



Flower Bar Shop

MEMBER ENGAGEMENT
TORONTO CRICKET SKATING
& CURLING CLUB

Bloom Bar

The Flower Bar is a curated pop-up floral experience that enhances the member lifestyle during key holidays like Valentine's Day and Mother's Day. It positions the club as a thoughtful, all-in-one destination.

Members can purchase beautifully arranged, ready-to-go bouquets or create custom arrangements — eliminating the need for an extra stop during busy holiday periods.



Why Does this Matter?

The Flower Bar is a curated pop-up floral experience that enhances member experience.

Convenience, without having to leave the club, they can purchase flowers at the club

Create custom arrangements or grab a ready-to-go bouquet — all in one convenient stop.

Event Enhancements

- Floral arranging classes (Juniors, parent-child, ladies' night)
- Holiday wreath-making workshops
- “Sip & Stem” evenings with wine + guided arranging
- Baby Showers, Engagement Parties
- Mother's Day, Easter & Valentine's Day Flower Pop-Up

