



BLOOMIN' 4 GOOD

A floral marketing program that connects with customers and impacts local communities while increasing floral sales.

WHAT IS BLOOMIN' 4 GOOD?

A floral marketing program that ***increases net floral sales and gross margin*** every month.



Proven and Profitable
for all retailers.

No Cost, No/Low Touch
that makes an immediate impact.

Currently active in 1,500+ Stores
of supermarket retailers.



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

First implemented in stores in February 2021,

the Bloomin' 4 Good program is now a proven, profitable asset in connecting stores to their communities and increasing net floral sales.

02

\$1 from each sale goes back to the community

Each month, individual stores select a local nonprofit to receive a \$1 donation from each purchase of a "Grower's Choice" floral bouquet.

03

More than a half-million dollars donated impacting more than 2,531 local nonprofits!

Which means more than a half-million bouquets sold, and the numbers just keep growing!



THE ECONOMICS

"Grower's Choice" bouquet sales model.

Retailers select their own floral suppliers and set their own prices.



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	\$5.00	\$5.00
Local Nonprofit Donation	-	\$1.00
B4G Admin Fee	-	\$0.34
Gross Margin (\$)	\$5.99	\$6.65
GM% / Retail	55%	51%

Retailers purchase price from vendors. Admin Fee for less than 250 stores. For 250+ stores, Admin Fee is \$0.50



2023 IMPACT



Total sales as of 07.31.23

Bouquets Sold

1,771,599

Program Donations

\$1,771,599

Meals Provided

15,550,490

NonProfits Supported

5,260



Winn✓Dixie

Reporting as of 07.31.2023

FIRST YEAR IMPACT

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

Based on historical sales as detailed in the Appendix.

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



HOW IT WORKS *Supporting Local NonProfits*

We provide all nonprofit marketing tools and program management.

Floral Department gains brand awareness, higher profitable sales and new shoppers.

Nonprofit organizations drive bouquet sales with their outreach efforts to their friends and supporters.

01

NPOs Researched and Vetted

We do all the work.

- Extensive proprietary database.
- Frequent communication.
- Marketing tools & resources created for NPOs.

02

NPOS Broadcast Their Month

NPOs do all the marketing.

- Their store & month promoted.
- Supporters encouraged to buy bouquets.

03

\$1 Donation From Each Bouquet

More goes back to the community.

- Each purchase generates donations.
- Creates community impact.

HOW IT WORKS *In The Store*

We provide all nonprofit marketing tools and program management.

Floral Department gains brand awareness, higher profitable sales and new shoppers through program earned media.

Nonprofit organizations drive sales with their campaign efforts.

04

Traffic & Sales Increase

More directed floral buying.

- Increases in addition to impulse purchasing.
- Supporters go to stores with purpose.

05

Earned Media Spikes

Your brand visibility rises.

- NPO press release.
- NPO social media posts.
- Focused on floral department.

06

Donations Distributed to NPOs

All done in your store's name.

- Checks sent to NPOs after month's end.
- CSR & your brand image boosted.



THANK YOU

for your time and consideration

For More Information:

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Bloomin' 4 Good is a PS IT Matters Company



APPENDIX

Current Client Data

As of 07.31.23

Client	Launch Date	Number of Stores	Total Bouquets Sold	Non-Profits Supported	Meals Provided	Avg. Bouquets/Store/Day
Hannaford	8/1/21	182	223,704	3,177	399,050	2.1
SEG	10/12/21	358	219,306	1,572	2,192,700	1.85
Stop & Shop	2/26/21	395	1,058,064	2,353	10,579,940	3.85

