

PRESS RELEASE

6th December 2011

Online florist predicts blooming festive sales

Bunches.co.uk, the Newstead based online florist is expecting another profitable Christmas despite many retailers predicting poor festive sales. Early forecasts have shown Bunches will experience an 8% sales increase compared to the same period in 2010. This comes as many reports predict zero growth on the high street with poor sales blamed on economic gloom and reduced disposable income.

The flowers-by-post firm has grown significantly since its humble beginnings on a Mansfield market stall 22 years ago and now has an annual turnover of £7million. Managing Director Danielle Turner comments; 'Although some consumers may not instantly associate flowers with Christmas, December is actually our busiest season after Mother's Day and Bunches is expecting another successful year. Flowers make a thoughtful Christmas gift and red bouquets are undoubtedly our best sellers this time of the year'.

Danielle continues; 'Buying online is quicker, safer and better value for money than it has ever been, and savvy consumers are more likely to avoid the queues and shop from the comfort of their own home. We attract customers by offering free U.K. delivery and milk chocolates with all of our bouquets, so there are no hidden costs at the checkout...and no need to gift wrap!'

Bunches will deliver over 40,000 bouquets during Christmas week, with Monday 19th December predicted to be the peak day for ordering. To view Bunches full range of festive flowers, visit www.bunches.co.uk/christmas

-ENDS-

For further press information or hi-res images, contact Jenny Hinstead, Marketing & PR Co-ordinator on (01623) 729989 or email jennifer.hinstead@bunches.co.uk.

Notes to Editors:

Bunches.co.uk is a mail order florist, delivering beautiful bouquets across the U.K. Founded in 1989, Bunches.co.uk is a family firm which began selling flowers on a stall in a Mansfield shopping centre. 22 years on, Bunches now operates from a purpose built unit in Newstead Village and has successfully delivered over 3 million bouquets. A dedicated in-house team oversee the whole order process from purchase to packing and delivery, ensuring quality remains the priority throughout.

Bunches.co.uk offer an extensive range of bouquets, guaranteed to create a smile whatever your budget or occasion. For further information, visit www.bunches.co.uk or call 0800 626 249.



Bunches named 'Nottinghamshire Company of the Year' 2010

Bunches was recognised for its customer service, innovation and growth by being crowned 'Nottinghamshire Company of the Year 2010'.

The prestigious Nottingham Evening Post Business accolade was presented during the awards dinner at Nottingham's Council House on 1st July 2010. For further information on this and other news stories visit: www.bunches.co.uk/inthenews



Bunches Year of Smiles 2011

After 12 months and almost 2,000 smile pledges, Bunches' Year of Smiles is now coming to an end. We've had lots of fun creating smiles this year by giving away hundreds of bouquets, treating Mums to a little luxury at Mother's Day, making happiness pledges with Newstead Primary School and surprising the people of Nottingham with 'random acts of kindness.' For more information or to read the smile pledges, visit www.yearofsmiles.co.uk.