



# Martin's Flowers

## AT THE PINEHILLS

In order to understand the price points that are used in designing your wedding flowers it is important to know what drives the price. There are two primary drivers; labor and materials (flowers). This is true for any product and flowers are no different.

To understand what goes into the price of flowers we have divided them into three separate categories or price points, High Premium, Premium, and Value. The cost of your wedding will be impacted based on the types of flowers you select and the difficulty in handling those flowers. Some flowers are more delicate or difficult to handle and require additional time to create. We will focus on the types of flowers that are included within these three categories.

**High Premium** – The first price point is "High Premium". These are flowers that are in the range of \$10 and up per stem. This price point is used to highlight the range and does vary with the season and volume discounts available to the florist. Typical "High Premium" flowers include:

Gardenias	Delphinium hybrid
Hydrangea	French tulips
Calla Lilly	Dahlias
Amaryllis	Peony

**Premium** – The second price point is "Premium". These are flowers that are anywhere from \$4 and up per stem. Once again the prices will vary based on the season and availability of the flowers within the wholesale market. Typical "Premium" flowers include:

Rose	Asiatic Lilly
Lilly of the Valley	Sun Flowers
Freesia	Margarite Daisies
Stephanotis	Bells of Ireland
Larkspur	Gloriosa (looks like an inverted lilly bloom)
Tulip	Flox
Orchids	Solidago (looks like goldenrod)
Bouvardia	Thistle
Stock	Star of Beth
Gerbera Daisy	Lilac
Snap Dragon	Gladiolus

**Value** – The last price point are "Value" flowers. These are flowers that are generally \$3 or less per stem and also have multiple blooms to work with. "Filler" flowers tend to fall into this category as well. Typical "value" flowers include:

Babies Breath	Mini Carnations
Wax flower	Full Size Carnations
Astromeria	Chrysanthemum (Various types of Mums)

Another factor to consider when creating your wedding flowers is the overall visual value of the bloom. For example, A rose will classically take up anywhere from 1 inch to 3 inches in diameter in a bouquet. This is the same amount of space that a carnation will take up but the carnation will cost much less than a rose as noted in the above category tables. On the other hand a hydrangea will take up 7-12 inches depending on the farm and the breed of the flower. Therefore you would be able to fit fewer Hydrangeas in a bouquet where you might have 25+ roses in say a small hand tied bouquet. This might cause you to select a bouquet of a premium flower such as a hydrangea and add a few roses in and you have a beautiful mid range bouquet perfect for a bridesmaid. In this scenario the hydrangea is actually a better value per inch than the roses are.

As a point to note, some flowers may seem like they are in the more affordable "premium" class, but on a per inch basis they become more expensive. This may seem a bit confusing but during your consultation you can discuss various options based on your needs.

One mistake that people make is saying to themselves "*I want all roses and no filler*". Or "*I want a gardenia bouquet, with greens*". Those two flowers do take up a good space amount in an arrangement. However not having any other flowers mixed in will cause us to use more "premium" or "high premium" flowers; resulting in a higher price for the bouquet or in the case of a bouquet with greens, a sparser looking bouquet. Again we will work with you to ensure you have the information required to make the best decision for your specific circumstance.

We didn't discuss this here but some flowers require special handling or they might be more difficult to arrange based on their delicate nature. The labor required to deal with these variables will also impact price. We will be careful to ensure that you know these points during your wedding consultation. Our designer will work with you to determine the best value for the look you are trying to achieve. We understand the need to create an elegant look that meets your budget constraints.

We will strive to ensure you have all the information necessary for you to make your final selection. This is a very important aspect of your wedding so we strive to ensure you will be delighted with the results.