

Valentine's Day 2017

projected best sellers recipes





STANDARD
Approx. 13”h x 11”w (33h x 28w cm)

DELUXE
Approx. 14”h x 11”w (36h x 28w cm)

PREMIUM
Approx. 15”h x 12”w (38h x 30w cm)

EXQUISITE
Approx. 16”h x 14”w (41h x 36w cm)

	17-V2s	17-V2d	17-V2p	17-V2e
17-V2				
The FTD® Sweethearts® Bouquet				
Flowers				
Hot Pink Standard Carnations	2 \$ _____	4 \$ _____	5 \$ _____	7 \$ _____
Red 50 cm Roses	2 \$ _____	3 \$ _____	5 \$ _____	7 \$ _____
Red Mini Carnation stems	2 \$ _____	3 \$ _____	3 \$ _____	4 \$ _____
Purple Statice stems	2 \$ _____	2 \$ _____	3 \$ _____	3 \$ _____
Fuchsia Mini Carnation stems	2 \$ _____	2 \$ _____	2 \$ _____	2 \$ _____
Greens				
Leatherleaf stems	3 \$ _____	3 \$ _____	3 \$ _____	3 \$ _____
Flowers & Greens Total	\$ _____	\$ _____	\$ _____	\$ _____
x _____ Markup A	\$ _____	\$ _____	\$ _____	\$ _____
Accessories & Hardgoods				
Card/Tape/Pic/Misc.	\$ _____	\$ _____	\$ _____	\$ _____
Container - FTD #EU 1702	1 \$ _____	1 \$ _____	1 \$ _____	1 \$ _____
The FTD® Sweethearts® Bouquet set				
Accessories & Hardgoods Total	\$ _____	\$ _____	\$ _____	\$ _____
x _____ Markup B	\$ _____	\$ _____	\$ _____	\$ _____
Subtotal (A + B)	\$ _____	\$ _____	\$ _____	\$ _____
+ _____ Labor	\$ _____	\$ _____	\$ _____	\$ _____
+ Freight	\$ _____	\$ _____	\$ _____	\$ _____
Grand Total	\$ _____	\$ _____	\$ _____	\$ _____
Approximate Retail Price	\$ _____	\$ _____	\$ _____	\$ _____



STANDARD
Approx. 18" h x 12" w (46h x 30w cm)

DELUXE
Approx. 20" h x 16" w (51h x 41w cm)

PREMIUM
Approx. 22" h x 18" w (56h x 46w cm)

EXQUISITE
Approx. 26" h x 21" w (66h x 53w cm)

E2-4305

The FTD® Red Rose Bouquet

Flowers

Red 50 cm Roses

12 \$ _____

18 \$ _____

24 \$ _____

36 \$ _____

Greens

Seeded Eucalyptus stems

3 \$ _____

3 \$ _____

3 \$ _____

3 \$ _____

Salal stems

3 \$ _____

3 \$ _____

3 \$ _____

3 \$ _____

Flowers & Greens Total
x 3.5 Markup **A**

\$ _____

\$ _____

\$ _____

\$ _____

Accessories & Hardgoods

Card/Tape/Pic/Misc.

\$ _____

\$ _____

\$ _____

\$ _____

Container - Giftwares #EU G307

1 \$ _____

1 \$ _____

1 \$ _____

\$ _____

10" French Vase

Container - Giftwares #EU G309

\$ _____

\$ _____

\$ _____

1 \$ _____

12" French Vase

Accessories & Hardgoods Total
x 2.5 Markup **B**

\$ _____

\$ _____

\$ _____

\$ _____

Subtotal (A + B)

\$ _____

\$ _____

\$ _____

\$ _____

+ 20% Labor

\$ _____

\$ _____

\$ _____

\$ _____

+ Freight

\$ _____

\$ _____

\$ _____

\$ _____

Grand Total

\$ _____

\$ _____

\$ _____

\$ _____

Approximate Retail Price

\$ _____

\$ _____

\$ _____

\$ _____



STANDARD
Approx. 12" h x 10" w (30h x 25w cm)

DELUXE
Approx. 12" h x 12" w (30h x 30w cm)

PREMIUM
Approx. 13" h x 12" w (33h x 30w cm)

EXQUISITE
Approx. 14" h x 13" w (36h x 33w cm)

17-V4

The FTD® Hold Me In Your Heart™ Rose Bouquet

Flowers

Red 50 cm Roses	3	\$ _____
Assorted Pink 50 cm Roses	2	\$ _____
Red Spray Rose stems	2	\$ _____
Hot Pink Spray Rose stems	1	\$ _____

Greens

Leatherleaf stems	3	\$ _____
Flowers & Greens Total		\$ _____
x _____ Markup A		\$ _____

