



Supertunia® Bordeaux™ Improved New for the 2025-2026 Season

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Supertunia® Bordeaux™ Improved *Petunia*



The Goal of Greater Consistency.

Over the last couple of years, we have seen some variabilities with the performance of Supertunia® Bordeaux™, including foliar distortion and blind shoots as well as funneled flowers.

While we worked diligently to minimize impacts to our grower and retailer customers, given the importance of this variety, we know some were frustrated and have been asking for an improvement.



Supertunia® Bordeaux™ Improved *Petunia*

Outstanding Garden Performance

Like many Proven Winners® annuals, Supertunia® Bordeaux™ is a variety that consumers request by name and share widely on social media.

Supertunia® Bordeaux™ Improved has been tested over multiple years, confirming strong grower production performance, retail appeal, and most importantly, outstanding garden performance for consumers.



Supertunia® Bordeaux™ Improved *Petunia*

Better Overall Performance

This new introduction has dramatically increased genetic stability, resolving the somaclonal variation issues previously seen in the original variety and allowing for greater consistency across the supply chain.

Supertunia® Bordeaux™ Improved bears slightly lighter lavender blooms than the original variety, but with the same dark throat and veining. Sometimes, the flowers of Supertunia Bordeaux Improved will be accented by a faint white picotee margin.

The similar flower color and pattern, combined with the improved overall plant performance, makes Supertunia® Bordeaux™ Improved an easy swap in existing recipes and single container production.



Left: Supertunia® Bordeaux™ Improved | Right: Supertunia® Bordeaux™



Left and center: Supertunia® Bordeaux™ Improved | Right: Supertunia® Bordeaux™



Left: Supertunia® Bordeaux™ Improved | Right: Supertunia® Bordeaux™

Supertunia® Bordeaux™ Improved *Petunia*

Key Improvements

- Earlier to flower
- More consistent flowering
- Better branching and habit
- Easier growth control
- Eliminates foliar issues



Top: Supertunia® Bordeaux™ Improved | Bottom: Supertunia® Bordeaux™

Supertunia® Bordeaux™ Improved *Petunia*

Improved Flower Coverage

Supertunia® Bordeaux™ Improved has enhanced branching and a tighter, more balanced habit, resulting in a fuller plant that looks great in Grande or Classic containers, monoculture plantings and container recipes.



Left: Supertunia® Bordeaux™ Improved | Right: Supertunia® Bordeaux™



Left: Supertunia® Bordeaux™ Improved | Right: Supertunia® Bordeaux™

Supertunia® Bordeaux™ Improved *Petunia*

Easier Growth Control

Supertunia® Bordeaux™ Improved is earlier to flower, better branched, and more heavily flowered than the original, providing strong floral presence during the critical retail sales window.



