

## The Real Flower Petal Confetti Company:

### Press Pack 2017

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The Real Flower Petal Confetti Company  
[www.confettidirect.co.uk](http://www.confettidirect.co.uk)

The Real Flower Petal Confetti Company is part of the family farming estate of H & R Hudson, run by Charles Hudson. The Hudson family have farmed the land around Wick village for over 250 years and the estate consists of a 1000 acres of arable farmland and river meadow, woodland, cricket bat willows, rental cottages and a hydroelectric scheme on the River Avon.

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2017: To celebrate our 20<sup>th</sup> year of growing confetti petals The Real Flower Petal Confetti Company's flower field will again feature a magnificent Union Jack Delphinium Flag. Open to the public from 30<sup>th</sup> June – 9<sup>th</sup> July 2017.

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### Photographs

We have a vast archive of confetti product images, confetti throw pictures, and field photography available for use. Please email [sally@confettidirect.co.uk](mailto:sally@confettidirect.co.uk) with details of the types/styles/specific images you require.

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### Celebrating 20 years of growing confetti...

The Real Flower Petal Confetti Company are the UK's original wedding petal growers and we have lead the way in beautiful, natural, biodegradable confetti since 1997.

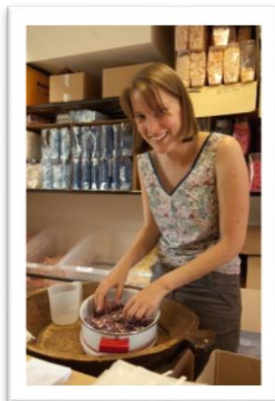


Our story begins on a late spring afternoon many years ago... Charles Hudson was looking for ways to diversify the farming on his family estate when he stumbled upon the idea of flower petal confetti. Charles happened to pause outside the village churchyard on his way home, and strewn around the lych-gate were tiny wet pieces of coloured paper, debris from an earlier wedding, that had turned the church entrance into an eyesore.

Charles appreciated why so many churches ban the use of confetti within church grounds, but it seemed a shame that the wedding celebrations could not have started as the happy couple stepped out of the church. When he arrived home some petals fell from the flower bouquet Charles was carrying for his wife and he experienced a 'eureka' moment - The Real Flower Petal Confetti Company was born!

Charles experimented with many flowers and carefully developed his own delicate process of drying petals - using just sunshine and fresh air. Delphiniums were finally chosen for their ability to retain their shape and beautiful colour when dried. A huge field of flowers blooms on the farm each summer and the petals are all picked by hand. It's an

intensive process, but it results in superior petals. Customers order online or over the telephone and can choose their own bespoke mixes of confetti to suit their wedding theme. The Wyke Manor estate is nestled in the shadow of Bredon Hill, in the picturesque Worcestershire countryside, and from the small office in Wick village orders are sent out to weddings all over the world.



The confetti moment is a quintessential wedding day experience and the traditional simplicity and beauty of the idea of throwing flower petals, together with the fact that they biodegrade as naturally as blossom, meant that our confetti was instantly loved by Brides & Grooms, churches and venues. Demand grew so rose petals, wildflowers, hydrangeas, and lavender were sourced and added to the range to give couples more choice, and handmade confetti cones, bridesmaid baskets, petal bags, beautiful paper envelopes and handmade horseshoes are also available to add those finishing touches.



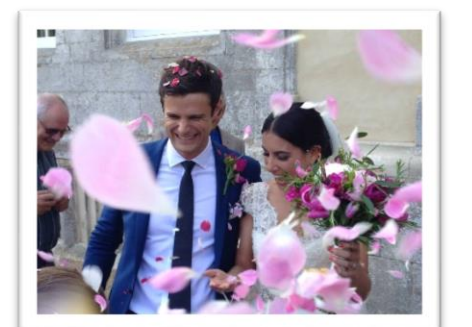
## Facts & Information

Traditionally confetti (grains of rice) were thrown over newlyweds to bestow fertility on the marriage.

Confetti is an Italian word for sweets – which are thrown on special occasions to bring good luck.

