

The Elite Group Announces Acquisition of The USA Bouquet Company

Miami, FL – Today, The Elite Group has announced its acquisition of The USA Bouquet Company from Dutch Flower Group effective December 1st, 2024. The acquisition will serve to expand the reach of The Elite Group across North America and will allow The USA Bouquet Company to leverage Elite’s global resources and expertise to expand its product offerings and services.

Juan Carlos Hannaford, President of The Elite Group, says the acquisition is a logical “next step” for Elite as it continues to expand its footprint and service offerings across the U.S. It will also strengthen USA Bouquet’s position in the marketplace and allow the company to focus on innovation and growth.

Edgar Lozano, President of The USA Bouquet Company, states “We are excited about the advantages that joining The Elite Group will bring for USA Bouquet and the many new opportunities it will allow us to offer our customers”. When asked about the impact of the acquisition to the business, Mr. Lozano replied “We want to assure our customers and suppliers that USA Bouquet will continue to operate business as usual. This acquisition will serve to help us focus on our core commercial strengths and to continue building and strengthening our business partnerships.”

About The Elite Group

The history of Elite Group, with its beginning in Elite Flower, goes back to 1991, when the pioneer of the floral industry Peter Hannaford planted a few hectares of roses in Colombia with the support of his wife, Maria Fernanda, and some relatives. Elite Group, now with more than 35 business units around the world, continues to cultivate revolutionary advances in automation, logistics and processing to ensure maximum freshness without compromising its sustainability practices. Today, a team of experts guides the Elite Group through its blossoming into the largest and most innovative perishable goods group in the world.

About The USA Bouquet Company

The USA Bouquet Company was incorporated in 2001. It was founded to take over and continue the business of The USA Floral Products Bouquet Division. USA Bouquet imports, manufactures and distributes fresh cut flowers and related items and services in the United States from our regional facilities located in Florida, Illinois, California, Georgia, New Jersey, and Texas.