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By Michael Barker

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First British peonies reach Waitrose

Retailer says sales of the flowers are on the rise and were further boosted by the royal wedding



Waitrose has begun stocking its first British peonies of the summer.

Grown by father and daughter Gordon and Laura Flint at New Horizon Farm in Lincolnshire, the flowers are being sold online at Waitrose Florist in a selection of bouquets. They are available in white, pink, cerise and red variants until the end of June.

Sales of British peonies at Waitrose were up 19 per cent in 2017, and the flower was boosted by forming part of the royal wedding chapel flowers and cake decoration last weekend.

Nicola Wall, Waitrose flower buyer, said: "Our customers love British seasonal flowers and the British peonies are a seasonal classic. Due to their short season at the start of summer, we find them

to be very popular among our customers. Arriving just in time for wedding season, the flowers are often used in bridal bouquets due to their beautiful colours and romantic qualities."