out. **Discuss the importance** with your helpers on not wasting products, this all cuts into your bottom line profits. **Watch Your Finances:** Please be sure to check your daily sales each day leading up to Valentine's Day. Keep invoices organized and notes on all items purchased, designed, and sold.



# Valentine's Day

Floral Designers,  
Everything Will Be Great: Everything will be fine.  
The day/weekend will fly by so enjoy it, focus on your task at  
hand. One arrangement at a time.  
Don't forget to have a Sense of Humor, Do not sweat the  
small stuff. Things can and will happen and they are all part  
of the Valentine's Day flower store process.

I would like to wish you a very successful Valentine's Day!  
Kristina