

Uncork the
Creativity



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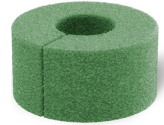
WetFOM



For Fresh Flowers.

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FloraFOM
with PolyRenew!



For Silk Flowers.

DryFOM



For Dried Flowers.

Turn Wine into
Revenue



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additional floral
design project ideas.



12 Great
Ideas
Inside

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No Liquor License? No Problem!

Host Events. Delight Customers. *Enjoy the Profits.*

By offering unique and personalized wine bottle bouquets, you can attract customers who appreciate *creativity, sustainability, and the joy of both flowers and wine!*



Wondering where to start?

We have some *great ideas* that you can promote through social media, workshops and collaborations.



Wine-Inspired Floral Workshops:

- Host workshops where participants bring their favorite empty wine bottles, and you guide them through the process of arranging flowers onto the bottles.
- Create themed workshops, such as “*Rosé and Roses*” or “*Bubbles and Blooms*”.

Upcycle Empty Wine Bottles:

- Use empty wine bottles purely for decorative purposes. Arrange fresh flowers on top creating beautiful centerpieces or home decor items.
- Market these as “non-alcoholic wine bottle bouquets” to emphasize their decorative value.

Wine-Themed Gift Sets:

- Create gift sets that include a wine bottle bouquet, wine-related accessories (corkscrews, wine stoppers, etc.), and perhaps a non-alcoholic grape juice or sparkling cider.
- Position these sets as unique gifts for wine enthusiasts.

BYOB (Bring Your Own Bottle) Events:

- Organize BYOB events where customers bring their own wine bottles to the shop.
- Offer flowers from your selection for participants to create personalized arrangements.

Seasons and Special Occasions:

Design wine bottle arrangements that change with the seasons for your customers to top off their wine gifts.

Valentine’s Day: Highlight romantic wine bottle bouquets as unique gifts.

Mother’s Day: Emphasize the sentimental value of gifting a personalized arrangement.

Holiday Season: Create festive designs for Christmas, New Year’s, and other celebrations.

Congrats: Celebrate college graduations, a new baby or job, housewarming, etc.

BONUS: Use broken or leftover stems for FloraCheers! bouquets to minimize your floral waste and maximize your profits!

Collaborate with Local Businesses: Partner with nearby wineries and restaurants to cross-promote each other’s products.

Wine Tasting and Floral Pairing:

Co-sponsor an event where customers can taste wines at the winery and then visit your shop to create wine bottle bouquets inspired by the wine flavors.

Winery Gift Shop Arrangements: Supply wine bottle bouquets to winery gift shops.

Make & Take Pop Up: Set up a booth and showcase your arrangements at a local winery during their tasting events.

Custom Labels and Bouquets: Collaborate with wineries to create custom wine labels for special occasions (weddings, anniversaries, etc.). Include a matching wine bottle bouquet with each labeled bottle.

Restaurants and Cafés: Propose joint promotions where restaurant customers receive a discount on your wine bottle bouquets.

Liquor and Grocery Stores: Partner with local liquor or grocery stores and offer floral arrangement coupons to add to wine bottle purchases.

Planning Tip:

Promote these events as a fun and social activity. Consider partnering with local restaurants or cafés to provide light snacks or wine-related treats.