

Bloomin' 4 Good

*Fighting Local Hunger
With Each Bouquet Sold*



\$1 = 10+
donation meals

**this bouquet of flowers sends
a \$1 donation to a hunger
organization near you**

Every month at every store, a different local hunger organization is selected to **automatically** benefit from the sale of this bouquet upon purchase.

Visit bloomin4good.com to learn more.

BLOOMIN'GOOD

Bloomin4good.com

What Is Bloomin' 4 Good & Why Does It Matter?



- **Bloomin' 4 Good** is a floral program that dramatically increases net unit sales, drives store traffic, boosts customer loyalty, generates unique earned media, and gives back to the local community on a consistent, monthly basis. **All of this is offered with exclusivity at no/low touch and with no additional cost.**
- With this program, every floral bouquet sold with the specially designed circle sticker on it automatically **sends a \$1 donation** to a hunger organization hyper-local to the store in which it was purchased.
- Don't just take our word for it! Let's see it in action. This program **launched at Stop & Shop** on February 26, 2021. The following slide details the incredibly impactful results of this Program as of May 9, 2021.



Bloomin' 4 Good Program First Bouquet Sold 2/26



Significant Impact For Floral, Brand & Reducing Local Hunger In Communities Served

Profitable: 106,299 Bouquets Sold As of May 9, 2021 @ \$9.99

- All donation and program costs in sale price.
- Based on program success, sale price going to **\$10.99** on 7/1 for additional profitability.
- 66%** new net unit sales with no impact on any other Floral category.
- Forecast monthly unit sales of **60,000+** units without current product inventory restrictions.

Earned Media: Over \$45,000 In Value As of May 9, 2021

- Monthly benefiting, local hunger organizations mobilize their supporters to visit specific Stop & Shop stores to purchase bouquets to benefit their efforts to eliminate local hunger.
- Each month new benefiting hunger organizations use the marketing tools provided to share the opportunity with their local supporters.
- As a result, Floral drives traffic to the store with the local message of reducing hunger in communities Stop & Shop serves.

Local Hunger Impact: 1,040 Local Hunger Organizations Supported

- Total donations of **\$106,299** distributed to **1,040** local hunger organizations making a difference.
- Over **1.06M** meals provided locally from this Floral Program as of 05/09/21. ([Feeding America Metrics](#))
- Each check furthers Stop & Shop's commitment to the elimination of hunger in communities served.
- Feedback and performance of the program updated daily at the [Program Client Portal](#)*.

*Sign up with an email and password of your choice to review at bottom of the portal.



Bloomin' 4 Good Deployment Impact

Bringing Our Successful Sales Model to the *Floral Category*



Example: Grocery Store A (200 Locations)

Profitable Program Bouquet Sales of 24,000 – 29,000 Per Month

- Increased **Unit Sales** & Profitability
- Monthly **Marketing** For Floral
- Significant **Earned Media**
- New & Current **Shoppers** Coming For The Bouquet
- All **Donations & Costs** Funded by Bouquet Sales
- CSR & **Community Impact** to Fight Hunger

Successful **Economics** From a Proven, Unique Sales & Marketing Program

Bringing Our Successful Sales Model to the **Floral Category**



Bloomin' 4 Good Program

Grower's Choice Bouquet Sales Model

*\$10.00 Bundle + \$1 Donation + \$0.50 Program Admin Fee +
\$0.49 Additional Gross Margin =*

\$11.99 Bouquet of Flowers

*Predicted **120+** Bouquets Sold Per Store Per Month
All Program Costs Covered in Purchase Price of the Bouquet*

Recipe For Success: Our Secret Sauce

This Program Generates **Sales & Earned Media** While Working to Eliminate Hunger in Local Communities

Increase Bouquet Sales & Save Costs

Hunger organizations will be the powerful force fueling a constant stream of **steady, increased bouquet sales** each month at each store. This Program has demonstrated the potential for a net unit sales increase of 66%+.*

**Data taken from the Stop & Shop Bloomin' 4 Good Program.*

Generate Earned Media

Benefiting hunger organizations generate **local, unique earned media** by using the Marketing Tools provided by our Marketing Team. This results in a variety of media placements across the communities served by your stores.



Attract & Retain Customers

This program will bring **new customers** - those interested in purchasing the bouquet in support of the local hunger organization of the month – to your stores. It will also increase loyalty and goodwill among your current customers.

Boost CSR Initiatives

This program does not replace any of your existing CSR efforts, but instead **highlights your support** in the local community. Shoppers will come to know the program and will purchase bouquets to support local hunger organizations on a regular basis.

The Bloomin' 4 Good Program: Why It Works

Every Bouquet Sold Supports a **Hunger Organization** Local to the Store In Which It Was Purchased

Step 1



Trained **Program Managers** research and select accredited hunger organizations local to each store location to benefit from the sale of the bouquet.

