

FEBRUARY 2025

THE Gardener



LOVE IN FULL BLOOM ISSUE

Celebrate our Winter Issue, with stunning Valentine's arrangements, sweet deals, fun classes, and houseplant tips. Find exclusive offers and events at Bayport Flower Houses—your destination for blooms and romance this season!

A LETTER FROM THE

Floral Studio

Valentine's Day is the perfect occasion to celebrate the love, joy, and connections that make life so meaningful—and we're here to help you do just that! Our shop is brimming with fresh, stunning flowers that not only brighten any space but also lift the spirits and warm the heart. From the timeless elegance of roses to the cheerful bursts of tulips and ranunculus, we have everything you need to express exactly what's in your heart this season.

It's always a joy to watch our team of talented designers work their magic, transforming each bloom into something truly special. Our goal is to craft arrangements that speak to the emotions you want to convey—whether it's a grand romantic gesture, a thoughtful gift for a friend, or simply a way to share a little happiness with someone you care about. Every flower has a story to tell, and we pride ourselves on making sure that story is perfectly told through our designs.

Flowers have a magical ability to impact our emotions, and there's science to back it up. Studies have shown that flowers can significantly boost mood, reduce stress, and foster emotional well-being. The presence of flowers in your home or in someone's life can trigger feelings of joy, gratitude, and even connection to others. As we celebrate love in all its forms this Valentine's Day, let's not forget that flowers are one of the simplest, most beautiful ways to spread joy and make lasting memories.

At our shop, we don't just offer flowers—we offer experiences. The process of selecting, arranging, and gifting flowers can be an incredibly rewarding way to connect with others, and we're here to guide you through it every step of the way. We take pride in sourcing only the highest-quality blooms, and our team carefully crafts each design to ensure it's as fresh and vibrant as possible.

This Valentine's season, let flowers be the heartfelt expression of your love, admiration, and appreciation. Our designs will help you tell the story you want to share—

whether it's the excitement of a budding romance or the comfort of a long-standing friendship. From classic dozen red rose arrangements like our **Elegance arrangement** to our beautiful **Bayport Best bouquets**, we have something for everyone you care about. Every bouquet we create is a reflection of our dedication to bringing beauty, joy, and inspiration into your life.

I can't wait to share this season with you. Come visit us and experience the power of flowers for yourself.

To order, stop by in-store, call us at **631-472-0014** or visit our website at **www.bayportflower.net**. We're here to help you find the perfect arrangement to make this Valentine's Day unforgettable.

With love and gratitude,

Christine Saroka

CHRISTINE SAROKA
OWNER & FLORAL DESIGN MANAGER

Say it With Flowers!

VALENTINE'S FLOWERS FOR EVERY SENTIMENT

ORDER NOW

I adore you more with every passing day



ADORE FROM \$124.99

I love you. You are my everything!



ROMANCE FROM \$99.99

I'm so thankful to have you in my life



BEAUTIFUL SOUL FROM \$124.99

You're amazing!



KISS MY TULIPS FROM \$74.99

February 7 & 8th

FREE SMALL TRUFFLE & CARD

WITH THE PURCHASE OF AN **ELEGANCE OR ADORE ROSE ARRANGEMENT**

Valid in-store at Bayport Flower Houses February 7 & 8 2025 only. Not to be combined with other offers or on past purchases.. Not valid on gift cards or classes. Coupon must be presented in person.

SKU: TRUF25



PLANT OF THE MONTH

Cyclamen

With their exquisite flowers in shades of pink, white, and deep red, these charming perennials thrive in cooler temperatures and bring lasting beauty to both indoor and outdoor gardens. Their heart-shaped leaves and delicate blooms create a stunning display, making them a beloved choice for fall and winter landscaping. Available in 4.5" or 6" pots



FEBRUARY 13TH

Galentine's Day

Make it a sweet celebration!

