



*Globally Sourced. American Made.*

# The USA Bouquet Company

- The USA Bouquet Company (USABQ) is a leading supplier of fresh cut flowers, bouquets and arrangements to mass and retail markets nationwide.
- Our company is built on four main pillars, making us the preferred floral supplier to many of the largest US retailers.

**Experienced  
, Dedicated  
Managemen  
t Team**

**Global  
Sourcing**

**Constant  
Innovation**

**National  
Distribution**



# USA Bouquet Company Strengths

What unique strengths make the USA Bouquet Company the most respected supplier of fresh cut flowers in the industry?

- Management teams experience, knowledge and leadership
- Contracts worldwide with over 120 certified grower partners
- Unique and innovative products to create consumer demand
- Gold Standard cold chain logistics with a national footprint
- American made products and services from our six state of the art temperature-controlled manufacturing facilities located at major markets/ports of entry
- Merchandising with store level support and training
- Business Analyst support to measure performance
- Our flexible market-driven approach allows us to quickly meet changing consumer trends



# Accountability

Our executive leadership team works everyday to ensure that our customers needs are met and, in most cases, exceeded.



Edgar Lozano  
President



Juan Palacio  
Director of Sales



George Barquin  
Vice President



Martha Haswell  
Controller



Scott Hill  
VP Sales and Marketing



Ergie Hernandez  
Director of Operations



# Accountability



Carolina Ramirez  
Director of Procurement



Mauricio Navas  
Director of Quality Control



Alejandro Rodriguez  
Director of MIS



Rene Codias  
Director of E-Commerce



# Grower Partners

- The USA Bouquet (USABQ) Family of Farms provide best in class flowers from around the world.
- All farms meet a stringent USABQ sourcing protocol.
  - Financial stability
  - Socially and environmentally responsible business practices
  - Adherence to the USABQ Global Certification Process developed in partnership with FloraLife, Chrysal and Dr. Terrill Nell, University of Florida Horticultural School.
  - Capability to meet our customers' quality and variety requirements
- Look for our Standard of Excellence Seal and Certificate.



# Advantages of USABQ Grower Partnership Model

- Powered by one of the world's largest floral distributors, Dutch Flower Group, The USA Bouquet Company is a financially strong resource within the industry.
- Best in class flowers from certified growers, sourced worldwide, allows us to offer the widest variety possible.
- Our model mitigates risks encountered by single origin and vertically integrated ownership models.
- Market-driven partnerships allows us to match products with consumer trends and add flexibility to your program
- Global variety drives distinctive, innovative product lines at competitive pricing.
- Worldwide sourcing provides “inventory insurance” for natural disasters, weather and scarcity price spikes.



# Bouquet Manufacturing and Innovation

- Our world-renowned design team is constantly searching markets, both domestic and international, to find innovative product and creative ideas to differentiate our offerings.
- We design unique products to meet customers' sales and profit objectives, as well as consumer demand.







# Made In America



- USABQ is the largest bouquet manufacturer that produces majority of its bouquets in the United States.
- Our continuing support of domestic flower growers and domestically manufactured products is the very essence of our name: The USA Bouquet Company.
- The use of domestically grown flowers reduces the over all carbon footprint of our bouquets and arrangements.
- USABQ employs over 1,000 workers at our seven locations.
- This domestic production supports our local communities and helps keep Americans employed.



# Best in Class Flowers Sourced Worldwide

- USA Bouquet sources over 200 million stems annually and designs them in unique bouquets and arrangements.
- USABQ helps you create consumer demand with unique arrangements, bouquets and bunches.



# USABQ Product Lines

Our market-driven approach helps us create appealing and diverse products, such as our “Cross Merchandising Collections”. Essential Living Collection, Vintage Collection, The Bake Shoppe Collection, to name a few.

Essential Living Collection



Vintage Collection



The Bake Shoppe Collection



# Innovative Ideas

You can offer your shoppers various innovative product lines at varying price points. Some examples would be, Suntastic, The Woodland, and Chocolate Collection.

Suntastic



The Woodland



Chocolate Collection



# Wedding Collections

Exquisite and Affordable options for your customers.



# Bouquets

You can choose to offer your shoppers several different everyday, seasonal and holiday bouquets, at various price points.

Spring



Summer



Fall

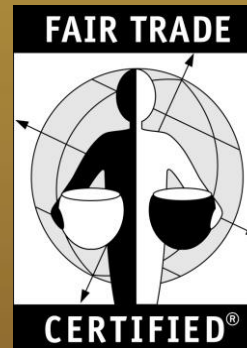


Winter



# Social and Ecological Responsibility

- The USA Bouquet “Go Green” slogan means that we have partnered with growers that are both environmentally friendly in their growing practices as well as socially responsible in the treatment of their workers.
- Certifications to ensure all flowers grown and harvested meet specific social and environmental standards.
- We promote participation in the Rainforest Alliance Certification Program with all our partners.