Accessories & Hardgoods

Card/Tape/Pic/Misc.		\$ _____
Container - FTD #EU 1704	1	\$ _____

The FTD® Hold Me In Your Heart™ Rose Bouquet set

Accessories & Hardgoods Total		\$ _____
x _____ Markup B		\$ _____

Subtotal (A + B)

\$ _____
+ _____ Labor
\$ _____
+ Freight
\$ _____
Grand Total
\$ _____
Approximate Retail Price
\$ _____

17-V4s

17-V4d

17-V4p

17-V4e

4	\$ _____	5	\$ _____	6	\$ _____
3	\$ _____	4	\$ _____	5	\$ _____
2	\$ _____	3	\$ _____	4	\$ _____
2	\$ _____	2	\$ _____	2	\$ _____

3	\$ _____	3	\$ _____	3	\$ _____
	\$ _____		\$ _____		\$ _____
	\$ _____		\$ _____		\$ _____

	\$ _____		\$ _____		\$ _____
1	\$ _____	1	\$ _____	1	\$ _____

\$ _____	\$ _____	\$ _____	\$ _____
\$ _____	\$ _____	\$ _____	\$ _____

\$ _____	\$ _____	\$ _____	\$ _____
\$ _____	\$ _____	\$ _____	\$ _____
\$ _____	\$ _____	\$ _____	\$ _____
\$ _____	\$ _____	\$ _____	\$ _____
\$ _____	\$ _____	\$ _____	\$ _____
\$ _____	\$ _____	\$ _____	\$ _____



STANDARD
Approx. 15" h x 11" w (38h x 28w cm)

DELUXE
Approx. 16" h x 12" w (41h x 30w cm)

PREMIUM
Approx. 17" h x 13" w (43h x 33w cm)

EXQUISITE
Approx. 19" h x 14" w (48h x 36w cm)

C15-4790

The FTD® Precious Heart™ Bouquet

Flowers

Hot Pink 40 cm Roses 5 \$ _____

Red Matsumoto Aster stems 3 \$ _____

Pink Mini Carnation stems 3 \$ _____

Greens

Leatherleaf stems 3 \$ _____

Flowers & Greens Total \$ _____

x 3.5 Markup **A** \$ _____

Accessories & Hardgoods

Card/Tape/Pic/Misc. \$ _____

Container - Syndicate Sales #EU 4102-12-09FTD 1 \$ _____

6 1/2" Gathering Vase \$ _____

Container - Syndicate Sales #EU 4110-09-09FTD \$ _____

8" Small Gathering Vase \$ _____

Accessories & Hardgoods Total \$ _____

x 2.5 Markup **B** \$ _____

Subtotal (A + B) \$ _____

+ 20% Labor \$ _____

+ Freight \$ _____

Grand Total \$ _____

Approximate Retail Price \$ _____

C15-4790s

C15-4790d

C15-4790p

C15-4790e



STANDARD
Approx. 15"h x 12"w (38h x 30w cm)

DELUXE
Approx. 16"h x 13"w (41h x 33w cm)

PREMIUM
Approx. 16"h x 13"w (41h x 33w cm)

EXQUISITE
Approx. 19"h x 16"w (48h x 41w cm)

C12-4792

The FTD® Sweet Surprises® Bouquet

Flowers

Hot Pink Mini Carnation stems 4 \$ _____
 Pink Mini Carnations 4 \$ _____
 White Daisy Pompon stems 4 \$ _____
 Hot Pink 50 cm Roses* \$ _____

Greens

Leatherleaf stems 3 \$ _____
 Flowers & Greens Total \$ _____
 x 3.5 Markup **A** \$ _____

Accessories & Hardgoods

Card/Tape/Pic/Misc. \$ _____
 Container - Syndicate Sales #EU 4102-12-09FTD 1 \$ _____
 6½" Gathering Vase \$ _____
 Container - Syndicate Sales #EU 4110-09-09FTD \$ _____
 8" Small Gathering Vase \$ _____
 Ribbon - Ampelco #EU 112-02762 ½ \$ _____
 Pink "Nice" Check French Wired #9 (yds.) \$ _____

Accessories & Hardgoods Total \$ _____
 x 2.5 Markup **B** \$ _____
Subtotal (A + B) \$ _____
 + 20% Labor \$ _____
 + Freight \$ _____
 Grand Total \$ _____
 Approximate Retail Price \$ _____

C12-4792s

C12-4792d

C12-4792p

C12-4792e

*Standard does not include roses.



