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Albertsons adds wedding flowers to its online offerings

With wedding season just around the corner, Albertsons Cos. is offering customers an easy, affordable and environmentally friendly online option for purchasing fresh, hand-cut wedding flowers.

The pre-designed “do it yourself” debi lilly design floral collections complement any color palette and the easy-to-use online site allows customers to choose between several flower types and colors from various themed collections.

“We’re always searching for innovative ways to provide our high-quality products to customers in a way that fits their lifestyle needs,” said Chad Coester, senior vice president of Own Brands. “Our online wedding flowers are just one more way we’re meeting our customers’ needs where and how they want us to, while making the experience convenient and affordable.”

Customers can visit an Albertsons Cos. banner website and find “Wedding Flowers” under the “Shop” tab. Or simply search for “Wedding Flowers” from the home page.

From there, customers select their collection, packages, ribbon color, and place their order at least 21 days before the event. Items available include bridal and bridesmaid bouquets, boutonnieres, corsages, aisle markers, centerpieces and garlands. The order will arrive via FedEx three days before the event. From there, customers simply trim the stems, put them in water and keep them cool until the big day.

“Planning a wedding is stressful and expensive. With our online exclusive debi lilly design wedding flowers, customers get the look and quality of a custom wedding florist without the expense,” said Debora Steier, Albertsons Cos. vice president of floral. “Of course, customers can still visit our in-store floral specialists for all their floral needs, including wedding flowers, as they have for decades.”

All debi lilly design wedding flowers are sustainability grown and harvested as certified by Bloomcheck and the Rainforest Alliance. Customers will see either the Bloomcheck or the Rainforest Alliance seal when purchasing fresh cut flowers, helping them ensure they are purchasing a sustainable product.

The Bloomcheck program establishes best practices for cut flower farms to assure these farms are socially equitable, environmentally sustainable, and economically viable. While the Rainforest Alliance seal means farmers follow a rigorous standard for sustainable agriculture and responsible business practices, creating a better future for people and nature.