

PRESS RELEASE

NARCISSI SEASON COMES EARLY ON THE SCILLIES

Sunny autumn weather has brought the Scilly Isles' famed narcissi into bloom early.

St Martin's-based postal flower delivery service, Scent from the Islands, is already busy collecting, arranging and posting off the first crop of sweetly scented, vibrantly coloured blooms.

Owners of the business, Ben and Zoe Julian, said that after the dreadful summer we've all shared the warmth of September and October have come as a real boost to business.

Ben explained: "Scented narcissi are unique to the islands. They are not grown elsewhere in Britain because they cannot withstand the frost. Here they are bathed in the warm Gulf Stream and we have methods of warming the soil to enhance the growing season and the flower quality.

"I know it's only September but the mild autumn weather means spring has already arrived on the Scillies and our narcissi season has begun."

Ben explained that because the narcissi are all grown outdoors and are sent straight from the farm to the customer they have an unusually small carbon footprint. Scent from the Islands flowers are grown outside to take full advantage of the unique mild sub-tropical climate enjoyed by the Isles of Scilly.

Scent from the Islands is a relatively small concern but its conservation friendly techniques and belief that high quality, value for money and customer satisfaction are essential have led to huge success. Last spring boxed Scent of the Islands narcissi were judged 'Best of the Bunch' on quality and customer satisfaction in BBC Wildlife magazine 'Best Buys'.

Announcing his verdict reporter Simon Birch said: "The scented narcissi are miniature daffodils with the most delicate and beautiful vivid yellow flowers. Within a day or so of putting them in a vase they had completely filled my flat with their heady fragrance.

"When it comes to cut flowers I'm not one for over-fussy arrangements preferring simple but strong splashes of colour, which is why I made these wonderful harbingers of spring my overall winner."

Flower selling has been an essential part of the Scilly Islands' economy for centuries and the Julians work hard to keep that tradition alive and growing.

For more information and orders call 01720 422169 or visit the website www.scillyflowers.co.uk.

Ends

8 October 2008

PHOTOS – available on request

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