

# Bay City Flower Company

## 2020 Floral Marketer's Planning Calendar



Size	Pk	Item	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
4"	15	Azalea												
4"	15	Azalea, White												
6"	6	Azalea												
6"	6	Azalea 'Cupid'												
6"	6	Azalea, White												
6.5"	6	Azalea Topiary												
8"	4	Azalea Topiary												
Qt	15	Calla Lily, Assorted Colors												
6.5"	6	Calla Lily, Assorted Colors												
Qt	15	Calla Lily 'Flame'												
6.5"	6	Calla Lily 'Flame'												
6.5"	6	Calla Lily 'Night Watch'												
Qt	15	Calla Lily, White												NY
6.5"	6	Calla Lily, White												NY
6.5"	6	Calla Lily, Yellow												
6.5"	6	Calla Lily Living Bouquet, assorted colors in pot		Vday		Easter		Mday						
4.5"	12	Clivia in clay pot												
6.5"	6	Clivia in clay pot												
	12	Devotion® Heart Frame *NEW*		Vday				Mday						
	12	Devotion® Tree Frame *NEW*												
3.5"	15	Echeveria, Blooming in vase												
4.5"	12	Echeveria, Blooming in clay pot												
3.5"	15	Echeveria 'Devotion®' in vase												
4.5"	12	Echeveria 'Devotion®' in clay pot												
6.5"	6	Echeveria 'Devotion®' in faux terra cotta pan *NEW*												
4.5"	12	Echeveria 'Flamingo' in clay pot												
6.5"	6	Echeveria 'Flamingo' in clay pot												
3.5"	15	Echeveria 'Red Velvet®' in vase												
QT	15	Echeveria 'Red Velvet®'												
6.5"	6	Echeveria 'Red Velvet®'												
3.5"	15	Gardenia Petite in vase												
Qt	15	Gardenia												
6.5"	6	Gardenia												
6.5"	6	Helleborus												
6.5"	6	Helleborus 'Blanc'												
6.5"	6	Helleborus 'Pink Frost'												
3.5"	15	Hens & Chicks in vase												
3.5"	15	Hens & Chicks in Easter Egg vase *NEW*												
4.5"	12	Hens & Chicks in clay pot												
5.5"	10	Holiday Pine with topper decoration (available w/ lights)												
6.5"	6	Holiday Pine with topper decoration (available w/ lights)												
8"	4	Holiday Pine with topper decoration (available w/ lights)												
8"	4	Holiday Pine with lights only												
<b>HYDRANGEA PROGRAM</b>														
<b>3.5" Hydrangea Petites</b>														
3.5"	15	Hydrangea Petites, Assorted Colors, Multi Bloom in vase (wick)												
3.5"	15	Hydrangea Petites 'Glory', Multi Bloom in red vase (wick)												
3.5"	15	Hydrangea Petites, 'New Promise', Multi Bloom in vase (wick)												
<b>4.5" Single Bloom Hydrangea</b>														
4.5"	15	Hydrangea, Assorted Colors					Easter/Mday							
4.5"	15	Hydrangea, Breast Cancer Awareness, Pink, with shipper												
4.5"	15	Hydrangea, Ice Cream Social, Assorted Colors in cone pot covers w/ shipper												
4.5"	15	Hydrangea 'Ravel', Single Bloom												
4.5"	15	Hydrangea, Patriotic Holidays, Red, White & Blue, w/ shipper												

