

## PUT A PRICE TAG ON LOVE

> If 2009 Valentine's Day was any indication, your typical customer will spend between \$40 and \$69 — that was the average sale for 65 percent of SAF members, polled after Valentine's Day 2009. It's not quite enough to buy a dozen red roses arranged (two-thirds of retailers said they charge upwards of \$70), so it's important to have plenty of equally compelling options on hand.

We asked three seasoned florists for designs that satisfy the Valentine's Day buyer on a \$50 or under budget — and show off their shop's unique design style at the same time.

Vince Butera, AIFD, PFCI, does not stray from the shop's reputation for "artistic" designs for his budget-friendly option (1). "Men like size and they like red roses," the near-40-year floral industry veteran said. This combination of power blooms and foliage retails for \$50 and doesn't eat up much production time. "While it looks large, there are actually not that many insertions," he said. Prep the foam and greens ahead of time and insert the flowers as needed.

Tim Farrell, AAF, AIFD, PFCI — who led the "Profitable Designs at Every Price Point" session at SAF Phoenix 2009 — follows his "don't overdo it on labor, unless the market can bear it" mantra with this contemporary design for his customers at Farrell's Florist in Drexel Hill, Pa., with this dramatic yet simple design (2). "It's definitely targeted toward the younger, more contemporary customer," he said.

Few customers at De La Flor Gardens in Cooper City, Fla., could resist this heart bouquet (3) when they saw it in the cooler last year, said Deborah De La Flor, AIFD, PFCI. "They actually sold themselves." They offered it as a hand-tied, wrapped in clear cellophane (\$29.95), or in a vase (\$39.95), and upgraded it with a cluster of hydrangea at the base. "The possibilities are endless," she said. 🌸

**Kate F. Penn**  
kpenn@safnow.org

For recipes and tips from the designers, go to [www.safnow.org/infotogo](http://www.safnow.org/infotogo).



**1 BIG HEARTED**  
This commanding design caters to male customers, but won't demand lots of time to make.



**3 CARDIO CARNAS** Carnations will get hearts a pumping in this obvious display of affection.



**2 FLEETING PASSION**  
With only six insertions, this design takes about as long to make as it does to impress.