STANDARD
Approx. 16" h x 12" w (41h x 30w cm)



DELUXE
Approx. 17" h x 13" w (43h x 33w cm)



PREMIUM
Approx. 18" h x 14" w (46h x 36w cm)



EXQUISITE
Approx. 19" h x 15" w (48h x 38w cm)

17-V3

The FTD® Perfect Impressions™ Bouquet

Flowers

Red 50 cm Roses	4	\$ _____
Red Standard Carnations	3	\$ _____
Red Mini Carnation stems	3	\$ _____
Pink Oriental Lily stems	2	\$ _____

Greens

Leatherleaf stems	3	\$ _____
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Flowers & Greens Total \$ _____

x _____ Markup **A** \$ _____

Accessories & Hardgoods

Card/Tape/Pic/Misc. \$ _____

Container - FTD #EU 1703 1 \$ _____

The FTD® Perfect Impressions™ Bouquet set

Accessories & Hardgoods Total \$ _____

x _____ Markup **B** \$ _____

Subtotal (A + B) \$ _____

+ _____ Labor \$ _____

+ Freight \$ _____

Grand Total \$ _____

Approximate Retail Price \$ _____

17-V3s

17-V3d

17-V3p

17-V3e

6	\$ _____	8	\$ _____	10	\$ _____
4	\$ _____	4	\$ _____	5	\$ _____
3	\$ _____	3	\$ _____	3	\$ _____
2	\$ _____	2	\$ _____	2	\$ _____

3	\$ _____	3	\$ _____	3	\$ _____
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\$ _____

\$ _____

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1 \$ _____

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STANDARD
Approx. 18" h x 15" w (46h x 38w cm)

DELUXE
Approx. 19" h x 16" w (48h x 41w cm)

PREMIUM
Approx. 20" h x 17" w (51h x 43w cm)

EXQUISITE
Approx. 20" h x 18" w (51h x 46 w cm)

C16-4839

The FTD® Stunning Beauty™ Bouquet

Flowers

Red 50 cm Roses	3	\$ _____
Lavender Standard Carnations	3	\$ _____
Red Alstroemeria stems	2	\$ _____
Purple Double Lisianthus stems	2	\$ _____
Stargazer Lily stems	2	\$ _____
Purple Matsumoto Aster stems	2	\$ _____

Greens

Leatherleaf stems	2	\$ _____
Flowers & Greens Total		\$ _____
x 3.5 Markup ^A		\$ _____

Accessories & Hardgoods

Card/Tape/Pic/Misc.		\$ _____
Container - Syndicate Sales #EU 4104-12-09FTD 1	1	\$ _____
8" Slender Gathering Vase		\$ _____
Container - Syndicate Sales #EU 4110-09-09		\$ _____
8" Small Gathering Vase		\$ _____

x 2.5 Markup ^B \$ _____

Subtotal (A + B) \$ _____

+ 20% Labor \$ _____

+ Freight \$ _____

Grand Total \$ _____

Approximate Retail Price \$ _____

C16-4839s

C16-4839d

C16-4839p

C16-4839e

4	\$ _____
4	\$ _____
3	\$ _____
3	\$ _____
2	\$ _____
2	\$ _____

6	\$ _____
5	\$ _____
4	\$ _____
4	\$ _____
3	\$ _____
2	\$ _____

8	\$ _____
5	\$ _____
4	\$ _____
5	\$ _____
3	\$ _____
2	\$ _____

2	\$ _____
	\$ _____
	\$ _____

3	\$ _____
	\$ _____
	\$ _____

3	\$ _____
	\$ _____
	\$ _____

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1	\$ _____

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1	\$ _____
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1	\$ _____
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	\$ _____
	\$ _____
	\$ _____



STANDARD
Approx. 16"h x 12"w (41h x 30w cm)

DELUXE
Approx. 17"h x 13"w (43h x 33w cm)

PREMIUM
Approx. 18"h x 14"w (46h x 36w cm)

EXQUISITE
Approx. 19"h x 15"w (48h x 38w cm)

	17-V1s	17-V1d	17-V1p	17-V1e
17-V1 The FTD® Lasting Romance® Bouquet				
Flowers				
Red 50 cm Roses	2 \$ _____	4 \$ _____	5 \$ _____	8 \$ _____
Pink Mini Carnation stems	2 \$ _____	3 \$ _____	4 \$ _____	5 \$ _____
Stargazer Lily stems	2 \$ _____	2 \$ _____	3 \$ _____	3 \$ _____
Red Standard Carnations	2 \$ _____	2 \$ _____	2 \$ _____	4 \$ _____
Greens				
Leatherleaf stems	3 \$ _____	3 \$ _____	3 \$ _____	3 \$ _____
Flowers & Greens Total	\$ _____	\$ _____	\$ _____	\$ _____
x _____ Markup A	\$ _____	\$ _____	\$ _____	\$ _____
Accessories & Hardgoods				
Card/Tape/Pic/Misc.	\$ _____	\$ _____	\$ _____	\$ _____
Container - FTD #EU 1701	1 \$ _____	1 \$ _____	1 \$ _____	1 \$ _____
The FTD® Lasting Romance® Bouquet set				
Accessories & Hardgoods Total	\$ _____	\$ _____	\$ _____	\$ _____
x _____ Markup B	\$ _____	\$ _____	\$ _____	\$ _____
Subtotal (A + B)	\$ _____	\$ _____	\$ _____	\$ _____
+ _____ Labor	\$ _____	\$ _____	\$ _____	\$ _____
+ Freight	\$ _____	\$ _____	\$ _____	\$ _____
Grand Total	\$ _____	\$ _____	\$ _____	\$ _____
Approximate Retail Price	\$ _____	\$ _____	\$ _____	\$ _____



