

"Selling your Flowers:

Professional advice on pricing and transporting your flowers."

Chef Nicholas Lodge

How to price flowers is a question I get asked a lot!

Whether you live in the UK, USA or anywhere else in the world, the cost of flower paste, petal paste, gum paste and air drying clay are similar. **The important factor to consider when pricing your flowers is the time it takes to create!** So the more time you put in, the more expensive the flower will be to the client. If you're a cake artist with overheads, especially in a major city, those additional costs must be factored in too!

The costing breakdowns overleaf are for the two sprays shown in Episode 3 and the individual flowers from Flower Pro Books 1, 2 and 3 (Volume 3 release date to be confirmed) and based on a home flower business. You may want to multiply your costs to allow for a profit margin. For example, if you double the costs of the bridal spray, this will give you 100% profit:

Total cost: \$38.78 x 2 = **\$77.56**

A business with overheads such as rented premises, shared kitchen, payroll, etc. will consider these in their costing. Most cake decorators base their prices on approximately \$35.00 per hour, plus ingredients (this \$35.00 will cover payroll and overheads).

Many cake decorators calculate their selling price by doubling their costs. For example, if you have an employee who takes one hour to make a cake (at \$35.00 per hour) and the ingredients costs are \$35.00, the total cost would be \$70.00. The cost is then doubled to give a selling price of \$140.00 (100% profit).

Of course, cake prices vary a lot – in 2020 the average price of a 2x1x4 inch serving of cake is around \$6.00. That could increase to \$15.00-\$20.00 per serving depending on the design of the cake!

Surcharges

I always charge for my sugar or air drying flowers separately from the cake. Once I have agreed with the client what flowers are required, I work out the cost of the flowers, add an arrangement fee plus any ribbon costs, and possibly a surcharge for colouring – just as if you bought fresh flowers from a florist, you would only be charged for the flowers, but if you wanted a flower arrangement the floral designer would charge an additional fee.

You may want to add an additional surcharge for complex colouring, colour matching or individual flowers such as two-tone roses.

A client who wants dark colours, for example red roses, I would add a colouring surcharge usually of 20% to cover the additional time and the cost of the red gel / paste / powder colour. You may decide to incur a 20% surcharge for dusting if you know you will spend considerably more time to achieve the desired result.

I also add additional costs for coloured rolled fondant – there is a huge difference between taking white or coloured rolled fondant straight out of a container, rolling out and covering a cake, as opposed to custom colouring white rolled fondant for a client. This could take 30 minutes to an hour, as you may need to experiment with colours, so this time cost must be passed onto the client! Also remember, coloured rolled fondant is usually more expensive than white, so even if buying it pre-coloured this will cost the client more.

I hope you find this information helpful – happy flower making!

Costing breakdowns

Air drying clay bridal spray (see Ep1 & 3)

MATERIALS

Air Drying Clay (200g): \$12.99 plus shipping

Cost per gram: \$12.99 divided by 200g = **\$0.064**

Using 20g of clay to make the bridal spray:

Total cost of paste: \$0.064 x 20g = **\$1.28**

FLOWERS

Roses:

\$4.00 1 x Tight rose bud

\$8.00 1 x Full rose

\$1.50 3 x Small rose leaves (\$0.50 each)

\$1.50 3 x Large rose leaves (\$0.50 each)

Ferns:

\$1.25 1 x Fern tip

\$1.00 2 x Small frond (\$0.50 each)

\$1.00 2 x Medium frond (\$0.50 each)

Stephanotis:

\$1.50 1 x Bud

\$2.25 1 x Flower

Baby's breath:

\$0.50 2 x Buds (\$0.25 each)

\$1.00 2 x Flowers (\$0.50 each)

Calla lily:

\$4.00 1 x Large Flower

Hydrangea:

\$1.00 2 x Buds (\$0.50 each)

\$4.00 2 x Flowers (\$2.00 each)

MATERIALS: \$1.28

FLOWERS: \$32.50

ARRANGEMENT FEE: \$5.00

TOTAL: \$38.78

Gum paste / flower paste spray (see Ep3)

MATERIALS

Gum paste / flower paste (500g): \$12.00 plus shipping

Cost per gram: \$12.00 divided by 500g = **\$0.024**

Using 200g of paste to make the spray:

Total cost of paste: \$0.024 x 220g = **\$5.28**

FLOWERS

Bouvardia:

\$4.50 9 x Buds (\$0.50 each)

\$7.50 6 x Flowers (\$1.25 each)

\$6.00 3 x Leaves (\$2.00 each)

Forget-me-not:

\$2.25 9 x Buds (\$0.25 each)

\$9.00 6 x Flowers (\$1.50 each)

Berries:

\$8.00 16 x Berries (\$0.50 each)

Trailing foliage:

\$9.00 9 x Trailing foliage (\$1.00 each)

Calla lily:

\$12.00 3 x Large flowers (\$4.00 each)

Anemone:

\$15.00 1 x Flower

\$4.00 1 x Basic bud

\$6.00 1 x Detailed bud

\$6.00 3 x Leaves (\$2.00 each)

Roses:

