



Stop and smell the roses... at your doorstep.  
H.BLOOM—the Blossoming, Subscription-Based Flower Delivery Service—  
Shakes up the Floral Industry

**New York, NY** – H.BLOOM is the first online subscription-based floral service, delivering fresh, exquisite arrangements of rare flowers from around the world right to your home or office each week for an unbeatable price. Similar to dry-cleaning delivery or movies that arrive in your mailbox, H.BLOOM takes one task off your to-do list. Forget the days of grocery store bouquets and overpriced florist arrangements. H.BLOOM is changing the industry one bouquet at a time.

“Starbucks totally changed the coffee market by making a luxurious espresso experience affordable to the masses. We have the very same opportunity in the flower market,” said H.BLOOM co-founder and CEO Bryan Burkhart. “We’re taking the traditional high-end boutique experience and making it convenient and affordable for the average consumer. There are two fundamental flaws with the typical florist economic model: they pay for expensive retail storefront and operate with excessive spoilage. By eliminating these two major business costs, H.BLOOM is operating at an advantage over the traditional flower retailer and allowing our customers to enjoy a high-end product at an affordable price.”

Until now, consumers who wanted to enjoy flowers regularly were faced with a binary option: pay \$100 + delivery at a boutique, or deal with the inconvenience of the deli: schlepping to the store, choosing between too few options that had been sitting in buckets for days, bringing the stems home to try to find a vase that would fit, and then doing all of the cutting and arranging. On a weekly, every-other-week, or monthly basis, H.BLOOM delivers hand-tied consumer bundles that are pre-cut and hand-tied to fit the vase provided with the first delivery, eliminating all of those hassles. Additionally, H.BLOOM invites its customers to vote on the bundle to be delivered the following week, and entertains its customers with each delivery, providing a witty and engaging narrative that details the origin of the extraordinary flowers from locations across the globe such as Japan, Holland, and Columbia.

“Flowers brighten a room but more importantly, studies show that flowers have a positive psychological impact on people and generally increase happiness,” Burkhart said. “It feels great to build a company that, as one of our customers suggested, ‘delivers bundles of joy’ every week.”

All consumer bundles include delivery and the initial vase. Bundles range from \$35 - \$85 and are offered in a variety of styles including:

- **Classic Collection-** \$35/bundle. Includes roses, cala lilies, daisies and more.
- **Exotic Varietal Collection-** \$65/bundle. Includes more exotic, rare stems such as peony, ranunculus, or anemone.
- **Tall Collection-** \$65/bundle. Includes taller bundles of delphinium, eromerus, calla lilies, oncidium orchids and more.
- **Contemporary Collection-** \$48/bundle. Includes modern, monochromatic bouquets.
- **Orchid Plant Collection-** \$85/plant. Includes a stunning orchid plant standing tall in it’s own container.

H.BLOOM currently offers the above residential subscriptions and customized corporate subscriptions, each priced accordingly, and delivers to New York City and Washington, DC. For more information please visit [www.hbloom.com](http://www.hbloom.com).