Size	Pk	Item	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>4.5" Multi Bloom Hydrangea</b>														
4.5"	15	Hydrangea, Assorted Colors with AquaFibre™												
4.5"	8	Hydrangea, Assorted Colors in vase (w/ wicking system)												
4.5"	15	Hydrangea, Blue, Purple, Lavender with AquaFibre™												
4.5"	15	Hydrangea 'Crimson Beauty', Multi Bloom with AquaFibre™ *NEW*												
4.5"	15	Hydrangea 'Glory', Multi Bloom with AquaFibre™												New Years
4.5"	8	Hydrangea 'Glory', Multi Bloom in faux bois vase (w/ wicking system)												
4.5"	15	Hydrangea 'Magic Carousel', Multi Bloom with AquaFibre™												
4.5"	15	Hydrangea 'Peppermint Twist®', Multi Bloom with AquaFibre™												
4.5"	15	Hydrangea 'Pistachio', Multi Bloom with AquaFibre™ *NEW*												
4.5"	15	Hydrangea 'Revolution', Multi Bloom in patina tin (w/ wicking system)												
4.5"	15	Hydrangea 'Shooting Star®', Multi Bloom with AquaFibre™						Patriotic						New Years
4.5"	15	Hydrangea 'Wine', Multi Bloom with AquaFibre™												
<b>6" &amp; 6.5" Hydrangea</b>														
6.5"	6	Hydrangea 'Angels Parasol'												
6.5"	6	Hydrangea, Assorted Colors												
6.5"	6	Hydrangea 'Berlin Pink'												
6.5"	6	Hydrangea, Blue						Patriotic						Hanukkah
6.5"	6	Hydrangea, Blue, Purple, Lavender												
6.5"	6	Hydrangea 'Peppermint Twist®'												
6.5"	6	Hydrangea 'Pistachio' *NEW*												
6.5"	6	Hydrangea 'Ravel'												
6"	6	Hydrangea 'Revolution' in patina tin (w/ wicking system)												
6.5"	6	Hydrangea 'Shooting Star®'						Patriotic						New Years
6.5"	6	Hydrangea 'White Robe'												Hanukkah
6.5"	6	Hydrangea 'Wine'												
6.5"	6	Lace Cap Hydrangea, Assorted Colors												
<b>Signature Hydrangea</b>														
6.5"	6	Hydrangea 'Angels Parasol'												
6.5"	6	Hydrangea 'Berlin Pink'												
4.5"	15	Hydrangea 'Crimson Beauty', Multi Bloom with AquaFibre™ *NEW*												
4.5"	15	Hydrangea 'Glory', Multi Bloom with AquaFibre™												
4.5"	8	Hydrangea 'Glory', Multi Bloom in faux bois vase (w/ wicking system)												
4.5"	15	Hydrangea 'Magic Carousel', Multi Bloom with AquaFibre™												
3.5"	15	Hydrangea Petites, 'New Promise®', Multi Bloom in vase (wick)												
4.5"	15	Hydrangea 'Peppermint Twist®', Multi Bloom with AquaFibre™												
6.5"	6	Hydrangea 'Peppermint Twist®'												
4.5"	15	Hydrangea 'Pistachio', Multi Bloom with AquaFibre™ *NEW*												
6.5"	6	Hydrangea 'Pistachio' *NEW*												
4.5"	15	Hydrangea 'Ravel', Single Bloom												
6.5"	6	Hydrangea 'Ravel'												
4.5"	15	Hydrangea 'Revolution', Multi Bloom in patina tin (w/ wicking system)												
6"	6	Hydrangea 'Revolution', in patina tin (w/ wicking system)												
4.5"	15	Hydrangea 'Shooting Star®', Multi Bloom with AquaFibre™						Patriotic						New Years
6.5"	6	Hydrangea 'Shooting Star®'						Patriotic						New Years
6.5"	6	Hydrangea 'White Robe'												Hanukkah
4.5"	15	Hydrangea 'Wine', Multi Bloom with AquaFibre™												
6.5"	6	Hydrangea 'Wine'												
3.5"	15	Jasmine Cascading Petite in vase												
Qt	15	Jasmine Cascading												
6.5"	6	Jasmine Cascading												
6.5"	6	Jasmine Cascading in basket												
Qt	15	Lavender												
6.5"	6	Lavender												
6.5"	6	Lavender in basket												

