



DOLE FRESH-CUT FLOWERS

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While DOLE fresh and packaged food products nourish the body, DOLE fresh-cut flowers nourish the soul.

DOLE FRESH-CUT FLOWERS

OVERVIEW

Dole is the largest importer and marketer of flowers in North America and the largest producer of fresh flowers in Latin America.

Dole is the only flower importer with its own chartered daily deliveries by air. Dole delivers the freshest flowers to customers and consumers by keeping flowers cold from the moment they are cut until delivery.

Dole's fresh flower line includes more than 800 varieties, featuring roses, spray roses, carnations, Gerbera and Alstroemeria.

Upper right: A worker in South America carefully plants seedlings that will develop into flower-bearing plants.

Below: Dole's Circus rose is a favorite bicolor variety.

Lower right: Dole's purple and white spray roses and red Gerbera daisies mix for a colorful bouquet.



Dole grows its flowers in greenhouses in South America.



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ROSES, BOUQUETS AND MORE

Dole's rose plantations annually produce over 250 million stems, selected for maximum yield, size, vibrancy, freshness and longevity. The Society of American Florists has recognized Dole's roses with multiple "Outstanding Variety" awards.

Dole's distinctive line of elegant bouquets features unique designs and themes. These bouquets both celebrate special occasions and encourage incorporation of flowers into everyday life.

Along with roses and bouquets, Dole also offers its customers unique and varied high quality fresh-cut flowers. Dole is known for its large bloom carnations, multiple bloom spray roses, expansive selection of Alstroemeria and intensely rich colored Gerbera daisies.

*Upper right: A worker collects flowers to assemble a DOLE bouquet.
Below: Dole's Marlise rose is a delicate shade of pink.
Lower right: Dole's roses are available in a wide variety of unique shades.
Center right: Roses are the world's most popular cut flower.
Far right: Bouquet assembly room in Latin America.*





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HEADQUARTERS FACILITY

Dole Fresh Flowers' headquarters building is located strategically for easy access to Miami's International Airport, where Dole flowers arrive daily from South America.

This 328,000 square foot building, located on 17 acres, is the center of Dole's flower operations, processing, warehousing and shipping. The business offices for the sales and marketing team are located in this building, as well.

The facility houses a state-of-the-art technical laboratory for continual floral research and development. A merchandising room, designed to showcase Dole's 820 varieties of fresh flowers, is a must see for all visitors. The facility also features the Dole Rose Garden that includes rose bushes in various colors and varieties.

*Upper right: Headquarters building for Dole Fresh Flowers.
Below: The Spray Chrysanthemum is also known as the Pompon.
Lower right: Roses are the crown jewel of Dole's fresh-cut flower collection.*

