

flower talk

Fall / Winter 2017

The Beautiful Christmas Cactus



This plant's scientific name is Schlumbergera but is more commonly known as the Christmas Cactus. They are the perfect plant to have around the house during the winter months. These plants require a lot of care. To know when to water your Christmas Cactus use the soil to check. If the soil is dry on the top then your plant needs to be watered. Too little water can cause issues with the blooms and too much water can cause brown spots, so make



photo credit: www.gardenloversclub.com/

sure you take extra care when watering. Also, do not soak your Christmas Cactus. Sunlight is very important, although the plant does need a lot of sun it must be indirect because direct sunlight will burn the leaves. These plants are native to the tropical areas and require their temperature to be between 65-75 degrees Fahrenheit, luckily most homes are the correct temperature. This beautiful plant is a great choice to brighten up your house for the holiday season.

Black Prince



WINERY

Would you like to add some wine to your purchase? At East City Flower Shop we can do that! We are happy to be carrying five selections from Black Prince Winery. Ask us about our wine the next time you place an order because flowers and wine make the perfect gift.

Dates to Remember

Thanksgiving Day	October 9
United Nations Day	October 24
Pumpkin Day	October 26
Remembrance Day	November 11
World Kindness Day	November 13
Sm Business Saturday	November 25
Poinsettia Day	December 12
First Day of Hanukah	December 13
Christmas Day	December 25
Boxing Day	December 26
New Year's Eve	January 1



\$67

\$82

\$97

This contemporary holiday arrangement features orchids, red roses, fragrant pine and spruce with festive holiday accents. It has the perfect blend of the traditional red and green and little pops of sparkly gold. It makes a perfect gift for someone who has everything.

shop talk

HAPPY TO HELP THESE GREAT LOCAL ORGANIZATIONS Peterborough Symphony Orchestra, Women's Business Network Christmas Auction, Snowfest, United Way, Rotary Ennismore and Lakefield **SAVE YOUR RECEIPTS** from any purchases here at East City Flower Shop and submit them to Peterborough Symphony Orchestra office and we will donate to the Symphony 15% of the pre-tax/service total **WHY ARE WE NOT SELLING HELIUM?** While it might be the second most abundant element throughout the universe, helium is an increasingly rare resource on Earth. It can only be found trapped in the ceilings of caves, this is because it is too light to stay within Earth's atmosphere as a raw element. Therefore, when it is gone, there is no getting it back. Today helium is used in invaluable medical procedures such as MRI machines which help treat and diagnose illnesses like cancer among many others. We do carry air filled balloons for a wide number of occasions. **KEEP IT GREEN!** As a small business we try our best to be as green as possible and we encourage you to do the same. Remember to reduce, reuse and recycle! We gladly accept gently used vases and containers any time. **ENJOYMENT GUARANTEE** We take pride in only using high quality fresh flowers for our products. We want our customers to enjoy their flowers to the fullest which is why we take extra time and care when making our products. However, if the flowers do not meet your expectations within 96 hours please return them to us (with the card) and we will be happy to replace it. At East City Flower Shop we strive to give our customers the best flowers and service. **GOOD NEIGHBOUR DAY** Again this year good neighbor day was a rezoning success. Bunches of flowers were given away for free with the promise that they would be shared with friends and neighbours in this great community. Thank you to everyone who helped make this day the caring and fun day it is meant to be.

Shop Locally on the Internet



We all would agree that the advent of the internet changed the way the world works forever — in mostly positive ways. However the internet has also opened the door for businesses that are less than scrupulous to prey on unsuspecting consumers. Regretfully, the flower business has fallen victim to some of these questionable practices through vultures known to the trade as 'order gatherers'.

What exactly is an order gatherer? In the floral trade it is an online company that gathers orders for floral deliveries and distributes them to fulfillment centers via some type of distribution channel. While perfectly

legal, these organizations often disguise themselves as local florists and do not disclose handling fees and other charges that are a part of the total purchase price.

How does this happen? Say you go online to send flowers to your grandmother who lives in Peterborough. You select a lovely bouquet, fill out the form, pay the \$75.00 and the gift is on its way. Grandma is getting a beautiful \$75 bouquet, right? Not exactly. The gathering organization failed to mention that they were keeping a \$15.95 handling fee and \$10.00 delivery charge for themselves, leaving the local florist who fills the order a total of \$49.05 to design and hand-deliver your \$75.00 bouquet. Assuming a local delivery fee of \$10.00, that's \$39.05 worth of flowers being delivered to Grandma on your behalf.

It is hard for us to see consumers treated this way. When you shop at East City Flower Shop you help to create local jobs for your friends and neighbours, we are able to pay taxes and support may local charities and organizations. PLUS when you shop locally, you get a a better arrangement for your hard earned money.

People Janet would like to design for . . .

1. Shawn Mendes
2. Denis Shapovalov
3. Naomi Klein

Flowers All Hours

Sunday	11:00pm to 3:00pm
Monday to Friday	8:30am to 8:00pm
Saturday	9:00am to 5:00pm

FlowerTalk is the newsletter of East City Flower Shop
159 Douro Street
Peterborough K9H 1H7
Phone: (705) 742-1617, 800-661-2695
Fax: (705) 745-3033
Email: info@eastcityflowershop.com