Step 2

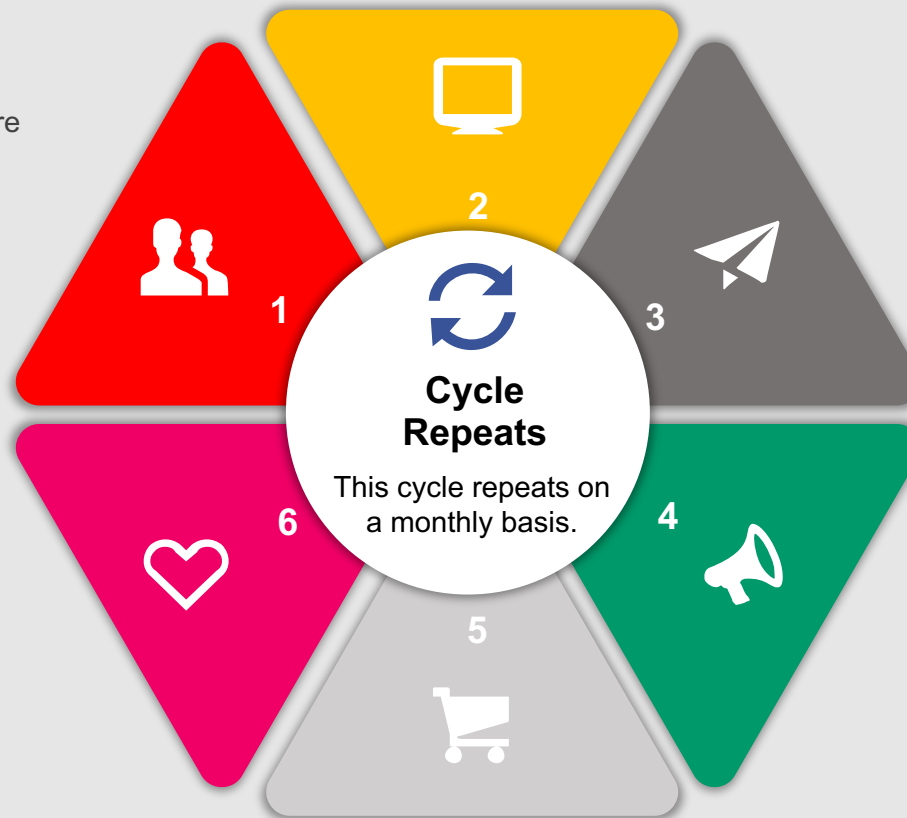


Store Managers review the **hunger organizations** selected to benefit from the sale of the bouquet in an online portal. Store Managers can make any edits or adjustments as needed.

Step 3



Selected hunger organizations receive the curated email communications path, complete with **marketing tools** and templates to spread the word.



Step 4



Earned media spikes as local hunger organizations share the news about their selection, asking supporters to go buy the bouquet at a designated store.

Step 5



Store traffic and **bouquet sales** climb as customers come to buy the bouquet to support the local hunger organization.

Step 6



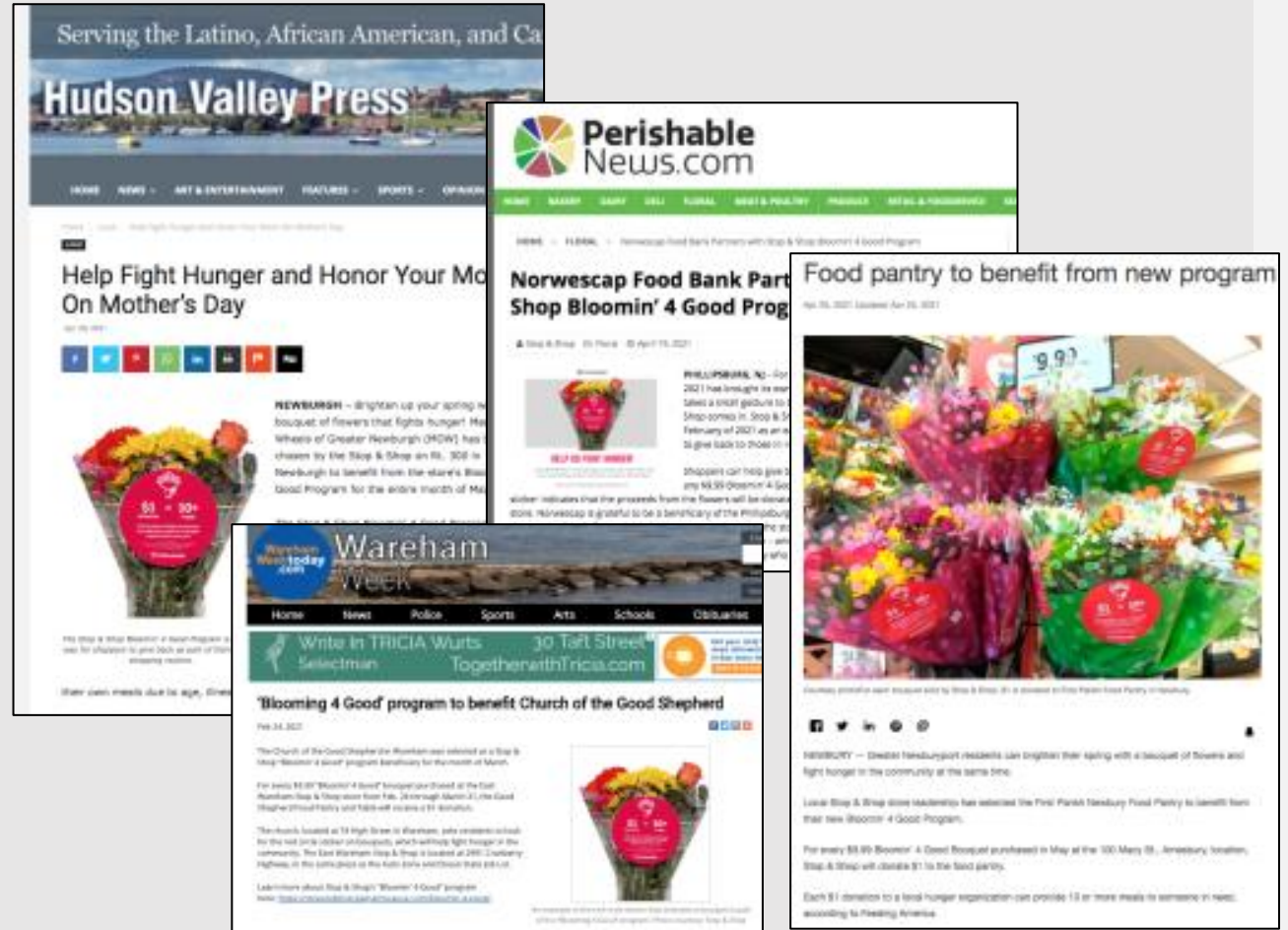
Donations are distributed, boosting CSR across your markets.