FREE BAG OF HAMMONDS HANDCRAFTED MARSHMALLOWS

WITH ANY BAYPORT'S BEST BOUQUET PURCHASE

Valid in-store at Bayport Flower Houses February 13 2025 only. Not to be combined with other offers or on past purchases.. Not valid on gift cards or classes. Coupon must be presented in person.

SKU: GAL25



KIDS CLASS

Valentine's Day Flowers

SATURDAY FEBRUARY 8TH AT 2 PM
\$25 PER CHILD

REGISTER NOW

EMPLOYEE SPOTLIGHT



Nicole LaSpina

MANAGER, GARDEN CENTER

Growing With Us Since 2009

Nicole is the expert behind our thriving garden center at Bayport Flower Houses. Since joining our team in 2009, she has built a wealth of knowledge on everything from giftware to outdoor gardening. Her passion for plants and keen understanding of garden design make her an invaluable resource for both novice and seasoned gardeners alike. With her friendly guidance and deep expertise, Nicole ensures that every customer finds exactly what they need to bring their garden dreams to life. We're so lucky to have her on our team!

Tell us about when you started at Bayport Flower Houses...

I came to Bayport Flower Houses with an education and work experience in horticulture. It was late winter, and I was interested in working at the Flower Houses because my prior work experience had mostly been growing and selling plants, in the field, outdoors in all types of weather. The thought of working in a beautiful old greenhouse and sharing my knowledge of plants in a retail setting seemed interesting and fun to me. I really enjoyed coming to work and helping customers find what they needed, but I never expected to start making friends with them. I found out early that Bayport Flower Houses was becoming a destination, and I have really enjoyed being a part of the experience.

I have been a part of the Bayport Flower Family for 16 years this March. I am the Garden Center Manager, and I love my position here. I have the freedom to explore my creativity, and I work for and with some of the most talented people I have ever met. I am truly blessed.

What is a memorable moment at BFH?

I was helping a mom and her young son find a little plant that would do well inside her home and small enough to fit into her container. As we walked around the Tropical House, where we grow and sell our indoor plants, we found a little plant that the mom fell in love with. I told her that the cute little plant with the shiny round leaves was a *Pilea Peperomioides*. They both thought that was a silly name for a plant and I could see that the little boy was very interested. We walked together to the counter and as I finished the transaction the little boy tugged on his

mom's sleeve and whispered to her "mom, I didn't know pepperoni grew on plants". It made me smile all day thinking about it.

What is your favorite blooming shrub?

My favorite flowering shrub is the Old-Fashioned Lilac. I have fond memories of going out to my parents' side yard on Mother's Day morning and gathering tons of them, their giant pink-purple heads still dripping with morning dew. The scent has always been intoxicating to me.

What is your favorite annual?

I have so many favorite annuals, it's hard to pick just one. I guess it has to be Coleus. I grow several varieties in my garden containers every year and they are some of the last that I pull out in late fall. I always make sure to include some varieties from the Color Blaze series like 'Torchlight', 'Sedona Sunset' and 'Wicked Witch'.



\$20 GIFT CARD

WITH ONLINE PURCHASE OF
\$125 OR MORE

Valid online at Bayport Flower Houses (www.bayportflower.net) until February 13. Not to be combined with other offers or on past purchases. Not valid on gift cards or classes.

SKU:
WEB25

February 8 - 9th



HOUSEPLANT WEEKEND

20% OFF
HOUSEPLANTS &
DECORATIVE POTTERY

Valid in-store at Bayport Flower Houses February 9 & 10, 2025. Not to be combined with other offers or on past purchases. Not valid on gift cards or classes. Coupon must be presented in person.

SKU:
HOUSE25

FREE ADULT CLASS

Everything Houseplants!

Bring your questions, your pictures, or even bring your plants - we'll have the answers!

SATURDAY FEBRUARY 9TH AT 10 AM

Winter-Proof Your Houseplants

4 EASY TIPS TO KEEP THEM THRIVING ALL SEASON

As the days get shorter and temperatures drop, our houseplants feel the seasonal shift just like we do. While they might not bundle up in cozy sweaters, they do need a little extra care to stay healthy and happy through the winter months. Here's how you can help your indoor jungle thrive when the weather outside is frightful.

