

Jewish Journal

May 1, 2008

LOCAL

Business blooms for Jewish holidays

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Daisies, tulips and roses are the kind of blooms that brighten anyone's day. That seems to be even truer around the holidays, when well-wishers are quick to offer a bouquet as a way of celebrating. Flower holidays that quickly come to mind may be Mother's Day or Valentine's Day; but there's a new occasion cornering a section of the flower market.

"Passover is a significant holiday season for us," said Donn Flipse, CEO of Field of Flowers. "For the two or three days of the busy period [for Passover] it's easily double what we would nor-

mally do on those days."

While Christmas and Easter are religious holidays that are often associated with flower buying, consumers may overlook Jewish holidays as a busy time for gift companies.

"Rosh Hashana is even busier than Passover," Flipse said. "The Jewish holidays definitely bring in a lot of business."

The types of orders vary by customer, but have the thread of beautification in common.

"We have lots of Jewish customers who come in and buy bunches or stems of flowers just to decorate the home because guests are coming to celebrate the festi-



Flower buying rises around the Jewish holidays, said Donn Flipse, CEO of Field of Flowers.

Submitted photo

ities," Flipse said. "We also have people purchasing arrangements both for their own centerpiece and as gifts for others."

The busy period for Passover has become so apparent that merchandisers are able to predict the coming surge of orders.

"We always look ahead and establish and project what our sales volume is going to be so we can up our supplies and our staff," Flipse said.

While these trends may come as a surprise to some, others think Passover is an obvious time to see rises in purchases.

"Passover is the kind of holiday where you have a lot of people coming in from out of town; it's like a great big reunion," said Ellen Silver, 56, of Plantation. "We spend so much time getting the food

ready and making sure the house is clean and comfortable for guests. It's only natural that flowers would be a part of that equation."

Whether the buying is planned or spontaneous, it is becoming more and more obvious that the Jewish community enjoys spreading holiday cheer by smelling the roses.

"I get a lot more stops than usual," said George Ramirez, who runs a flower stand in Pompano Beach. "A lot of people are buying flowers for dinners that they're on their way to. People like to bring something, and who doesn't like flowers?"