



BizSnaps

A Snapshot look at local businesses

Edible[®] ARRANGEMENTS

Your Name: Brandon Tuss, owner
Business Name: Edible Arrangements
Address: 119 W. Milwaukee St.
www.ediblearrangements.com
Phone: 608-755-3810

Business Hours: Mon-Fri 8am-5pm; Sat. 8am-3pm
Describe your products / services. We offer a large variety of fresh fruit arrangements, perfect for any and all occasions. We also offer boxes of chocolate-dipped fruit, scrumptious chocolate sauces, plush animals, greeting cards, and balloons.

What differentiates you from your competitors? Edible Arrangements takes great pride in offering an unforgettable gift-giving experience. For convenience, people can order their arrangements online. To better understand our products first-hand, they can also visit our store. Our staff will provide guidance for your special occasion, and you can even try a sample to help you better decide!

How did you get interested and/or started in this business? I was so impressed with the beauty and freshness of the Edible Arrangements, which are made only from premium fruit in a variety of stunning displays. They accommodate for any special occasion – from birthdays and anniversaries to business events and client gifts.

What kind of training or background do you have? I was a school teacher for the past decade, so helping others has always been a huge part of my work. In this position, I find great pleasure in educating people about our products and providing them with a fresh and healthy alternative for special occasions.

What have you learned from this business? As with any small business, there are challenges, yet I choose to see these as stepping stones rather than stumbling blocks. From the overwhelming response to our new business, I learned that Rock County was ready to embrace a healthy alternative to gift-giving! I am committed to giving back, and every day is an opportunity to learn more about how to better serve the community.

What are your future plans for your business? We are proud to be a part of downtown Janesville and are excited for its future growth! We look forward to partnering with even more businesses to help them make the ultimate impression whenever needed.

What or who has had the most influence in the way you do business? Because we are a worldwide franchise, our major influence would have to be Tariq Farid, the founder and CEO of Edible Arrangements International. He started out with an idea to create a global product that encourages healthy eating.

Do you have a favorite saying that applies to your business? "A fresh, sweet, unique way to make any occasion special!"

What do you find most rewarding about this type of work? That would have to be the smiles we receive every day when our fresh, hand-sculpted arrangements are delivered to homes and businesses. It is more than just fruit; we get to deliver an unforgettable experience!

What type of customers use your products / services? Our customers appreciate the beauty of our bouquets and love that the fruit we use is fresh and natural, without any preservatives. Our Bouquet of the Month Club is growing in popularity too. People love to experience the different mouth-watering arrangements each month.

