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Delaware Valley Floral Group Acquiring Kennicott-Paramus (Formerly Hillcrest Garden)

Sewell, NJ - The Delaware Valley Floral Group (DVFG) has reached an agreement to acquire the Paramus, New Jersey branch from Kennicott Brothers. DVFG will acquire certain assets of the company through an asset purchase agreement.

Originally founded in 1936 as Hillcrest Garden, the company enjoyed 83 years of ownership and operation by the Levy family and has been serving professional florists and event organizers in the Tri-State area (New York, Connecticut, New Jersey). In 2019, Kennicott Brothers purchased the company and operated it as Kennicott-Paramus. The business will be consolidated into DVFlora, a division of DVFG. Kennicott-Paramus customers will be primarily served from the DVFlora distribution center in Edison, New Jersey with additional support from its Hartford, Connecticut and Hauppauge, New York centers.

Ken Wilkins, DVFG's VP of Business Development, commented: "Kennicott-Paramus has a strong reputation for quality and service. We are happy to announce that several members of the Kennicott-Paramus team will be joining DVFG, including salespeople, buyers, and office personnel. Our company and its position in the market have been strengthened by this acquisition".

Ken added, "We have a tremendous amount of respect and admiration for Kennicott Brothers and appreciate that Red and Gustavo brought this opportunity to us. We have had great success adding wholesalers to our company and remain interested in further acquisition opportunities."

Jack Chidester, DVFG's CEO, stated: "This acquisition represents a tremendous opportunity to extend our services and capabilities to the customers and salespeople of Kennicott-Paramus. We are eager to introduce ourselves to new customers and to welcome our new teammates to the company and to build new, mutually beneficial relationships".

About DVFlora:

DVFlora, a division of the Delaware Valley Floral Group, specializes in providing professional retail florists and event designers with the finest in fresh cut flowers, floral supplies, botanicals, and gourmet products. They have a dedicated fleet service that offers cold-chain delivery to customers on a daily basis throughout the Northeastern USA, as well as nationwide shipping options. Their commitment to quality, selection,

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and reliable delivery have made them a trusted partner in the industry. For more information, visit www.dvflora.com.

About Delaware Valley Floral Group:

Delaware Valley Floral Group has been a cornerstone in the wholesale floral industry for 64 years. Their unwavering dedication to excellence, quality, and top-notch customer service has solidified their position as one of the most respected names in the market. For more information, visit www.dvfloralgroup.com.

For further information, please contact:

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