



MEDIA RELEASE

12 February 2024

Cupid's secret weapon is the Brisbane Flower Market

Every secret admirer's secret is that they call on the Brisbane Flower Market in Rocklea before Valentine's Day to ensure they get the very freshest flowers and the biggest range of heartfelt savings.

The Brisbane Flower Market is buzzing with love and roses with florists and flower wholesalers expecting strong demand for Valentine's Day deliveries to workplaces and homes.

According to Brisbane Flower Market spokesperson, Seren Trump, Valentine tastes are changing, with Brisbane Flower Market businesses reporting a rise in people looking beyond the traditional red for love.

"We've seen a real shift in preferences with other colours becoming much more popular. Whereas four years ago, our wholesalers may have sold 80% red roses and 20% other colours at Valentine's, this year we are much closer to a 50/50 split," she said.

"Obviously red is still the favourite but colours like burnt orange or yellow, which symbolises friendship, are rising in popularity. We've all realised that it's not about the colour, it's the gesture that matters."

This expansion in colour options is also good news for budget-conscious shoppers, with red roses having a slightly higher price point.

"Other ways to save some money this Valentine's Day is opt for seasonal flowers rather than roses, for instance natives are a great option in hot and humid weather," Ms Trump said.

Brisbane Flower Market wholesalers have trucks arriving 24 hours a day to meet the expected demand with blossoms from Queensland's growers, including those in Redlands, the Sunshine Coast and the Lockyer Valley, and further afield from Victoria and Tasmania, as well as imported flowers from Central America, Africa and India.

The Brisbane Flower Market is open to the public from 5am to 3pm weekdays, and from 6am to 1pm on Saturdays. To meet Valentine's Day demand, trading hours have been extended to 5am to 5pm on Tuesday, 13 and Monday, 14 February.

Not for publication - Media attendance

Media access to bursting cold rooms and to speak with our wholesalers is available in the lead up to, and on, Valentine's Day Wednesday, 14 February with an abundance of colour as your backdrop.

When: 6-10am on Tuesday and Wednesday, 13 and 14 February

Where: Brisbane Flower Market, 385 Sherwood Road, Rocklea

Parking: Turn into the Sherwood end of the Brisbane Markets Commercial Centre (driveway next to the Chemist Warehouse) and drive through the open gates to park directly in front of the Brisbane Flower Market.

Note: A range of photographs is available on request

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About the Brisbane Flower Market:

The Brisbane Flower Market is Queensland's largest hub for the wholesale and retail of fresh flowers. Flowers are sourced from around Australia and overseas, and sold to customers including florists, fruit shops, the general public and retail outlets by direct sale.

Parking: Turn into the Sherwood end of the Brisbane Markets® Commercial Centre (driveway next to the Chemist Warehouse) and drive through the open gates to park directly in front of the Brisbane Flower Market.

Wholesalers: There are five flower wholesalers available to assist with media queries. They are:

Brisbane Market Flowers

Contact: Marion Mirciov

Telephone: 07 3278 0266 / 0419 174 157

Email: contact@brisbanemarketflowers.com.au

Redlands Fresh Flowers

Contact: Mandeep Nijjar

Telephone: 07 3278 2085

Email: mandeep@redlandsfreshflowers.com.au

Flowerlovers

Contact: Kate Kunde

Telephone: 07 3278 0655

Email: info@flowerlovers.com.au

Djirang Plantation

Contact: Karen Watkinson

Telephone: 0466 409 290

Email: info@djirangplantation.com.au

Flower HQ

Contact: Rachel Minns

Telephone: 07 3379 4844

Email: brisbaneadmin@flowerhq.com.au

About Brisbane Markets Limited:

Brisbane Markets Limited (BML) is the owner of the Brisbane Markets site and is responsible for its ongoing management and development. BML provides infrastructure and services to facilitate the marketing of fresh food, flowers and other ancillary products for fruit, vegetable and flower wholesalers, retailers, provedores, secondary wholesalers, food processors, transporters, exporters, industry organisations and market support businesses.

More information can be found on our website: www.brisbanemarkets.com.au.