

Grower Direct: Santa Fires Lead Elf for Revealing North Pole Trade Secret

The elf - who helped negotiate an exclusive deal with Grower Direct Inc. of Edmonton - violated his position of trust and leaked confidential details about a broad line of Christmas baskets and hampers Santa Claus is scheduled to distribute to a lucky list of families across Canada. Under the terms of the agreement, Grower Direct was to clear its parking lot for Santa's sleigh and rent additional warehouse capacity in the Edmonton area to resupply Santa's gift bag. When local police learned about this agreement, they became very concerned about traffic congestion and the potential disruption caused by delighted crowds jostling to catch a glimpse of the jolly old man himself. The resupply depot has since been relocated to an undisclosed location in northern Alberta.

According to the elf, Grower Direct has done something none of its competitors has done: it has completely taken the risk out of choosing a gift for the "impossible to shop for" friend, relative, or business associate. It has made the shopping process nearly effortless, allowing buyers to choose from a collection of customized gifts and offering prices that range from modest to high end. They have downsized the packaging while upsizing the food products in the basket and placed the foods in containers that will be useful for many years.

This unfortunate leak forced Grower Direct to announce its line-up of Premium Gift Baskets designed to provide a combination of excellent foods, extraordinary packaging, and affordable pricing. Although Doug Munro, CEO of Grower Direct, was reluctant to comment on the deal with Santa due to its confidential nature, he finally admitted to some of aspects of the deal. "All our competitors provide a sample of this and a sample of that," Munro said, "but not us! We provide a package that provides full sized portions, not just samples." He went on: "We offer something for everybody - from the family cat or dog to Italian and Japanese food lovers to top end senior executives accustomed to luxury. We even thought about the container. For example, our 'Back Packer' comes equipped for its first picnic - but comes with a picnic backpack that can be used again and again over the years."

The Company has retained legal counsel to object to the elf's wrongful dismissal. As Munro explained, "No one should be surprised to learn that our Company would introduce a lineup of Christmas baskets of this caliber. After all, we've been doing the same thing in the floral industry for the last 20 years. The elf has really done nothing wrong!"

About Grower Direct

Grower Direct has been an FTD Top 100 Member since 2005, an award bestowed to only 100 of its 10,000 agents. Grower Direct Fresh Cut Flowers operates through 40 franchises from sea to sea across Canada. It has strong working relationships with 8 leading fresh flower growers, 2 fresh green suppliers, as well as partnerships with AMA / BCAA / CAA Manitoba.

It evolved from the back-of-the-car, flowers-by-the-fistful venture in 1986 to the largest floral franchise operation in Canada today.

For more information on the Grower Direct and its premium gift baskets, please visit www.growerdirect.com or call Lesley Lowry at 780.436.7774, ext 402 or write her at lesleyl@growerdirect.com.