

CLASSIC CROWD FAVORITES

> Asked to name her customers' favorite flower, Carly Anechiarico needed only a second to answer. "Roses, without a doubt," said the marketing manager and designer at Blossom Flower Shop in White Plains, New York. "At least 80 percent of our arrangements include a rose in some form or another. Everybody asks for them." Here, she shares two of the shop's most popular (and profitable) designs. 🌹

Katie Hendrick is the senior contributing editor of *Floral Management*.
khendrick@safnow.org

Find complete recipes at safnow.org/moreonline.



PRETTY PASTELS A customer favorite for anniversaries and birthdays, this arrangement is full of flowers with a high perceived value that also take up a lot of space. "There are five blooms per stem on the spray roses and the garden roses open big and fat," Anechiarico said. "Both give us a real bang for our buck." Design time: 10 minutes. Wholesale costs: \$30. Suggested retail price: \$165.



PETITE POWERHOUSE Arranged in a rectangular vase, this design fits nicely on a desk or nightstand. "Sometimes less is more," Anechiarico said. "Our customers prefer small arrangements with high-end blooms, rather than large pieces filled with flowers they see at the grocery store." (In the summer, she replaces the hyacinth with stock and the ranunculus with garden roses.) Design time: 10 minutes. Wholesale costs: \$17.50. Suggested retail price: \$100.