



## CALVERT COUNTY DEPARTMENT OF ECONOMIC DEVELOPMENT

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# News Release

### FOR IMMEDIATE RELEASE

**Date:** | January 9, 2008  
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### **New Store Provides a Twist on Delivered “Flowers” – Good Enough to Eat**

#### *Edible Arrangements Franchise Comes to Lusby*

**PRINCE FREDERICK, Md. – January 9, 2008** – There’s nothing quite like receiving a beautiful bouquet of flowers to celebrate a birthday, anniversary, housewarming or business grand opening – but when those “flowers” are made entirely of carefully arranged pineapples, strawberries, melons and grapes, the thrill is even more memorable.

Edible Arrangements is a unique franchise that creates made-to-order fresh fruit bouquets from all natural ingredients in a variety of styles, price ranges and sizes. Their newest Maryland store recently opened in the Lusby Town Center and is independently owned and operated by Ricky and Ellen Fields.

Ellen Fields says that, even though the store has only been open a short time, the response so far has been tremendous. “I think people are always looking for creative and breathtaking ways to say ‘thank you,’ ‘happy birthday’ or ‘congratulations.’ Our fruit bouquets and arrangements are so unique that people are tickled to receive them. Plus, since they’re made of fresh fruit, locally grown whenever possible, they are a healthy alternative to cakes and candies and that is a benefit most people really appreciate.”

Edible Arrangements is a nationwide franchise with over 800 stores, 30 of which are located in Maryland. The concept was launched in Connecticut in 1999 and the company began

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franchising in 2001 in Massachusetts with additional stores quickly added in Connecticut, Georgia and New Jersey. The franchise is currently growing internationally, with stores in Canada, Puerto Rico, United Kingdom and U.A.E.

The Fields bought into the idea of opening their own store after researching the potential of combining America's passion for fresh fruit, specialty foods and gift giving. “We did a lot of homework before making a final decision, but in the end, it just made sense,” Ellen said. “The demographics, geographical location and assistance we received from the Calvert County Department of Economic Development in siting our business helped make the decision to open here an easy one.”

In addition to fruit bouquets, the Lusby store also sells boxes of assorted fruits dipped in dark and white chocolates, assorted nuts and coconuts. Walk-in customers can also drop by for a delicious fruit cup, a healthy snack alternative. The Fields can even do business around the world. “We work a lot like FTD,” says Ricky. “If a customer wants to send an arrangement to a friend or family member in another state or country within the delivery territory of an Edible Arrangements store, we can help them select the arrangement, receive payment and arrange delivery options.”

Edible Arrangements of Lusby is located in the Lusby Town Center at 206 Village Center Drive. Hours are Monday through Friday, 8:00 a.m. to 5:00 p.m. and Saturday, 8:00 a.m. to 3:00 p.m. For more information, call 410.326.1300, fax orders to 301.326.1333, e-mail [md773@ediblearrangements.com](mailto:md773@ediblearrangements.com) or visit online at [www.ediblearrangements.com/](http://www.ediblearrangements.com/).

The public is invited to visit the store for their official grand opening and ribbon cutting on Tuesday, January 29, 2008, from 3:00 to 5:00 p.m. Samples and giveaways will be provided. Visitors can also enter a drawing to win a free bouquet.

For more information on the Calvert County, Maryland, Department of Economic Development and the services available to assist County businesses, call 410.535.4583, 800.331.9771 or 301.855.1880; send an e-mail to [info@ecalvert.com](mailto:info@ecalvert.com), or visit our Web site at [www.ecalvert.com](http://www.ecalvert.com).

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