

EAST CITY NOVEMBER - DECEMBER
FLOWER SHOP 2024
FLOWER TALK
MINI

THE JOYOUS SEASON IS UPON US...



This arrangement plays on the fun, festive theme of gingerbread with a burst of bright, unconventional colors. The design might be set in a quirky container, creating a gingerbread house-themed that will delight the whimsical.

The traditional version focuses on warm, earthy tones that evoke a classic holiday feel. Think rich amber, deep oranges, and lush greens, paired with evergreens, pinecones, and subtle gold accents. The container a little less classic in a neutral or warm tone to match the cozy holiday theme.



POINTS FOR YOUR POINSETTIAS...

To care for your poinsettia, you'll want to follow a few key steps to keep it vibrant throughout the holiday season:

1. Light: Poinsettias need plenty of bright, indirect sunlight. Place it near a sunny window, but avoid direct sunlight, which can scorch the leaves.
 2. Watering: Water your poinsettia when the soil feels dry to the touch, but don't let it sit in water. Drain any excess water to avoid root rot. Keeping the plant slightly on the dry side is better than overwatering.
 3. Temperature: Poinsettias thrive in temperatures between 60-70°F (15-21°C). Avoid placing it near drafts, heating vents, or cold windows.
 4. Humidity: If your home is very dry, consider misting your poinsettia occasionally or using a humidity tray.
 5. Fertilizer: You can fertilize it every two weeks with a balanced fertilizer, but only after the blooming period is over.
- Poinsettias can last for years and with care will produce red leaves year after year.



REACH OUT FOR EAST CITY FLOWER SHOP...

✉ 159 Douro Street
 Peterborough, ON K9H 1H7
 ☎ 705-742-1617
 🌐 www.eastcityflowershop.com

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



LOOKING FORWARD TO 2025...

As we close out another wonderful year, we want to take a moment to express our deepest gratitude for your continued support and loyalty. Each of you has played an important role in making this year a memorable one for us, and we are truly thankful to be part of your special moments. Whether it's the simple joy of fresh flowers or celebrating life's milestones, we feel honored to be a part of your journey. As we look ahead to the New Year, we wish you all the joy, peace, and prosperity that 2025 can bring. May the year ahead be filled with new beginnings, cherished memories, and blooming possibilities.



From our family to yours, thank you for your trust and support. We look forward to serving you in the year to come!

Janet and the East City Flower Shop Team

OUR EFFORTS TO MAKE LIVING BETTER...

The floral industry heavily relies on air freight and water, which can contribute significantly to carbon emissions and environmental impact. Investing in carbon offset programs can help balance out these emissions by supporting projects that reduce or capture an equivalent amount of greenhouse gases elsewhere. East City Flower Shop is exploring ways to minimize the carbon footprint within the floral industry itself. Everything we do matters and that is why we buy our floral preservative in paper packets replacing the harmful plastic ones.



We began in January 2024 to purchase carbon offsets with Less (less.ca). Offsets are not a replacement for direct action by individuals, businesses and organizations to reduce their own carbon footprints, but if used as a complementary measure, they can offer a number of benefits.



We will also be implementing energy-efficient practices with deliveries, easy steps that can make a significant difference to our future on this planet. Our commitment to having a no waste building is one step closer.

We believe that our team is at the heart of everything we do. That's why as of October 1, 2024, we committed to being a living wage employer, ensuring that all of our employees are fairly compensated for their hard work and dedication. By providing a living wage, we're investing in the well-being of our team and our community. Thank you for supporting a business that values people as much as flowers!



YOUR OPINION MATTERS TO US... GUARANTEED



Let us know about your flowers – did you enjoy them? Were they beautiful? Did they lighten your spirits? Show us the love by giving us review online. Was something wrong – talk to us first. We are all people and sometimes mistakes happen – give us a call if there is a problem and let us fix it; we have a **96 Hour Guarantee**. We strive to ensure that every product we sell is of both the freshest and the very best quality we can purchase. If you are not completely satisfied with any item, even if you received it as a gift, please give us a call within 96 hours and we work to make it right. At East City Flower Shop we strive to give our customers the best flowers and service each and every day.