STANDARD
Approx. 17"h x 14"w (43h x 36w cm)



DELUXE
Approx. 19"h x 15"w (48h x 38w cm)



PREMIUM
Approx. 20"h x 17"w (51h x 43w cm)

17-V3R

The FTD® In Love with Red Roses™ Bouquet

Flowers

Red 50 cm Roses

12 \$ _____

18 \$ _____

24 \$ _____

Greens

Leatherleaf stems

5 \$ _____

5 \$ _____

5 \$ _____

Flowers & Greens Total

\$ _____

\$ _____

\$ _____

x _____ Markup **A**

\$ _____

\$ _____

\$ _____

Accessories & Hardgoods

Card/Tape/Pic/Misc.

\$ _____

\$ _____

\$ _____

Container - FTD #EU 1703

1 \$ _____

1 \$ _____

1 \$ _____

The FTD® In Love with Red Roses™ Bouquet set

Accessories & Hardgoods Total

\$ _____

\$ _____

\$ _____

x _____ Markup **B**

\$ _____

\$ _____

\$ _____

Subtotal (A + B)

\$ _____

\$ _____

\$ _____

+ _____ Labor

\$ _____

\$ _____

\$ _____

+ Freight

\$ _____

\$ _____

\$ _____

Grand Total

\$ _____

\$ _____

\$ _____

Approximate Retail Price

\$ _____

\$ _____

\$ _____





STANDARD
Approx. 14" h x 12" w (36h x 30w cm)

DELUXE
Approx. 16" h x 13" w (41h x 33w cm)

PREMIUM
Approx. 17" h x 14" w (43h x 36w cm)

EXQUISITE
Approx. 18" h x 15" w (46h x 38w cm)

17-V6

The FTD® Love You XO™ Bouquet by Hallmark

Flowers

Hot Pink Standard Carnations	2	\$ _____
Hot Pink Stock stems	2	\$ _____
Red Mini Carnation stems	2	\$ _____
Red 50 cm Roses	2	\$ _____
Pink Asiatic Lily stems	1	\$ _____

Greens

Leatherleaf stems	3	\$ _____
Flowers & Greens Total		\$ _____
x _____ Markup A		\$ _____

Accessories & Hardgoods

Card/Tape/Pic/Misc.		\$ _____
Container - FTD #EU 1714	1	\$ _____

The FTD® Love You XO™ Bouquet set

Also Includes:

Hallmark Sentiment Tag		\$ _____
Accessories & Hardgoods Total		\$ _____
x _____ Markup B		\$ _____

Subtotal (A + B) \$ _____

+ _____ Labor \$ _____

+ Freight \$ _____

Grand Total \$ _____

Approximate Retail Price \$ _____

17-V6s

17-V6d

17-V6p

17-V6e

Hot Pink Standard Carnations	4	\$ _____	4	\$ _____	4	\$ _____
Hot Pink Stock stems	2	\$ _____	3	\$ _____	4	\$ _____
Red Mini Carnation stems	2	\$ _____	2	\$ _____	2	\$ _____
Red 50 cm Roses	2	\$ _____	4	\$ _____	8	\$ _____
Pink Asiatic Lily stems	2	\$ _____	2	\$ _____	2	\$ _____

Leatherleaf stems	3	\$ _____	3	\$ _____	3	\$ _____
Flowers & Greens Total		\$ _____		\$ _____		\$ _____
x _____ Markup A		\$ _____		\$ _____		\$ _____

Card/Tape/Pic/Misc.		\$ _____		\$ _____		\$ _____
Container - FTD #EU 1714	1	\$ _____	1	\$ _____	1	\$ _____

Hallmark Sentiment Tag		\$ _____		\$ _____		\$ _____
Accessories & Hardgoods Total		\$ _____		\$ _____		\$ _____
x _____ Markup B		\$ _____		\$ _____		\$ _____
Subtotal (A + B)		\$ _____		\$ _____		\$ _____
+ _____ Labor		\$ _____		\$ _____		\$ _____
+ Freight		\$ _____		\$ _____		\$ _____
Grand Total		\$ _____		\$ _____		\$ _____
Approximate Retail Price		\$ _____		\$ _____		\$ _____

