

Fruit Blossoms

by Melanie Leung

Imagine it is your graduation day. You don a gown and spend an unforgettable day taking pictures with your classmates and loved ones. Finally, when you get to sit back, you realize you do not know what to do with all the bouquets— what a waste!

From graduations to weddings to baby showers and birthdays, people send gifts to celebrate, and they like to “say it with flowers”, especially the ready-for-sale bunches. Such gifts bring delight but they are also bulky and troublesome to keep.

So, why not surprise your beloved with something new? *Varsity* would like to recommend alternative gifts - Edible Arrangements. These are fruit bouquets with hand-sculpted fresh fruits arranged in baskets. They are just as colourful as flowers, they smell just as fragrant, better still – they can be tasted!

With a variety of choices such as strawberries, bananas, pineapples, grapes, apples, oranges, cantaloupes and honeydew melons, this artistically arranged gift also satisfies your appetite. It is fresh, healthy and original. It can also be customized with chocolate-dipped fruits, keepsake containers, plush teddy bears and balloons, making your gift stand out from the crowd.

Edible Arrangements was founded 11 years ago in America and the Hong Kong store opened in January this year. The concept fits with the busy yet sophisticated life-style of Hong Kong

people. You can place an order with a simple phone call or by clicking online. Same-day delivery services are available for those special surprises.

While Hong Kong people seek to enjoy the pleasures of life, they have also become more conscious of health. Healthy fruit baskets without preservatives and sweeteners are highly appreciated.

Specially designed arrangements are offered during festival times. For instance, during Mid-Autumn Festival, there were chocolate-dipped fruit moon cakes.

Besides festivals, people may also buy these edible bouquets to impress their clients, add sophistication to party events, and as an occasional token of appreciation for their colleagues.

The arrangements cost HK\$188 and upwards, although a medium-sized Edible Arrangement would cost you a hefty HK\$700. The arrangements do not last long, you have to consume them within a couple of days before the fruit goes off. But that's unlikely to be a problem with such a delicious gift.

The Edible Arrangements store is located at 348 Nathan Road, Kowloon. Orders can be placed by calling 23850158, or at the company's website at <http://www.ediblearrangements.hk>. 

