

Business is b(l)ooming



Not only in the UK: *Bloom & Wild* is successful in Germany as well

British flower gifting brand Bloom & Wild has completed a Series-C round of financing worth GBP 15m (approximately EUR 16.7m) and will use the capital to further drive its exceptional growth. Burda Principal Investments is participating in the round led by Piper together with other existing investors such as MMC Ventures. It is the largest investment for the brand yet. *Bloom & Wild* was founded in 2013 by Aron Gelbard and Ben Stanway and is set to become Europe's most loved flower brand.

"The great team around founder Aron Gelbard has set itself the goal of using the fresh capital to become the UK market leader in flower distribution and to continue the successful internationalisation on the continent. We are pleased to continue to support them."

Christian Teichmann, Managing Director of *BurdaPrincipal Investments*

Burda has held a stake in the company since February 2017, which has doubled its annual growth during this period. Burda has also successfully supported the internationalisation of the business: *Bloom & Wild* has been active in continental Europe since the launches in

Germany and France and continues to expand its business in both countries. More than 50 million flowers have been shipped to date across UK, France and Germany.

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