No PGR

Bonzi 2.5 ppm

Bonzi 5 ppm

Bonzi 10 ppm

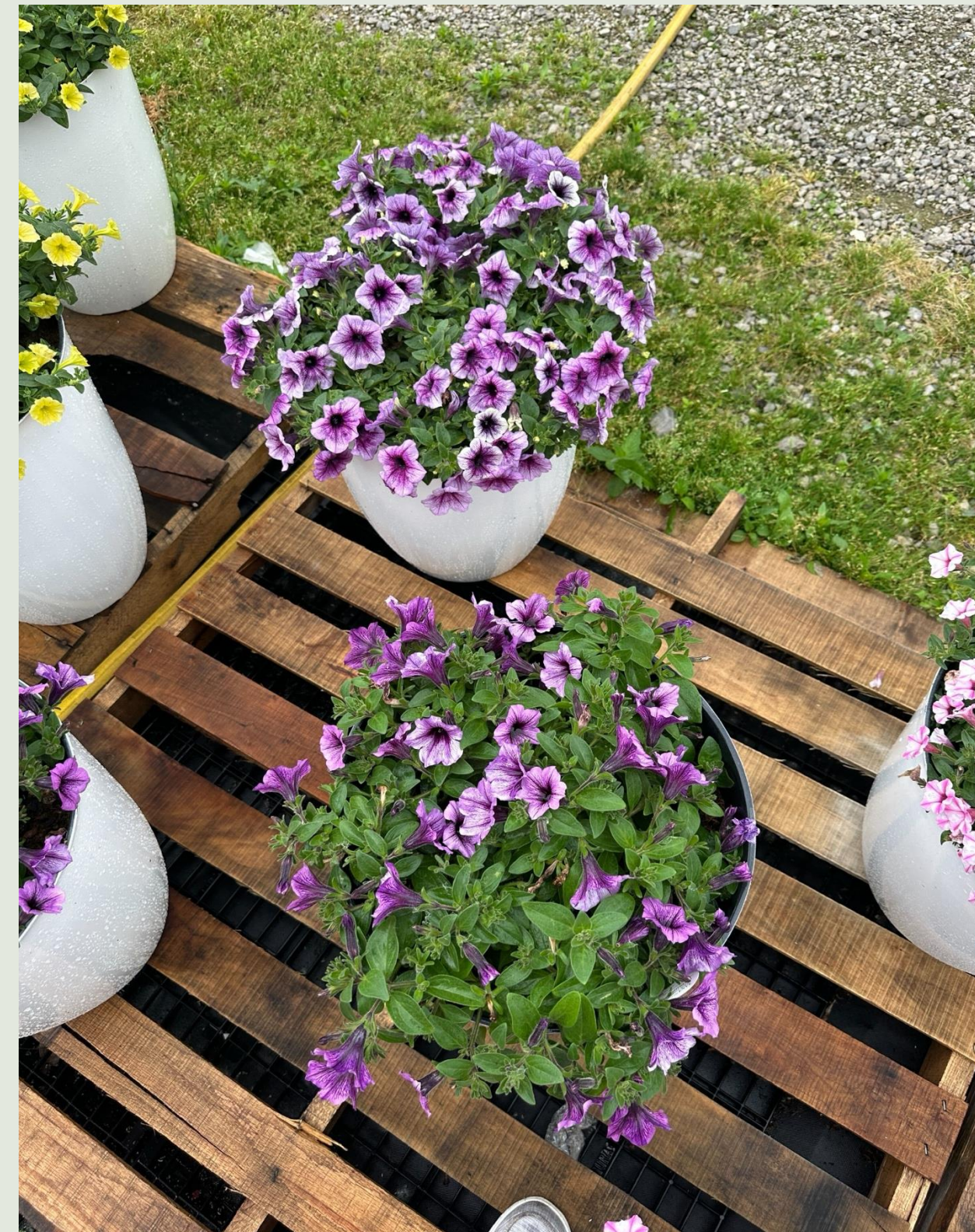
Top: Supertunia® Bordeaux™ Improved | Bottom: Supertunia® Bordeaux™
Photos taken week 20 at four weeks old using standard liners.

Supertunia® Bordeaux™ Improved *Petunia*

Weather Tolerance & Durability

Supertunia® Bordeaux™ Improved has superior weather tolerance and improved petal substance.

This ensures that flowers maintain vibrant color and presentation even after heavy rainfall, providing consistent retail appeal and reliable garden performance.




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The #1 Plant Brand.®

Top: Supertunia® Bordeaux™ Improved | Bottom: Supertunia® Bordeaux™
Image taken immediately after a downpour.

Supertunia® Bordeaux™ Improved *Petunia*



Additional Resources:



Supertunia® Bordeaux™ Improved
Petunia

Greater consistency. Better performance.
Same consumer recognition.

Like many Proven Winners® annuals, Supertunia® Bordeaux™ Petunia is a variety that consumers request by name and share widely on social media.


Supertunia® Bordeaux™ Improved has been tested over multiple years, confirming strong grower production performance, retail appeal, and most importantly, outstanding garden performance for consumers.

This new introduction also has dramatically increased genetic stability, resolving the somaclonal variation issues previously seen in the original variety and allowing for greater consistency across the supply chain.

Updated Flower Look

Improved Habit & Flowering

Supertunia Bordeaux Improved has enhanced branching and a tighter, more balanced habit, resulting in a fuller plant that looks great in Grande or Classic containers, monoculture plantings and container recipes.




Left: Supertunia® Bordeaux™ Improved | Right: Supertunia® Bordeaux™

Easier Growth Control

Supertunia® Bordeaux™ Improved is earlier to flower and more heavily flowered than the

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The #1 Plant Brand.®

Supertunia® Bordeaux™ Improved
Petunia hybrid

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