**OPULENT OFFERINGS**

> As a designer, Tom Sebenius knows the value of spray orchids. The high-end flower fetches a high price point and comes with lots of little blooms that make a major impact with minimal effort. Those same attributes make selling sprays a cinch, says the creative director at Starbright Floral Design in New York City. “Customers often think orchids are too expensive, so I point out the ‘bang for the buck’ factor,” he says. “I tell them they’re getting multiple blooms in bright colors with exotic appeal that’s well worth the cost.”

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*Find complete recipes at safnow.org/moreonline.*

**CORONA** Named for its resemblance to the pale lager, Corona is one of Starbright’s hottest items. “We sell at least two or three a day,” says Sebenius. “Place it on your office desk and you’re 10 steps closer to a Hawaiian vacation. I’m convinced that’s why a simple vase of yellow mokara orchids is so popular.” Labor time: two minutes. Wholesale costs: $15. Retail price: $55.

**SOPHISTICATED SPLASH**
Mokara and cymbidium orchids raise the perceived value of this simple, but chic centerpiece. Labor time: 10 minutes. Wholesale costs: $25. Retail price: $85.