1 LIGHTEN UP THEIR SPACE

Winter means less sunlight, which can make your plants look a bit droopy. Move them closer to

windows where they can soak up as much natural light as possible. If your home lacks sunny spots, consider using a grow light to keep them bright and perky.

2 WATCH THE WATERING

Your plants don't need as much water in winter since they grow more slowly. Overwatering is a common mistake—let the top inch or two of soil dry out before giving them a drink. Always check the soil first, and remember, it's better to underwater than overwater during the colder months.

3 KEEP THEM COZY (BUT NOT TOO WARM)

Most houseplants prefer to be in temperatures between 60 - 75°F. Keep them away from drafty

windows, cold air, and heating vents that can cause sudden temperature changes. A stable, cozy spot will help them adjust smoothly to winter indoors.

4 BOOST THE HUMIDITY

Winter air can be dry, and your tropical plants will miss the humidity. You can mist them occasionally, group them together to create a mini greenhouse effect, or place a humidifier nearby. Even placing a tray of water and pebbles under your plants can make a big difference.

With just a little extra attention, your houseplants can breeze through winter and be ready to bloom come spring. Happy growing!



Roses & Romance

HOW THE RED ROSE BECAME A VALENTINE'S DAY ICON

As Valentine's Day approaches, lovebirds everywhere are busy pondering the perfect gift to express their feelings. For many, the classic choice is a dozen stunning red roses—the quintessential emblem of romance. But what makes these blooms so iconic? How did a simple bouquet of red roses come to symbolize deep love and desire? While other blooms like tulips, lilies, and peonies certainly have their charm and can be wonderful gifts on this special day, red roses reign supreme in the realm of romance. Their prominence stems from a rich history, profound cultural significance, and a bit of clever marketing.

The Origins of Gifting Roses

Roses, beloved symbols of love and beauty, boast a history that's as rich and vibrant as their petals. With fossil evidence tracing back to an astonishing 35 million years ago, these enchanting flowers belong to a lineage that includes over 150 species thriving across the Northern Hemisphere. The journey of cultivating roses for gardens and **commercial use began around 5,000 years ago, with ancient China at the forefront of this blossoming trend**, as noted by researchers from the University of Illinois (University of Illinois Extension., n.d.).

During the **grandeur of the Greek and Roman eras, roses truly came into their own**. These exquisite blooms graced the lavish public gardens of the Middle East, where they were cherished not just for their beauty but also for their versatility—used in perfumes and as confetti to shower celebrations in a burst of color. Doesn't that sound familiar to certain present day traditions (I'll give you a hint, it's Valentine's Day & Weddings)?

As their popularity soared, roses wove their way into the fabric of mythology. **To the Greeks, they were a symbol of Aphrodite, the goddess of love and beauty. The Romans adopted this passion, associating roses with both Venus, the goddess of love, beauty, and fertility, and Persephone, the goddess of spring** (Duke University Arts & Humanities., n.d.).

However, after the fall of the Roman Empire, the rose's prominence waned, resting in the



Old Damask Red Rose, *Rosa Gallica*

shadows—until the **Medieval and Renaissance periods brought it back into the limelight**. Roses, specifically red roses (even more specifically the Apothecary's Rose, a red rose very popular in the Medieval period also known as the Damask Rose), **became popular gesture for courtship and romance** (National Trust Mottisfont, 2014). Roses also began to see its way into art and literature solidifying its position as a symbol of love. The journey of the rose is a captivating tale that reminds us of the timeless admiration we hold for these exquisite flowers.

Roses & Valentine's Day

As roses continued to symbolize love and passion, their association with Valentine's Day began to take shape. **The roots of this romantic holiday trace back to St. Valentine, a Roman priest who, according to legend, defied Emperor Claudius II's ban on marriages and secretly wed young couples**. Some versions of the story claim that Valentine himself sent a love note signed "From your Valentine" (Farndon, 2000), cementing his

role as the patron saint of lovers. By the mid-18th century, Valentine's Day as we know it was well established, with couples exchanging handwritten love notes and small tokens of affection. **It was during the Victorian era, however, that the tradition of gifting flowers—especially red roses—became a widespread practice**. The Victorians were enamored with floriography, or the "language of flowers," a system that assigned meanings to different blooms (Seaton, 1995).



