

## EDIBLE BLOOMS RIDES WAVE OF APPRECIATION



**COMMUNITY SUPPORT:** Edible Blooms co-founder Kelly Jamieson seen an increase in 'giving'.

Picture: TRICIA WATKINSON

### VALERINA CHANGARATHIL

A GROWING loss of connection between friends and family during the COVID-19 crisis sparked an unprecedented show of appreciation that helped Adelaide gifts business Edible Blooms create an additional 40 jobs.

Co-founder Kelly Jamieson was heartened by the com-

munity response during a "rollercoaster ride" as the country went into a partial lockdown to control the spread of the COVID-19 pandemic. The online business has traded through the crisis with half of the new jobs created in SA.

"It has been interesting to observe human behaviour during this time and how our purpose to build happy

communities has thrived," Ms Jamieson said. "The higher demand for our gifts was a surprising outcome for us. There were many 'thankyous' to frontline workers and employees here and overseas."

It has also helped Edible Blooms staff create a "Smiling Bandits" campaign which has seen client-nominated heroes get 40 free gifts since March.

Facebook will be highlighting the campaign to showcase how select businesses globally have supported and engaged with their community during the crisis. Another positive outcome is partnerships with regional producers to create new gift hampers, alongside its edible chocolate bouquets – a first for Mother's Day bookings this year.