Product Mix

- Potted Blooming Plants
- Fresh Cut Bouquets
- Fresh Cut Roses
- Fresh Cut Arrangements
- Potted Foliage Plants
- Bubble Balloons
Nesting Tables

- Merchandise product variety by pot size & color across length of tables.
- Merchandise potted blooming toward main aisle.
- Display tables facing main aisle, starting with small, medium, and large tables.
- Merchandise potted foliage on tables in rear of department.
Potted Blooming Plants

Merchandise each product variety on a dedicated table near the front of department by pot size and color. Arrange colors to run across the length of the table.
Potted Blooming Plants
Merchandise on tables and if needed on plant stands or floor.
Fresh Cut Flower Cooler

Coolers provide flexibility to merchandise cold tolerant plants.
Refer to complete list shown in Floral Procedural Guide and Training Manual pg. B-4.

- Cooler tolerant plants
  - Mini Roses
  - Vase Arrangements
  - Bud Vases
  - Mums
  - Azaleas
  - Lilies
  - Hydrangeas
  - Potted bulb product
    - Tulips, hyacinths, & daffodils
Fresh Cut Flower Cooler

Merchandise cut flowers according to current cooler layout. (Refer to cooler layouts following this guide).
Fresh Cut Roses Cooler

Keep Rose price points together and display by color. (red singles by red singles, color singles by color singles), etc.
Potted Foliage Plants

Merchandise 10.0” foliage on floor next to foliage/potted blooming tables with saucers or on black risers.

Merchandise 4”, 6”, and 8” foliage on tables in rear of department.
Cut Flower Rolling Racks

Merchandise designated Rolling Rack product on 3-tiered rolling racks in Grocery center aisle or near Produce Dept. when allowed.

Merchandise like colors together per bucket when possible.
Out of Department Displays

During holiday weeks, center aisle displays are allowed in Meijer designated areas. Merchandise product vertically & by variety.
Bubble Balloons

- Make sure 15 Bubble Balloons blown up & displayed in floral
  - 10 birthday
  - 5 assorted
- Make sure balloon rack is organized and full.
  - Make requests for more Bubble Balloons or clips