Hunger Organizations Generate **Earned Media**

The **Marketing Tools** Are Used By Hunger Organizations to Generate Earned Media

**Community Awareness + Earned Media =
Store Traffic & Bouquet Sales**

- Each day of the month, **earned media** is generated by the hunger organizations selected to benefit from the sale of the bouquets.
- Local news articles, social media posts, event postings trumpet support for your stores, **eliminating hunger** and giving back.
- This program is an earned **media engine** for the **Floral category** and for **your brand** across all markets served.



**The examples pictured are from the Stop & Shop Bloomin' 4 Good Program which is currently successfully deployed at over 400+ store locations.*

No/Low Touch Program Implementation

Our Program Managers Provide **Constant Support** to Hunger Organizations and Your Team

Hunger Organization Research

Program Managers research, populate and select hunger organizations that are located within a 10-mile radius of each store location. Store Managers are then able to review benefiting hunger organizations through the Store Management Portal each month.

Client Reporting & Communication

Program Managers analyze and organize data on bouquet sales, program performance and more to send regular reporting to the client contact. They also monitor sales performance daily to assist in stocking inventory footprint-wide.



Hunger Organization Communications

Program Managers handle all hunger organization communication. They are available to contact directly with any issues hunger organizations may run into along the way. All emails sent to hunger organizations are signed off by the Program Manager with contact information.

Store Management Communication

Program Managers are also trained to handle communication with Store Managers. We work with our clients to find the most effective communications tactics based on existing training, communications and procedures in place.



Kim Monaco | Program Manager



Sarah Scott | Program Manager

THE BEST PART



\$0 COST

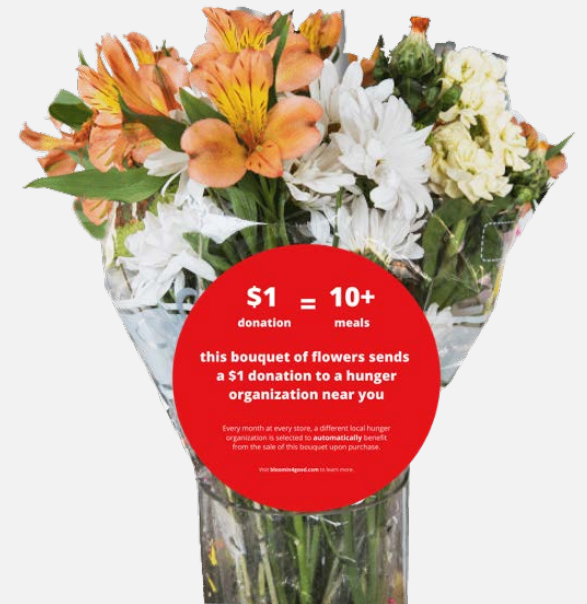
There is **no** additional cost to run this program. It pays for itself through the sale of the profitable bouquet of flowers.

NO/LOW TOUCH

Our team takes care of **everything** for you. It is no-to-low-touch from an operational standpoint.

EXCLUSIVITY

No direct competitor within **10 miles** of any of your stores can offer this program.





BLOOMIN!GOOD

***Thank You For Your Time
& Consideration***

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