Valentine Card by Kate Greenaway, British, 1880

Red roses, with their deep crimson hue, were universally understood to convey deep love, passion, and desire—a message perfectly suited for Valentine’s Day.

As society progressed, so did the floral industry’s ability to commercialize romance. In the early 20th century, florists and advertisers began marketing red roses as the ultimate Valentine’s Day gift. At Bayport Flower Houses, our connection to roses runs deep—before shifting our focus to homegrown potted plants, we cultivated roses to supply the New York City markets as they became more popular.

Our history with rose cultivation reflects a longstanding love for these timeless blooms, making their significance on Valentine’s Day even more special. Their widespread appeal led to the enduring tradition of presenting a dozen red roses as the ultimate romantic gesture (FTD, 2023). Today, millions of roses are sold worldwide every February 14th, cementing their status as the undisputed symbol of love (SAF, 2023).

Why a Dozen Roses?

But why twelve? The number 12 has long been associated with completeness and perfection, appearing in various cultural, religious, and natural cycles—think of 12 months in a year, 12 zodiac signs, and 12 hours on a clock (Greenaway, 1884). A dozen roses not only looks visually balanced in a bouquet but also carries the meaning of wholeness and devotion—a perfect way to say, “You mean the world to me.”



Elegance Arrangement, from \$124.99

Rose’s Prevalence as a Valentine’s Classic

Still, the tradition of giving a dozen red roses endures, reminding us that some symbols of love are simply timeless like our Elegance arrangement. Whether you choose classic red roses or a unique floral arrangement, the most important thing is the message behind the blooms—expressing love, appreciation, and heartfelt emotion.

This Valentine’s Day, whether you’re giving or receiving, take a

moment to appreciate the history behind those beautiful roses. They carry centuries of romance in every petal!

REFERENCES

- Seaton, B. (1995). *The Language of Flowers: A History*. University of Virginia Press.
- Greenaway, K. (1884). *Language of Flowers*. Frederick Warne & Co.
- Farndon, J. (2000). *The Illustrated Encyclopedia of Flowers*. Lorenz Books.
- Florists’ Transworld Delivery (FTD). (2023). “Valentine’s Day Flower Trends and History.” Retrieved from [ftd.com](https://www.ftd.com).
- Society of American Florists (SAF). (2023). “The Impact of Roses on Valentine’s Day Sales.” Retrieved from [safnow.org](https://www.saf.org).
- American Floral Endowment (AFE). (2023). “Trends in Floral Gifting.” Retrieved from [endowment.org](https://www.endowment.org).
- University of Illinois Extension. (n.d.). “History of Roses.” Retrieved from [extension.illinois.edu](https://www.extension.illinois.edu).
- Duke University Arts & Humanities. (n.d.). “A Stroll in the Garden.” Retrieved from [arts.duke.edu](https://www.arts.duke.edu).
- National Trust Mottisfont. (2014). “Medieval Roses.” Retrieved from [ntrmottisfontplaceforart.wordpress.com](https://www.nationaltrust.org.uk/mottisfont).

Colorful Blooming

Primroses

Now through February 28th

PRIMROSE 4.5" POT SPECIAL

3 FOR \$12.99

Valid in-store at Bayport Flower Houses through February 28, 2025. Not to be combined with other offers or on past purchases. Not valid on gift cards or classes. Coupon must be presented in person.

SKU:
PRIM25



Thank you for being a part of our community.
Here's to *growing* together!

Bayport Flower Houses
940 Montauk Hwy, Bayport, NY 11705
(631) 472 - 0014

Monday -Saturday : 8 am - 6 pm
Sunday : 9 am - 3 pm

