



## Valentine's Day Prep Timeline & Checklist

### Week of February 4<sup>th</sup>, 2019:

- **Prep Your Flowers:** When your flower supply arrives, be sure to quickly prep all of your flowers and do not cut corners. 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. Clean the buckets with bleach or soap to remove any contaminants and rinse well. 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 of the flowers, you'll need to cut the stems and get the flowers hydrating. For best results, fill a large bucket with room-temperature water and hold the stems under the water while cutting them. This prevents air pockets from getting into the stem, which can stop the even flow of water to the leaves and blossoms. Make the cut at least a 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 to three hours, and even more if left overnight.
- **Supplies:** Cut your ribbon ahead time for quick access. Pre-make bows. Line up all your containers, same goes for plush, candies and so on.
- **Get to Greening:** Practiced by many florists, green vases before the holiday. Greens are very long lasting, doing this ahead of time will save you some valuable time (be sure to keep in cooler all pre-greened containers and vases).

### Week of February 11<sup>th</sup>, 2019:

- **Get Your Display On:** Create bundle deals and display them throughout the shop. Add special offers for roses purchased with plush, candies, or any combination. Make sure these are visible for easy purchase for walk-in customers.



## Valentine's Day Prep Timeline & Checklist

- **Single Roses:** A big seller for many florists has been the single-wrapped rose. Place them at your front counter. These sell quickly and most customers will almost always purchase an add-on to go along with the single-wrapped rose.
- **Delivery Route:** Look over the orders you currently have and make a set plan with your drivers on what areas they are delivering to. Remember that more orders trickle in the day before Valentine's Day, so be as organized as you can with the delivery routing for each driver.
  - **Tip:** *If you can, we advise having a standby driver at the store; this driver will handle all new orders that come in on Valentine's Day.*
- **Attire:** We want you to be comfortable! Be comfortable and wear closed-toe shoes.
- **Do Not Be Wasteful:** With orders piling up, it is so easy to be wasteful, so make sure to use what you need. Amazing how many flowers and supplies are simply thrown on the floor and then thrown out. Discuss the importance with your employees on not wasting products, this all cuts into your bottom line profits.
- **Watch Your Finances:** Please be sure to check your daily sales for each day leading up to Valentine's Day. Keep clear reports on all accounts payable and accounts receivable.

### Valentine's Day is here:

- **Everything Will Be Great:** Everything will be fine. The day will fly by, so enjoy it and focus on the task at hand - one arrangement at a time.
- **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.
- **Delivery Confirmations:** If you participate with a floral wire service, be sure to confirm all your delivered orders. Doing so will keep you from being charged high non-delivery confirmation fees. Most floral wire services have a time that they need to be confirmed.

Designers,

Peirone Floral would like to wish all Floral Designers a very successful and fantastic Valentine's Day!

Kind Regards,

Kristina Miller

Phone (509) 838-3515 Ext 218

Fax (509) 838-3916

Email [kmiller@peirone.com](mailto:kmiller@peirone.com)

Check out Peirone Floral online:

<https://peironeproduce.com/floral/>

<https://peironeproduce.com/news/floral/>