Size	Pk	Item	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>LILIES</b>														
6"	6	Lily 'Bella'												
6"	6	Lily 'Bella Blanc'												
6"	6	Lily 'Bordeaux'												
6"	6	Lily 'Easter Story'												
6"	6	Lily LA Hybrid (Easter lily x Asiatic hybrid)												
6"	6	Lily 'Love Story'												
6"	6	Lily Oriental												
6"	6	Lily 'Winter'												
	6	Living Wall Art with 3.5" Echeveria 'Devotion®' in vase												
	6	Living Wall Art with Echeveria 'Red Velvet®' in vase												
Qt	15	Oregano												
6.5"	6	Oregano												
3.5"	15	Ornithogalum 'Bethlehem' Petite in vase												
Qt	15	Ornithogalum 'Bethlehem'												
6"	6	Ornithogalum 'Bethlehem'												
3.5"	15	Ornithogalum 'Sun Star' Petite in vase												
4.5"	15	Ornithogalum 'Sun Star'												
4.5"	12	Pincushion in clay pot												
6.5"	6	Rhododendron												
4.5"	12	Scarlet Paintbrush in clay pot												
4.5"	15	Sedum Sieboldii in patina tin												
6.5"	6	Sedum Sieboldii in patina tin												
4.5"	12	Succulent Collection												
	15	Succulent Chica Frame												
	4	Succulent Grande Frame												
	6	Succulent Window Box												
	15	Winter Succulent Chica Frame w/ 'Devotion®' Echeveria <b>*NEW*</b>												
	4	Winter Succulent Grande Frame w/ 'Devotion®' Echeveria <b>*NEW*</b>												
	6	Winter Succulent Window Box w/ 'Devotion®' Echeveria <b>*NEW*</b>												
6"	6	Sunrise® Cactus												
6"	6	Sunrise® Cactus 'Dawn' <b>*NEW*</b>												
4"	15	Zygo Cactus												
6"	6	Zygo Cactus												
8"	4	Zygo Cactus												
<b>PETITE COLLECTION* Available in an assorted pack</b>														
3.5"	15	Echeveria, Blooming												
3.5"	15	Echeveria 'Devotion®'												
3.5"	15	Echeveria 'Red Velvet®'												
3.5"	15	Gardenia Petite												
3.5"	15	Hens & Chicks												
3.5"	15	Hydrangea, Assorted Colors, Multi Bloom												
3.5"	15	Jasmine Cascading												
3.5"	15	Ornithogalum 'Bethlehem'												
3.5"	15	Ornithogalum 'Sun Star'												
<i>*All products will be in clay vases</i>														
Size	Pk	Item	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>SUCCULENT PROGRAM</b>														
	12	Devotion® Heart Frame <b>*NEW*</b>		Vday			Mday							
	12	Devotion® Tree Frame <b>*NEW*</b>												
3.5"	15	Echeveria, Blooming in vase												
4.5"	15	Echeveria, Blooming in clay pot												
3.5"	15	Echeveria 'Devotion®' in vase												
4.5"	12	Echeveria 'Devotion®' in clay pot												
6.5"	6	Echeveria 'Devotion®' in faux terra cotta pan <b>*NEW*</b>												
4.5"	12	Echeveria 'Flamingo' in clay pot												
6.5"	6	Echeveria 'Flamingo' in clay pot												
3.5"	15	Echeveria 'Red Velvet®' in vase												
QT	15	Echeveria 'Red Velvet®'												
6.5"	6	Echeveria 'Red Velvet®'												

