

Partnerships bloom for online gift retailer

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Royal Society for the Blind industrial services employees Mandy and Minetta, front from left, with Edible Blooms co-founder Kelly Jamieson and RSB director Damian Papps with some of the products.

SOUTH Australian-based national gifts business Edible Blooms is gearing up for increased Mother's Day delivery demand with a new community

partnership.

One of Australia's biggest online chocolate and fruit bouquet gifting companies, Edible Blooms has partnered with the Royal Society for the Blind's (RSB) industrial services team to package some of its Mother's Day hampers.

The arrangement makes Edible Blooms one of several other local businesses supporting around 70 mostly vision-impaired people to do meaningful work through RSB's business arm.

The team also makes a range of assembly and food packaging solutions and thermo-formed packaging for other businesses.

"It has been our pleasure to be working alongside another proud SA business, whose obvious passion and commitment to the quality of their product is mirrored by our own commitment to providing quality services to the blind and vision-impaired community of South Australia," RSB executive director Damian Papps said.

Edible Blooms founder Kelly Jamieson said: "I'm honoured that this year Edible Blooms is in collaboration with RSB to bring awareness, passion and commitment to the local community."

"Their approach of support, education and empowerment strongly align with ours."

The business also welcomed Australia Post's backflip on its earlier decision to cease carrying perishable items after June 30, due to complex regulations, which would have affected its cheese hampers from the Barossa Valley. "We recognise the original date for ceasing perishable transport through our network would cause significant disruption to small businesses, many who have experienced significant growth in e-commerce sales during COVID-19," said Australia Post's acting group chief executive, Rodney Boys.

Ms Jamieson and her sister, Abbey Baker, set up Edible Blooms in 2005. It employs about 100 people across the two operations in Adelaide and UK, where Ms Baker is based.