Nowadays throwing confetti simply marks the end of the formal ceremony and the start of the wedding celebrations. The tradition continues because it's great fun!

Flower petals are ideal because they naturally biodegrade. Delphiniums have a meaning of swiftness and lightness and symbolize strong bonds of love – perfect for wedding confetti! Roses are the most romantic of flowers and simply embody love, passion and romance – which makes them a very popular choice for wedding petals!



Our petals are sold by the pint and 1 pint = 10 handfuls of throwing confetti.

At the average wedding 50 - 100 handfuls of confetti will be thrown.

Our most popular confetti mixes are-

1. Rainbow Delphiniums
2. Blushing Pink, Baby Pink and Cream Small Natural Rose Petals
3. Pale Pink, Ivory and Azure Blue Delphinium Petals



Scattering petals down the aisle in front of the bride is another popular use for confetti petals. It is said to represent a happy path into married life.

Real Flower Petal Confetti has now been used at thousands of weddings worldwide, including those of celebrities and Royalty, and they have also been used to bring a touch of romance to TV and feature films.

Notable clients include: Prince Charles and The Duchess of Cornwall (married 11<sup>th</sup> April 2005)

Madonna and Guy Ritchie (married 22<sup>nd</sup> December 2000)

Catherine Zeta Jones and Michael Douglas (married November 18<sup>th</sup> 2000)

Katie Melua and James Toseland (married September 1<sup>st</sup> 2012)

Jessica Ennis and Andy Hill (married 18<sup>th</sup> May 2013)

Take That – Progress Tour 2011

Dr. Watson's wedding in Sherlock Holmes II – Game of Shadows (director Guy Ritchie, 2011)

Jane Eyre (director Cary Fukunaga, 2011)

Foxes 'Youth' music video (2014)

TOWIE, Emmerdale, Jo Malone, Browns Fashion, John Lewis and many more!

Our Flower Field is planted on our farm in a different place every year – the plants are annuals and are rotated with all our other crops.

Each summer we harvest over 20,000 pints of petals all by hand.

Our confetti petals are naturally dried using a top secret process – actually we use just sunshine and fresh air!

The largest flower field we ever grew was over 25 acres and our Union Jack field design in 2004 made it into The Guinness Book of Records as the world's largest decorative carpet of flowers.



## Media & PR

The Real Flower Petal Confetti Company and their Confetti Flower Field have been featured and photographed by many eminent publications over the years including The Telegraph, Daily Mail, the Sunday Times, Vogue, Tatler and all the major UK wedding magazines including Conde Nast Brides.

A selection of Press Clippings:

Daily Mail 30.06.04



Daily Mail 11.04.05



Daily Express 23.07.05



Vogue October 2007 The Telegraph 18.04.11 Harpers Bazarre July 2014



Sunday Times Style 20.01.13



Daily Mail 11.07.15



(If you would like a higher resolution scan of a clipping please email your request to [sally@confettidirect.co.uk](mailto:sally@confettidirect.co.uk))

The Real Flower Petal Confetti Company and their Confetti Flower Field have also been profiled on television, including BBC Countryfile, BBC Gardener's World, Michael Portillo's Railway Journeys, This Morning with Richard and Judy and BBC and ITV local news and weather.

The Real Flower Petal Confetti Company and their Confetti Flower Field have also been profiled on numerous online wedding and floristry blogs and regularly feature on the UK wedding magazine websites.

Online Highlights: Click on the link to read the full article.

[Belle & Buntly](#) fashion and bridal blog (18.07.16)

[Whimsical Wonderland Weddings](#) UK wedding blog (25.04.16)

[Brides online](#) UK wedding magazine website (08.04.16)

[Farmer's Weekly](#) farming and agricultural industry news (17.8.15)

[Wedding Ideas online](#) UK wedding magazine website (21.08.14)

[One Fab Day](#) UK and Irish wedding blog (18.01.13)

## Press Releases:

Our PR is always written up as features on [The Confetti Blog](#) so please check the post archive for news, product and flower field information.

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