



Press contact:
Kellie Mooney
H+A International
Phone: (312) 332-4650 x18
kmooney@h-a-intl.com

FOR IMMEDIATE RELEASE

The Super Floral Show Adds Special Program Targeted To Independent Supermarkets

CHICAGO, April 5, 2004 — A special program designed for smaller retail chains and independent supermarkets has been added to The Super Floral Show in Charlotte, North Carolina June 17-19, 2004 at the Charlotte Convention Center. The Super Floral Show is making a special effort to reach out to Independent Supermarket Retailers and the Grocery Wholesalers that serve them to provide a unique opportunity to learn the secrets of success in floral.

The show organizers, in conjunction with TotalFloral, a professional service firm created to increase floral industry retailer's sales and market share, have developed "Keys to Unlock your Floral Fortunes". The workshop will consist of 3 sessions that will highlight the special challenges faced by independent Retailers / Grocery Wholesalers in the floral category and offer strategies to help them achieve floral excellence. In addition, special emphasis will be placed on the elements of a successful Grocery Wholesaler – retailer relationship. At the conclusion of the workshop, Grocery Wholesalers and their Retail customers will be encouraged to walk the show as a team so that each participant has the opportunity to provide input on product / vendor.

Upon completion of the workshop, taking place from 8:30 am – Noon on Thursday, June 17th, Grocery Wholesalers and their Retail customers will be encouraged to walk the show as a team so that each participant has the opportunity to provide input on product / vendor choices.

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Led by well-known industry experts, the program will provide insights in the following areas:

Session 1: The 10 Immutable Laws of Floral Retailing

Simple Rules to Build your Floral Fortunes

8:30 am – 9:45 am (75 min)

Program Summary: a few simple laws that, if followed, will result in increased sales and profits govern the floral business. These laws cover principles that include: Category Importance, Customer Expectations, Product Mix, Branding, and Execution. At the conclusion of the session, attendees will know and understand the factors controlling the success of the floral category. The session will include a 15-minute question and answer period.

Session 2: Achieving Floral Excellence

The Journey toward Fabulous Floral

10 am – 11 am (60 min)

Program Summary: Knowing the laws of floral retailing is just the beginning. This session will explore the “how to’s” of building a winning program. Topics such as the Role of the Wholesaler, Associate Training, Purchasing, Holiday planning and Merchandising will be discussed in detail. The session will include a 15-minute question and answer period.

Session 3: Working the Show for Effective Results

11:15am - Noon (45 min)

Program Summary: This session will provide a sound strategy for attendees to get the most accomplished during their time spent at the Super Floral Show. Attendees will create a profile for their operation (Wholesaler / retailer), learn the attributes of supply chain champions, prioritize needs, and finally how effectively work the show for results.

“The Super Floral Show mission is to provide interesting topics for all retailers and the additional focus this year, with the help of TotalFloral, is the independent supermarkets and smaller retail chains.” said Don Berey, Show Director. “This program creates new opportunities for independent supermarkets and increases the value of attending the show.”

As retailers search for ways to differentiate themselves, many are exploring how the floral category can create the ambiance and excitement the sophisticated consumer demands. This special program will enhance the industry’s most comprehensive conference program that provides the nation’s leading volume buyers and retailers of floral and foliage products with the trends, tactics and insights they need to grow in the industry.

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“Dynamic floral programs are an effective way for retailers to differentiate themselves in an increasingly competitive environment,” said Rick Weinert, TotalFloral Director of Business Development. “People will come away from these sessions with proven strategies and techniques for improving their business.”

To register for the free workshop, please call TotalFloral toll-free at 877-696-4200 x22. For more information on attending The Super Floral Show or to see if you qualify to attend, log onto www.SuperFloralShow.com. Any questions can be directed to info@superfloralshow.com or call 617.728.0300.

The Super Floral Show is the leading trade exposition and conference for mass retailers, super markets, garden centers, retail florists and other retailers of floral products. It is held annually at alternating locations throughout North America. Admission to SFS is strictly enforced to maintain the integrity of the buying audience. All attendees at the show must sell directly to the end-customer.

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