



BLOOMIN' 4 GOOD

A floral marketing program that empowers retail partners to connect with their local communities, boost brand visibility, and increase floral sales.

WHAT IS BLOOMIN' 4 GOOD?

Through Bloomin' 4 Good, participating stores' monthly bouquet sales support a local nonprofit beneficiary of their choosing. With minimal effort and no additional cost to your banner, Bloomin' 4 Good is proven to enhance your brand image, increase store traffic, and drive net floral sales.



Purposeful

Each bouquet sold includes a \$1 donation to the selected nonprofit of the month, sparking hyperlocal change.

Promotional

Nonprofits advertise their selection, streamlining earned media for your banner and boosting your brand image.

Profitable

As nonprofit promotion drives new and existing shoppers to your stores, gross margin increases every month.



WANT TO KNOW THE BEST PART?



No Cost To Run This Program

This program pays for itself through profitable reusable bag sales. Bloomin' 4 Good is specifically designed to increase net sales and gross margin at no cost to your banner.

No-to-low-touch

Our team takes care of everything for you! All your stores need to do is select nonprofit beneficiaries and print monthly sign cards, both of which can be easily accomplished in minutes through our proprietary database and store management portal.

Exclusivity

There is no direct competitor within 10 miles of any of your stores who can offer this program. Our proprietary software and performance history establish Bloomin' 4 Good's clear competitive advantage in this market.



A PROVEN ASSET



76% of respondents were more likely to trust a company that leads with a purpose.

-PORTER NOVELLI, 2021 PURPOSE PERCEPTION STUDY

01

Since its inception in February 2021,

Bloomin' 4 Good has proven to be a sustainable and profitable approach to giving back, benefiting both our partners and their communities.

02

Currently active in 600+ stores,

this program surges gross margin, amplifies brand visibility, and demonstrates corporate social responsibility with minimal effort from your banner.

03

More than \$2.2 million in donations

has been distributed to 5,649 nonprofits through this program, magnifying their local community impact.



THE ECONOMICS

Retailers are able to select their own floral suppliers and set their own prices.

The Bloomin' 4 Good sales model is based on a seasonal arrangement of 10-12 stems, but your banner's bouquet can be any size or configuration you select.



57% of Millennial Women

say their purchase decisions are driven by a brand's values and stance on issues important to them.

-Merkle, Why Millennial Women Buy

BOUQUETS	CURRENT	B4GOOD
Retail Price	\$10.99	\$12.99
Estimated Cost*	\$7.50	\$7.50
Local Nonprofit Donation	-	\$1.00
B4G Admin Fee**	-	\$0.34
Gross Margin (\$)	\$3.49	\$5.49
GM% / Retail	32%	42%

*Retailer's purchase price from vendors

**Displayed Admin Fee is for less than 250 stores. For 250+ stores, Admin Fee is \$0.50.



PROGRAM IMPACT



Inception to 07.07.24

Bouquets Sold

2,205,925

Program Donations

\$2,205,925

Meals Provided

19,059,640

Nonprofits Supported

5,649



Reporting as of 07.07.2024

FIRST YEAR IMPACT

For a division of approximately 100 stores, we forecast the following impact in the first year of the program.

This forecast is based on historical sales, as detailed in the Appendix.

Number of Stores	100
Average Bouquets Sold Per Store Per Day	3.0
Total Bouquets Sold	109,500
Total Donations	\$109,500
Nonprofits Supported	1,200



HOW IT WORKS

This low-to-no-touch program is specifically designed to require minimal effort from your banner. The following outline will introduce you to the process of implementing Bloomin' 4 Good in your stores in six simple steps.

STEP 1

Our Team Researches and Vets Nonprofits.

- Our team curates a proprietary database of vetted organizations local to each of your stores using criteria pre-approved by your banner.

STEP 2

Store Managers Select Beneficiaries.

- Empowered by our proprietary store management portal, your store managers accomplish nonprofit selections for an entire quarter in only a few minutes.

STEP 3

Nonprofits Promote the Program.

- Nonprofits advertise their selection to their support networks, utilizing a wide range of promotional resources and marketing advice from our team.

HOW IT WORKS

STEP 4

Earned Media Amplifies Brand Visibility.

- Nonprofit promotion spreads information about your banner's various store locations and community impact to new and existing audiences each month.

STEP 5

Store Traffic and Floral Sales Increase.

- Driven to your stores by nonprofit promotion, new and existing shoppers make net new floral purchases, driving gross margin.

STEP 6

Donations Spark Hyperlocal Change.

- Your banner magnifies the impact of local nonprofits, demonstrating corporate social responsibility and fostering brand affinity.

APPENDIX

Current Client Data

As of 07.07.24

Client	Launch Date	Number of Stores	Total Bouquets Sold	Nonprofits Supported	Meals Provided	Average Bouquets Sold Per Store Per Day
Hannaford	8/1/21	222	324,992	3,185	577,820	2.1
Stop & Shop	2/26/21	393	1,374,313	2,563	13,742,430	3.85





THANK YOU

for your time and consideration

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Bloomin' 4 Good is a PS IT Matters Company

