Contact: Kristin Heckler, Co-owner

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**First Flower Truck in NYC serves flowers—refueled!**

*Uprooted Flower Truck serves high quality blooms in small quantities*

**New York, NY**– Uprooted Flower Truck is a mobile florist equipped with a sink and floral cooler on board. The truck “pops up” seasonally serving bouquets curbside on Fridays, Saturdays and Sundays in the fall and spring, primarily in the Upper West Side and West Village. Uprooted operates year round by collaborating with companies like Lululemon, SoulCycle and LOFT to provide a surprise and delight for their customers.

The business model of Uprooted Flower Truck is singular among florists in New York. The mobility of the shop allows for easy install into marketing and PR events, custom weekly restaurant designs and, of course, curbside flower sales. Uprooted bouquets are sold in three sizes – *the studio, the loft,* and *the penthouse* which range from $12-45. The truck features a rotating selection of unique seasonal flowers which strikes a balance between quality, design, and convenience.

Uprooted creates a stress-free customer experience by allowing customers to browse flowers from afar. We also provide handles on bouquet bags for easy transport and offer monthly subscriptions for regulars.

*“New Yorkers have a tendency to bow their head down to get as quickly as possible from place to place and avoid eye contact, but seeing the truck always lifts their heads.” said Kristin Heckler, co-owner of Uprooted*

Uprooted Flower Truck can also be found at weddings and corporate events. Uprooted offers several options in addition to traditional floral design:

* Small posies as giveaways for customers, guests or members
* Bouquet Bar set up offering customization for each guest
* The Truck can pop up nearby or install inside a location

Other collaborators include: Kiehl’s, Cynthia Rowley, American Gem Trade Association, Neuehouse, BGI Fashion Group, NYC Pride.

Uprooted was created by long-term couple, Ashley Custer and Kristin Heckler, transplants from Wilmington, DE and Bucks County, PA respectively. Their primary goal with the business is to provide a simple and fun way for everyday New Yorkers to experience extraordinary flowers.

www.uprootedflowertruck.com

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