Size	Pk	Item	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>SUCCULENT PROGRAM</b>														
3.5"	15	Hens & Chicks in vase												
3.5"	15	Hens & Chicks in Easter Egg vase <i>*NEW*</i>												
4.5"	12	Hens & Chicks in clay pot												
	6	Living Wall Art with 3.5" Echeveria 'Devotion®' in vase												
	6	Living Wall Art with Echeveria 'Red Velvet®' in vase												
4.5"	12	Scarlet Paintbrush in clay pot												
4.5"	15	Sedum Sieboldii in patina tin												
6.5"	6	Sedum Sieboldii in patina tin												
	15	Succulent Chica Frame												
	4	Succulent Grande Frame												
4.5"	12	Succulent Collection												
	6	Succulent Window Box												
	15	Winter Succulent Chica Frame w/ 'Devotion®' Echeveria <i>*NEW*</i>												
	4	Winter Succulent Grande Frame w/ 'Devotion®' Echeveria <i>*NEW*</i>												
	6	Winter Succulent Window Box w/ 'Devotion®' Echeveria <i>*NEW*</i>												

**Programs & Product Highlights By Season**

**SPRING**

**Valentine's Day**

Size	Pk	Item	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
6"	6	Azalea 'Cupid'												
6.5"	6	Calla Lily Living Bouquet, assorted colors in pot												
	12	Devotion® Heart Frame <i>*NEW*</i>												
3.5"	15	Hydrangea Petites, 'New Promise®', Multi Bloom in vase (wick)												
4.5"	15	Hydrangea 'Crimson Beauty', Multi Bloom w/ AquaFibre™ <i>*NEW*</i>												
4.5"	15	Hydrangea 'Ravel', Single Bloom												
6.5"	6	Hydrangea 'Ravel'												
6"	6	Lily 'Love Story'												

**Spring Highlights**

Size	Pk	Item	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
6.5"	6	Calla Lily Living Bouquet, assorted colors in pot		Vday		Easter	Mday							
3.5"	15	Hens & Chicks in Easter Egg vase <i>*NEW*</i>												
4.5"	15	Hydrangea 'Revolution', Multi Bloom in patina tin (w/ wicking system)												
6"	6	Hydrangea 'Revolution' in patina tin (w/ wicking system)												
6"	6	Lily 'Bella'												
	6	Living Wall Art with 3.5" Echeveria 'Devotion®' in vase												
6"	6	Ornithogalum 'Bethlehem'												
6.5"	6	Rhododendron												
	4	Succulent Grande Frame												
6"	6	Sunrise® Cactus 'Dawn' <i>*NEW*</i>												

**SUMMER**

**Patriotic Holidays - Memorial Day & 4th of July**

Size	Pk	Item	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
4.5"	15	Hydrangea, Red, White & Blue with shipper*												
4.5"	15	Hydrangea 'Shooting Star®', Multi Bloom with AquaFibre™*												
6.5"	6	Hydrangea 'Shooting Star®'												

\*Shipped in red and white gingham pot cover

**Ice Cream Social**

Size	Pk	Item	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
4.5"	15	Hydrangea, Assorted Colors in cone pot covers w/ shipper												

**Programs & Product Highlights By Season**

**SUMMER**

**Summer Highlights**

Size	Pk	Item	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
4.5"	12	Echeveria 'Flamingo' in clay pot												
6.5"	6	Echeveria 'Flamingo' in clay pot												
4.5"	12	Scarlet Paintbrush in clay pot												
4.5"	12	Succulent Collection												

**Cool Shades of Summer**

Size	Pk	Item	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
QT	15	Calla Lily, Yellow												
6.5"	6	Calla Lily, Yellow												
4.5"	15	Hydrangea Single Bloom, Blue												
6.5"	6	Hydrangea, Blue												
4.5"	15	Hydrangea 'Revolution', Multi Bloom with AquaFibre™*												
6.5"	6	Hydrangea 'Revolution'												
Qt	15	Lavender												
6.5"	6	Lavender												

**FALL**

**Fragrance Collection**

Size	Pk	Item	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Qt	15	Gardenia												
6.5"	6	Gardenia												
Qt	15	Jasmine Cascading												
6.5"	6	Jasmine Cascading												
Qt	15	Lavender												
6.5"	6	Lavender												
Qt	15	Oregano												
6.5"	6	Oregano												

