

## **PRESS RELEASE**

### **SWEET SMELL OF SUCCESS**

With most British businesses reporting gloomy figures for the first quarter of this year, Scilly-based postal flower service, Scent of the Islands, has bucked the trend by reporting a growth in sales.

Since January sales figures are up almost 3% on last year with particularly successful peaks during February, March and April – Valentine’s Day, Mothering Sunday and Easter.

Even the weather seems to have been on the side of Scent from the Islands as, despite Easter falling late this year, the arctic snap of February slowed the growth of the sweet scented Narcissi the company grow around the Scilly Isles - leaving plenty available to post off to customers during a really busy Easter period.

Company partner, Zoe Julian, said: “It’s been a great start to the year with everything seeming to work to our advantage. An icy February meant we had a plentiful supply of beautiful Narcissi for Mother’s Day which was fantastic because we have had a particularly busy Easter.”

Zoe said she felt maybe their positive sales figures reflected people’s current mood of only being prepared to spend money on products to brighten and cheer themselves during the gloom of recession if they are high quality, affordable and good value for money.

Ends

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