

# Edible Blooms grow on Europe

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GROWING MARKET: Edible Blooms owners and sisters Kelly Jamieson and Abbey Baker have opened new bases in London and Geneva.

ADELAIDE online gift retailer Edible Blooms has broken into the European market with the opening of two new bases in London and Geneva.

Australia's largest network of gift delivery stores opened its two new offices last week, supplying the European market under its revamped brand Gift Rebellion.

Business partners and sisters Kelly Jamieson and Abbey Baker were set to expand their business last year, but had to put their plans on hold after the UK's Brexit vote in June 2016.

"The UK has for a long time been a prospect for us – we've wanted to open there for years," Ms Jamieson said.

"On a strategic level, the UK is the most in demand delivery market outside of Australia and it is a great complementary market for us given the condensed population and weather.

"One of our key strategies is to reach the customer faster, and so it's a really exciting opportunity to do that in the UK. We can deliver right across the UK on the next business day."

Edible Blooms services the Australian and New Zealand markets from sites across both countries and has partnered with Deliveroo and Uber Eats to offer deliveries within one hour.

Ms Baker will spend up to a year in London establishing the company's presence there and overseeing a team of three London-based staff.

The sisters have partnered with long-time school friend Yurana Rutteman, who will operate from Geneva with husband Mark.

While chocolate bouquets kick-started the business in 2005, it has introduced a wider variety of products in recent years including gourmet hampers, champagne and plants, and plans to expand this further in the coming months.

"Twelve years into our business and we're ready for the next journey and London and our new brand is very much key to that," Ms Jamieson said.

"The edgy look of our Gift Rebellion brand is fresh and takes us back to our core value of gifting differently, and we're slowly introducing the concept to Australia."

Ms Jamieson said Amazon's entry into the Australian marketplace offered opportunities as an alternative distribution channel. "We definitely see it as an opportunity – if they can help us speed up delivery to customers then that's a fantastic opportunity for us," she said.