

1-800-Flowers.com®

VALENTINE'S DAY AT-A-GLANCE

Stems Expected to Sell
18-18.5
MILLION



Roses Expected to Sell
11
MILLION



Expected Mobile Traffic
60-65%



FLORAL TRENDS



Magnificent Roses® Preserved Roses:
glorious long lasting petals



Romantic Medleys™:
lovely bouquets of mixed lush stems



Radiant Reds:
the color of love reflected in gorgeous and elegant arrangements



Vibrant Gerbera Daisies:
bright bouquets of one of the most cheerful flowers

Flower of the Year

MOST POPULAR FLOWERS ORDERED

#1
Roses



#2
Lilies

#3
Tulips



#4
Gerbera
Daisies

#5
Orchids



WHAT DO THE COLORS MEAN?

RED

I love you

PURPLE

I always knew you were the one

PALE PINK

I appreciate you

HOT PINK

I'm grateful you're in my life

COLORS ORDERED

55% Red

35% Pink

10% Purple

FAST FACTS

Gift-givers who order early can save BIG
Order by February 2 to take advantage of **exclusive discounts**, saving up to 40%.



Signing up for email and mobile text alerts means more savings opportunities

Shoppers can receive special deals, updates in real-time about orders and more. Plus, they can sign up for text alerts to receive notifications about unique and limited-time offers.



Shoppers can chat their way to exclusive deals

Find savings on select floral arrangements when interacting with the 1-800-Flowers.com conversational experiences on Facebook Messenger, Google Assistant, Amazon Alexa, Apple Business Chat or Samsung Bixby.



Avoid stress and generate a little office envy

Deliveries on Valentine's Day often continue into early evening hours, when office buildings have closed. Orders placed for delivery earlier in the week help make sure the gift arrives as intended and can be on display for all to see.



How to score free and fast shipping

Members of the **Celebrations Passport®** loyalty program enjoy free standard shipping and no service charge for one full year on purchases made across the company's entire family of brands, including **Simply Chocolate®** and **Shari's Berries®**.



Best way for procrastinators to save the day

The **SmartGift** experiential gifting feature lets last minute shoppers alert their recipient via text, mobile or other messaging platform that something special is on the way – even if the gift doesn't arrive exactly on February 14.



*Information provided above is for 2020