
PRESS RELEASE

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Edible Arrangements selects The Phoenix as their agency partner

To develop the launch strategy and implementing the retail plan for Incredible Edibles

[Edible Arrangements](#) has named the Phoenix LMG as an agency partner to assist with the launch of their newest business endeavor! The world-renowned innovator in helping people to celebrate special moments is at it again with the launch of Incredible Edibles! This creative venture will provide a variety of hemp extract-based products including foods and wellness products, such as tinctures and lotions, for sale in all Edible Arrangements stores across the US. The Phoenix has been charged with developing and implementing Shopper Marketing and Merchandising initiatives for Incredible Edibles.

Phoenix Lifestyle Marketing Group is a full-service marketing agency specializing in insights-driven Brand Development, Brand Strategy, Campaign Design and Program Execution. We leverage our expertise in iconic Brand Architecture and our network of strategic partnerships to cultivate meaningful connections that unite Brands and their audiences. At The Phoenix, we pride ourselves on delivering on time, every time and on brand, every day to exceed our clients' expectations and deliver results.

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