

# *Kent WILDFLOWER Seeds*



Press Pack – Spring/Summer 2025

*[kentwildflowerseeds.co.uk](http://kentwildflowerseeds.co.uk)*

# Kent WILDFLOWER Seeds

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Kent Wildflower Seeds's floral display at the 2025 RHS Chelsea Flower Show, sponsored by Fielden Whisky, aims to inspire gardeners to integrate the species they find growing wild in local fields and hedgerows into their planting schemes, rather than segregate them.

Proving that there's a place for British flora in every garden, their display marries wildflowers with cultivated perennials and draws on the concept of 'borrowed scenery' to show that by taking inspiration from the surrounding landscapes and views, you can create a sense of harmony between your garden and what lies beyond.

Immersing herself in the fields of wildflowers across Kent from which her family harvest seed, Charlotte Denne of Kent Wildflower Seeds began to look at how beautiful they were and question: "why shouldn't we have them in the garden - why the segregation?" When people say, "they belong in the field and cultivated plants belong in the garden" she explains "it feels odd, prescriptive and separatist."

*"I want to challenge the idea that wildflowers are weeds; in our display they are paired intentionally with plants which have been seen in the Great Pavilion many times before."*

Charlotte Denne, Kent Wildflower Seeds

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Offering a range of wildflower seeds, mixtures, and seed collections which are intended to inspire gardeners to incorporate more wildflowers into their established planting schemes, their packets benefit from sleek, sustainable design, are printed on FSC certified, recyclable paper and packed by hand in the southeast of England.

Doffing their hat to sponsors Fielden Whisky of England, Kent Wildflower Seeds have designed a wildflower seed mix to support the health and regeneration of soil. This carefully selected mix includes nitrogen-fixing legumes, deep-rooted herbs, and biodiversity-boosting perennials, designed to improve soil structure, enhance microbial activity, and support pollinators and other beneficial insects.

Their new soil health seed mixture is currently exclusively available at [kentwildflowerseeds.co.uk](http://kentwildflowerseeds.co.uk), [fielden.com](http://fielden.com), and from their stand (GPE073) in the Great Pavilion at RHS Chelsea Flower Show.

*“I’m thrilled to have the opportunity to showcase these incredibly productive plants at the RHS Chelsea Flower Show and demonstrate how, by including native flora in our borders, we can create more resilient and biodiverse gardens.”*

Charlotte Denne, Kent Wildflower Seeds

For more information, image requests or to discuss becoming a stockist, please contact: [charlotte@kentwildflowerseeds.co.uk](mailto:charlotte@kentwildflowerseeds.co.uk)  
Follow us on Instagram: [@kentwildflowerseeds](https://www.instagram.com/kentwildflowerseeds)

# Kent WILDFLOWER Seeds



## SEED COLLECTIONS

Edimental Wildflowers – *Musk-mallow, Field Scabious and Cornflower.*

Harvest the fresh blooms of these vibrant wildflowers to brighten salads or provide decoration for cakes and drinks. Petals can be frozen in ice cubes, mixed into icing, or dried and used in herbal tea blends.

Other seasonal seed collections in the range currently include: *Butterfly Food Plants, Bee Garden Wildflowers, Wildflowers for Seed-Feeding Birds, Wildflowers for Soil Health, Kitchen Garden Wildflowers, Edible Leaves, Cottage Garden Wildflowers, Low-Growing Wildflowers, and White Border Wildflowers.*



## 100% NATIVE WILDFLOWER SEED MIXES

Bright Cornfield Wildflowers – Species include: *Corncockle, Corn chamomile, Cornflower, Common poppy and Corn marigold.*

Producing a riot of colour for one flowering season the annual wildflower species in this mix are packed full of nectar-rich blooms and are ideal for filling gaps in garden borders.

Other seasonal seed mixes in the range currently include: *Edimental Wildflowers, Naturalised Wildflower Border, Wildflowers for Window Boxes and Containers, Wildflowers for Bees and Butterflies, and Cottage Garden Wildflowers.*



## SINGLE SPECIES

Common Vetch – *Vicia Sativa.*

Producing numerous, small, purplish-pink flowers that resemble those of a low-growing 'sweet pea', common vetch is a sprawling, nitrogen-fixing wildflower which can support the growth of nitrogen-hungry vegetables, such as rhubarb and kale, in kitchen garden planting schemes.

Other seasonal native seeds in the range currently include: *St John's-Wort, Black Medick, Kidney Vetch, Wild Red Clover, Cowslip, Oxeye Daisy, Cornflower, Agrimony, Bird's-Foot-Trefoil, Common Poppy, Meadow Vetchling, Meadow Buttercup, and Tufted Vetch.*



## COLLABORATION WITH CREATIVE PARTNERS FIELDEN WHISKY

Limited edition wildflower seed mix inspired by Fielden Whisky and their fields full of life.

A mix of tap-rooted pioneers, nitrogen-fixers, and pollinator favourites, the root systems of these resilient wildflowers break up compacted soil, increase nutrient cycling and improve drainage. Over time, this diverse mix will support the succession of soil structure and fertility.

Includes: *Wild White Clover, Bird's-Foot Trefoil, Corn Chamomile, Black Medick, Common Knapweed, Yarrow, Sainfoin And Viper's Bugloss.*

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