**Ultra Violet Promo**

Size	Pk	Item	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
6.5"	6	Calla Lily 'Night Watch'												
4.5"	15	Hydrangea 'Wine', Multi Bloom with AquaFibre™												
6.5"	6	Hydrangea 'Wine'												
6"	6	Lily 'Bordeaux'												

**Fall Highlights**

Size	Pk	Item	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Qt	15	Calla Lily 'Flame'												
6.5"	6	Calla Lily 'Flame'												
6.5"	6	Calla Lily 'Night Watch'												
3.5"	15	Echeveria 'Devotion®' in vase												
4.5"	12	Echeveria 'Devotion®' in clay pot												
6.5"	6	Echeveria 'Devotion®' in faux terra cotta pan *NEW*												
3.5"	15	Echeveria 'Red Velvet®' in vase												
QT	15	Echeveria 'Red Velvet®'												
6.5"	6	Echeveria 'Red Velvet®' in clay pot												
4.5"	15	Hydrangea 'Pistachio', Multi Bloom with AquaFibre™ *NEW*												
6.5"	6	Hydrangea 'Pistachio' *NEW*												
4.5"	15	Hydrangea 'Wine', Multi Bloom with AquaFibre™												
6.5"	6	Hydrangea 'Wine'												
6"	6	Lily 'Bordeaux'												
6"	6	Lily LA Hybrid (Easter lily x Asiatic hybrid)												
4.5"	15	Sedum Sieboldii in patina tin												
6.5"	6	Sedum Sieboldii in patina tin												
4"	15	Zygo Cactus												
6"	6	Zygo Cactus												
8"	4	Zygo Cactus												

WINTER														
Holiday Trees														
Size	Pk	Item	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
5.5"	10	Holiday Pine with topper decoration (available w/ lights)												
6.5"	6	Holiday Pine with topper decoration (available w/ lights)												
8"	4	Holiday Pine with topper decoration (available w/ lights)												
8"	4	Holiday Pine with lights only												
New Years														
Size	Pk	Item	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Qt	15	Calla Lily, White												
6.5"	6	Calla Lily, White												
4.5"	15	Hydrangea 'Glory', Multi Bloom with AquaFibre™												
6.5"	6	Hydrangea 'White Robe'												
4.5"	15	Hydrangea 'Shooting Star®', Multi Bloom with AquaFibre™												
6.5"	6	Hydrangea 'Shooting Star®'												
Winter Highlights														
Size	Pk	Item	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
4"	15	Azalea, White												
6"	6	Azalea, White												
Qt	15	Calla Lily, White												
6.5"	6	Calla Lily, White												
	12	Devotion® Tree Frame *NEW*												
4.5"	12	Echeveria 'Devotion®' in clay pot												
3.5"	15	Hydrangea 'Glory', Multi Bloom in vase (w/ wicking system)												
4.5"	8	Hydrangea 'Glory', Multi Bloom in faux bois vase (w/ wicking system)												
4.5"	15	Hydrangea 'Peppermint Twist®', Multi Bloom with AquaFibre™												
6.5"	6	Hydrangea 'Peppermint Twist®'												
4.5"	15	Hydrangea 'Shooting Star®', Multi Bloom with AquaFibre™												
6.5"	6	Hydrangea 'Shooting Star®'												
6.5"	6	Hydrangea 'White Robe'												
Qt	15	Jasmine Cascading												
6.5"	6	Jasmine Cascading												
6"	6	Lily 'Winter'												
Qt	15	Ornithogalum 'Bethlehem'												
6"	6	Ornithogalum 'Bethlehem'												
	15	Winter Succulent Chica Frame w/ 'Devotion™' Echeveria *NEW*												
	4	Winter Succulent Grande Frame w/ 'Devotion™' Echeveria *NEW*												
	6	Winter Succulent Window Box w/ 'Devotion™' Echeveria *NEW*												
4"	15	Zygo Cactus												
6"	6	Zygo Cactus												
8"	4	Zygo Cactus												

As of 6/14/19