# Distribution and Logistics: A Center of Excellence

- USABQ is recognized by both customers and competitors as the gold standard in perishable distribution and logistics. No other single company in the industry has the same resources and national presence.
- With the industry's highest and most demanding certifications, and the only company with C-TPAT certification and verification, USABQ is a leader in:
  - In-house customs clearance
  - Cold chain management
  - Proximity to all major markets
  - Delivery and order tracking systems
  - Temperature controlled facilities
  - Overnight wet delivery (Last Mile program)



*All of this means shorter lead times, quicker delivery, just in time replenishment and the freshest product for your customers*



# USA Bouquet operates facilities in the seven major U.S. ports of entry



# USA Bouquet Facilities

- Each of our facilities complies with FloraLife and Chrysal standards in the areas of temperature, water quality, product handling and quality control procedures.
- 307,000 total square feet of distribution space
- 201,000 total square feet of refrigeration
- 90 Total pre-cooling stations
- Over 1,000 employees in the USA
- Over 5,000 affiliated farm workers worldwide



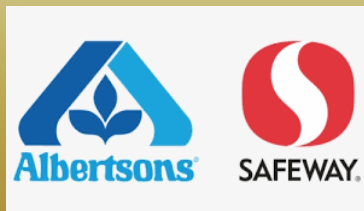
# Services

- We offer the following services from each of our facilities and customize programs to meet each of our customers needs:
  - Arrangement design and manufacturing
  - Bouquet design and manufacturing
  - E-commerce fulfillment
  - Importation of flowers
  - “Chop and Plop”
  - Refrigerated delivery
  - Merchandising programs



# Our Customers

USA Bouquet is proud to be a preferred supplier to a long list of prestigious Supermarket, Mass Retailer, Club, Chain Drug and C-Store chains, as well as E-commerce including, but not limited to:



# What our customers are saying about us

- Leading Mass Merchandiser – *“USA Bouquet has proven to be a valuable partner.”*
- Major Drug Chain – *“USA Bouquet’s expertise in logistics accompanied by a quality product has allowed us to become a destination for our customers floral needs.”*
- Major Supermarket Chain – *“Their solution-oriented approach and customized marketing programs have assisted us in increasing sales and profitability in our department.”*
- Leading E-Commerce Retailer – *“With USA Bouquet as a supply partner we now have a national distribution footprint and can tap into their global grower partners. This really gives us product differentiation.”*



# Marketing

- As the leading importer, manufacturer and distributor in the floral industry, the USA Bouquet business philosophy is:

*Our success depends upon our customers' success*

- Our primary Marketing Objective is the same as yours:

*Build profitable floral category sales*

- It's simple. When shoppers buy more flowers more frequently, our customers see less shrink and better profits ... and you buy more flowers from us.

USA Bouquet can help.



# Consumer Marketing Insights Initiative

USA Bouquet recently launched a Consumer Marketing Insights Initiative to support customers and achieve our mutual objectives of increasing retail floral sales.

Activities include:

- Conducting consumer focus groups, surveys and interviews to determine bouquet design trends and preferences, buying patterns, purchase occasions and shopper feed back.



- Testing innovative bouquet designs and arrangements using consumer panels will give us information to maximize sales by giving consumers exactly what they want to buy.



# Consumer Marketing

- As part of our ongoing Consumer Marketing Insights Initiative, we are currently researching brand positioning elements - for example, we know that bouquets “Made in America” have special appeal to consumers, as do Cause Marketing associated programs.
- Simultaneously, we are looking at what level of branding or marketing partnerships would persuade consumers to purchase more flowers.
- We plan to share our findings with all our customers.





# Service at Store Level

- USA Bouquet offers a range of customized POS and sales aids to help our customers merchandise product effectively. These programs help theme departments for key selling periods and generate day-to-day consumer purchases.
- We offer customized store training and incentive programs for your floral staff.
- USA Bouquet has the capability, resources and expertise to create a store within a store scenario.
- Our unique “Last Mile” program has opened new opportunities for several outlets requiring small direct store deliveries .



# Strategic Planning and Category Management

- USA Bouquet has over 200 years of combined experience in the floral industry. Let us know how we can help you.
  - Order systems and timelines
  - Inventory management
  - Shrink management
  - Margin management
  - SKU optimization



# Consumer Pull and Shopper Marketing Programs

- USA Bouquet develops turn-key Shopper Marketing programs customized for each customer to generate incremental sales.
- These programs reflect and support your own marketing objectives, merchandising philosophy and promotion activities.
- Each program is designed to meet specific marketing and promotional objectives :
  - ✓ Trial
  - ✓ Impulse purchase
  - ✓ Generate add-on market basket items
  - ✓ Increase purchase frequency
  - ✓ Build floral category loyalty



# Cause Marketing Opportunities

USA Bouquet supports a number of worthwhile, nationally recognized organizations.



We welcome the opportunity to work with you to support any worthwhile causes your organization and your shoppers prefer.

# Why USA Bouquet?

USA Bouquet is a sound, financially secure, progressive company that will support your growth initiatives with a global supply of flowers, gold standard logistics and distribution backed by innovative designs and marketing programs.



# USABQ Associations and Certifications



Produce Marketing Association



Association of Flower Importers of Florida



Wholesale Florist and Florist Supply Association



Society of American Florists



Food Safety Consultants - Certificate of Excellence



Business Anti-Smuggling Coalition



Total Quality Management



Customs Trade Partnership Against Terrorism



Rainforest Alliance Certification Program



FlorVerde Flower Grower's Certification



Fair Trade Certified





# Next Steps