\$4.00 1 x Tight rose bud

\$6.00 1 x Bud

\$8.00 1 x Mid rose

\$10.00 1 x Full rose

\$12.00 1 x Fully blown rose

\$2.50 5 x Small rose leaves (\$0.50 each)

\$4.00 8 x Medium rose leaves (\$0.50 each)

\$3.00 6 x Large rose leaves (\$0.50 each)

MATERIALS: \$5.28

FLOWERS: \$138.75

RIBBON & ARRANGEMENT FEE: \$50.00

TOTAL: \$194.03

Costing breakdowns

Flower Pro Volume 1

Roses:

\$4.00	Tight rose bud
\$5.00	Rose bud
\$6.00	Mid rose
\$7.00	Full rose
\$8.00	Fully blown rose
\$0.50	Small leaf
\$0.50	Medium leaf
\$0.50	Large leaf
\$0.75	Extra large leaf

Ferns:

\$0.50	Small frond
\$0.50	Medium frond
\$0.75	Large frond
\$1.25	Fern tip
\$1.50	Large fern

Baby's breath

\$0.25	Buds
\$0.50	Flowers

Mimosa:

\$0.50	Flower
	Leaf – see medium or large fern frond

Forget-me-nots:

\$0.25	Buds
\$1.50	Flowers

Cherry blossom:

\$0.75	Buds
\$2.00	Flowers

Lily-of-the-valley:

\$0.50	Buds
\$1.50	Flowers

Pussy willow:

\$0.50	Flower
--------	--------

Hyacinth:

\$0.75	Buds
\$1.75	Flowers

Blue bell:

\$0.75	Buds
\$1.75	Flowers

Stephanotis:

\$1.50	Buds \$1.50
\$2.25	Flowers

Nicotiana:

\$2.25	Flowers
--------	---------

Dogwood:

\$2.50	Flowers
--------	---------

Hydrangea:

\$0.50	Buds
\$2.00	Flowers

Lilac:

\$0.50	Buds
\$1.00	Flowers

Bouvardia:

\$0.50	Buds
\$1.25	Flowers

Jasmine

\$0.50	Buds
\$1.25	Flowers
\$0.50	Leaves

Plumeria

\$0.50	Buds
\$1.00	Flowers

Flower Pro Volume 2

Lily buds:

\$1.75	Small
\$2.00	Medium
\$2.25	Large

Lily leaves:

\$1.50	Small
\$2.00	Large

Oriental lily:

\$30.00	Small
\$35.00	Large

Tiger lily:

\$25.00	Small
\$30.00	Large

Calla lily:

\$3.00	Small
\$3.50	Medium
\$4.00	Large
\$6.00	XL
\$8.00	XXL

Lily-of-the-valley:

\$2.50	Leaf
--------	------

Hosta:

\$6.00	Leaf
--------	------

Tulip:

\$4.00	Leaf
\$20.00	Parrot tulip
\$5.00	French tulip

Poinsettia:

\$30.00	Small
\$40.00	Large

Peony:

\$1.25	Single leaf
\$3.00	Small triple leaf
\$4.00	Large triple leaf
\$5.00	Classic bud
\$35.00	Classic flower (as pictured in book)
\$10.00	Each additional layer of petals
\$45.00	Oriental peony (as pictured in book)
\$4.00	Quick bud
\$12.00	Quick flower

Flower Pro Volume 3 (release date tbc)

Sunflower:

\$10.00	Small flower
\$30.00	Large flower
\$3.00	Small leaf
\$4.50	Large leaf

Gerbera:

\$18.00	Flower
---------	--------

Daisy

\$0.75	Bud
\$2.25	Flower
\$0.75	Small leaf
\$1.25	Large leaf

Maple:

\$4.50	Leaf
--------	------

Ginkgo:

\$2.00	Leaf
--------	------

Poppy

\$1.25	Small / medium bud
\$2.25	Seed head
\$7.00	Small flower
\$8.00	Medium flower
\$9.00	Large flower
\$0.50	Small leaf
\$0.75	Medium leaf
\$0.75	Large leaf

Ivy:

\$1.00	Small leaf
\$1.25	Medium leaf
\$1.50	Large leaf

Baby blue eucalyptus:

\$0.50	Small leaf
\$0.50	Medium leaf
\$0.75	Large leaf

Silver dollar eucalyptus:

\$0.50	Small leaf
\$0.50	Medium leaf
\$0.75	Large leaf
\$0.75	Extra large leaf

Seeded eucalyptus:

\$0.25	Seeds
\$0.50	Small leaf
\$0.70	Large leaf

English boxwood:

\$0.25	Small / large leaf
--------	--------------------

Italian ruscus:

\$0.50	Small leaf
\$0.50	Medium leaf
\$0.75	Large leaf

Dusty miller:

\$1.50	Small leaf
\$2.00	Large leaf

Other flowers created using Flower Pro moulds featured in Members Club videos

Daffodill:

\$2.00	Buds
\$6.00	Flowers
\$2.00	Leaves

David Austin rose:

\$3.00	Bud
\$12.00	Flower
\$0.75	Extra large leaf

Sweet pea:

\$1.00	Bud
\$1.75	Open bud
\$2.50	Full flower
\$0.50	Leaves