



## Pssst...

### Want to Prompt Purchase and Preference for California Grown Flowers? Here's a Hint How!

The California Cut Flower Commission created Hint Cards<sup>SM</sup> to help people drop a hint that they would like to receive America's freshest flowers: California Grown Flowers! Each set includes five Hint Cards, so users are sure to find one that suits their personality and lifestyle. Hint Cards bring something new to the floral industry – to go in bunches or bouquets, feature in counter displays or send out with deliveries – and create bounce-back for incremental transactions. And because they can be customized, Hint Cards make your brand the hero.

- 85% of consumers don't know where the flowers they buy are grown<sup>1</sup>
- 55% of consumers would prefer to buy California-grown if given the choice<sup>1</sup>
  - 42% of women don't receive flowers as often as they would like<sup>2</sup>
  - 92% of survey respondents think Hint Cards are a good or excellent idea<sup>3</sup>

## Hint Cards<sup>SM</sup>

Ask for what you really want: California Grown Flowers



For more information visit: [www.cffc.org](http://www.cffc.org)



<sup>1</sup> Fleishman-Hillard Omnibus survey of 1,000 adults nationwide, February 2007  
<sup>2</sup> Fleishman-Hillard Omnibus survey of 600 adult women living in California, March 2009  
<sup>3</sup> Fleishman-Hillard online survey of 120 mommy bloggers, June 2009

**Ask for cards at: Hillcrest Garden, Inc.**  
95 West Century Rd, Paramus, NJ 07652  
[www.hillcrestgarden.com](http://www.hillcrestgarden.com)  
800-437-7000